

## EDUCATION – COMMUNICATIONS REPORT AND RECOMMENDATIONS

Attendee's Name: Joseph Kerski Title: Cartographer, PM

Location: Idaho Falls ID

Other USGS Attendees: Lance Clampitt, MT-WY Liaison  
Bill Smith, ID Liaison  
David Vincent, UT Liaison  
Carl Rich, RMMC RTA  
Rick Pearsall, HQ NMD

Trip Date(s): 18-21 April 1999

Purpose of Travel: **1999 Intermountain GIS Conference:**

- (1) Operate USGS exhibit
- (2) Conduct presentation: The Implementation of GIS In Secondary Education
- (3) Display and discuss poster at poster session: Fits, Starts, and Headway: The Incorporation of Geographic Educational Technology in Education

### **Summary:**

The Intermountain GIS conference began several years ago as the Idaho-Montana GIS conference, and expanded this year to include Wyoming and Utah. The major goals of the conference include:

1. DATA RESOURCES: To efficiently develop and effectively manage the geographic information resources in the region.
2. TECHNOLOGY: To develop efficient and effective methods for the physical exchange of geographic information via hardware, software, and communications.
3. ADMINISTRATIVE AND LEGAL: To recommend state-level laws and administrative policies that create an effective structure for developing and managing geographic information resources.
4. INFORMATION EXCHANGE: To foster the sharing of information and ideas and to disseminate information about GIS-related activities throughout the region.
5. EDUCATION: To ensure that qualified personnel are available to meet the GIS needs of the public and private sectors and to strengthen GIS-related education programs in the region.

At the request of Lance Clampitt, WY and MT C&R liaison, I attended the conference to bring an educational outreach perspective to the conference and to assist in the USGS exhibit. Perhaps because GIS first got a foothold in Montana through the state library, educational GIS has always

been strong in the state, and my presentation fit into an educational track at the conference. I met with students from Shelley High School, who made a presentation at "Public Night" on the GIS activities at their school.

The other presentation at the conference was a DOQ workshop conducted by Clampitt and Smith.

The other poster was Carl Rich's poster on Abandoned Mine Lands research.

The conference attracted over 350 attendees and 30 vendor exhibits. Tracks focused on GIS Management, Metadata and Standards, Research and Applications, the Internet, Computer Networking, and GIS in Education. Next year's conference might be in Kalispell, MT, although the site has not been finalized.

By participating in this conference, we demonstrated the leadership that the USGS has in geospatial data that regional professionals can and have used in their work. In so doing, we made contacts that will help us meet our customer's needs as well as encouraged future cooperative agreements. Professionals who are trained in the types and applications of our data are a powerful lobby for the USGS. Students and researchers familiar with our data will form an expanded future USGS customer base.

We displayed the following digital demonstrations:

- 1) complete digital dataset (DOQ, DRG, DEM, and DLG layers) for Idaho Falls, ID using ArcView GIS software;
- 2) real-time GPS point collection on USGS DOQ and DRG. We placed a GPS receiver in the window and collected points at the conference site. We then drove in a van, collecting real-time GPS coordinates on USGS DOQs.
- 3) slideshows illustrating the USGS digital data types and applications using PowerPoint 97 software.

We displayed the following products and information:

On backdrop: Digital Landforms of the USA, DEM of Mt St Helens, Idaho and Montana shaded relief maps, status graphics of DEM-DRG-DOQ-DLG availability in the region, Yellowstone shaded relief.

Handouts: Included fact sheets, indexes, and GIPs emphasizing digital data and applications. Detail below.

We held a drawing several times for USGS maps and donated items for a raffle, both of which generated good publicity.

Earthlink worked well for Internet access at the hotel, but we did not have a telephone line in our exhibit.

***Recommendations:***

1) The Intermountain GIS conference is a worthwhile one for the USGS to participate in, particularly as we continue to seek cooperative agreements. I recommend we continue to participate each year in this and other state and regional GIS conferences.

2) This conference again demonstrated that the joining of outreach staff with C&R staff works well--bringing together a variety of skills and information.

4) The number of handouts was nearly perfect.

5) It was noteworthy that this was another GIS conference where we brought a number of teacher packets. The inclusion of educational sessions at GIS conferences is attracting customers from the educational community whose needs are being met by the educational handouts.

**6) Our Toshiba laptops, dating from 1996, are becoming painfully inadequate for our use. This was particularly noteworthy on this trip; all of us had problems booting the machines and collecting the real-time GPS coordinates.**

7) The GIS GIP needs to be reprinted!

8) Many digital fact sheets are still out of stock and need to be reprinted.

Planning document follows:

#### **Outreach Plan for 1998 GIS/LIS Conference**

Location: Shilo Inn, 780 Lindsay, Idaho Falls, ID 83402  
208-523-0088

Type of Event: GIS / Spatial Data Applications conference

The USGS will be represented by:

- 1) 10-foot exhibit
- 2) DOQ workshop
- 3) Public Night participation
- 4) GIS in Education presentation.
- 5) Abandoned Mine lands poster.
- 6) GIS in Education poster.

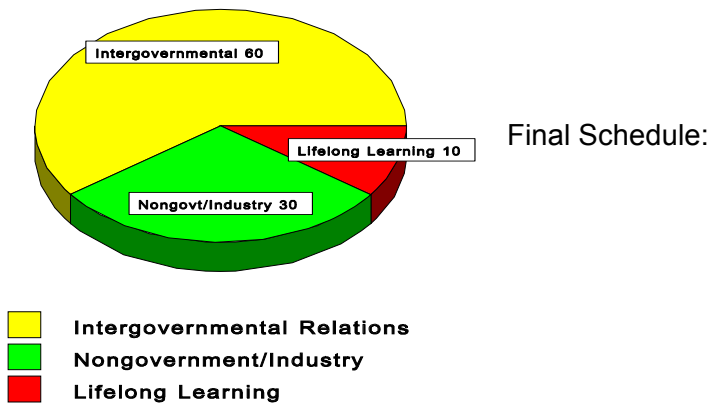
WWW site:

Staffing:

from RMMC: Lance Clampitt  
Joseph Kerski  
Bill Smith

from RMMC-SLC: Dave Vincent

# Outreach Focus Areas



Sun 18 Apr 1999	Mon 19 Apr 1999	Tue 20 Apr 1999	Wed 21 Apr 1999	Thu 22 Apr 1999
8pm - 11pm	8am - 9pm	8am - 5pm	8am - 5pm	9am - 5pm
Set up exhibit.	Staff exhibit Kerski - presentation	Staff exhibit	Staff Exhibit	Clampitt/Smith workshop.

## Audience:

Core Customers: planners, engineers, and scientists in environmental science, energy, utilities, wastewater treatment, hydrology, GIS, demographics, marketing, satellite imaging, transportation, land use.

Non-Core Customers: Educators, business; realtors, marketers; insurance.

Personnel required: Experience working with the public, and knowledgeable about:

- (1) cooperative agreements,
- (2) digital data availability, ordering information, scales, and formats.
- (3) use of USGS digital data with GIS and remote sensing software in all applications, including government, business, and education.
- (4) USGS activities and data in ID, MT, WY, and UT.

## Action items:

Joseph

Arrange for transport of backdrop  
Plot posters, signs, and other materials

Process digital data  
 Arrange workshop digital presentation  
 Conduct presentation  
 Ship publications rack to conf site - Planned  
 Ship materials to conf site - Planned

Bill & Lance

Order & process data for Idaho Falls ID  
 Make 1 plot of 4 states: DOQ, DEMs  
 Make small status graphics handouts 50 ea  
 Create WWW info sheet 150  
 Review and submit proposed materials list  
 Assemble appropriate digital data  
 Assemble C&R notebook  
 Arrange for computer monitor  
 Make WWW info sheet with status graphics, WebGLIS, metadata

Gary Kress

Submit materials order to IS

All

Staff exhibit

Exhibit Details

Item	Plan
Exhibit Themes	Spatial Data for a Changing World Partnerships
Computers	Laptop #1: Joseph Kerski: For PowerPoint demos, remote sensing and other animation videos, ArcView demos with USGS products, etc.  Laptop #2: Lance Clampitt; For ArcView data sets, Digital data uses and applications; cooperative agreements; Greater Yellowstone, etc.  Laptop #3: Bill Smith: DOQ-DRG-DEM-DLG data; etc.
Monitors	1 from WRD subdistrict office or other location
Publications Rack	Joseph - ship from Denver
Backdrop	Partnerships poster Greater Yellowstone poster NHD poster Mt St Helens plot

	DOQ status graphics for 4-state area DEM status graphics for 4-state area Using DOQs in Arc/Info poster I-2206 Digital Landforms of USA
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Materials to Order:

Bulletins

B2025 Guide to the development and application of geographic information systems for sedimentary basin analysis; case study for the San Juan Basin, New Mexico and Colorado. 1992 \$3.25

Open File Report (1 copy)

OFR on Middle Rio Grande Basin Project (10)

Professional Papers (1 each):

P1414A Analysis of regional aquifers in the central Midwest of the United States in Kansas, Nebraska, and parts of Arkansas, Colorado, Missouri, New Mexico, Oklahoma, South Dakota, Texas, and Wyoming; summary. 1996 \$9.00

Circulars (1 each):

Water Quality in the Trinity River Basin, Texas

C1162 Water quality in the Rio Grande Valley, Colorado, New Mexico, and Texas, 1992-95. 1998\*

C1120H Flood volumes in the upper Mississippi River basin, April 1 through September 30, 1993. 1995.

C1126 Dams and rivers; a primer on the downstream effects of dams. 1996

Fact/Information Sheets:

Digital Elevation Models	(100)
Digital Line Graphs	(100)
Digital Orthophotoquads	(125)
Digital Products Online (Joseph has all)	(0)
Digital Raster Graphics	(100)
USGS Information Sources	(150)
Educational Materials from the USGS FS-225-96	(100)
Fact Sheet List (Joseph has)	(0)
GeoData Order Form	(50)
GIP list (Joseph has)	(75)
GLIS	(150)
GNIS	(25)
How to Obtain Aerial Photographs	(50)

Land Cover Characterization Program	(35)
Map Dealer List for ID, MT, UT, and WY	(5)
NAPP brochure and ordering info	(20)
National Atlas	(25)
National Digital Orthophoto Program	(25)
SDTS	(20)
US Geodata Available through the Internet	(100)
UTM	(10)

Index to Topographic Maps, and Map Lists, for:

ID	(100)
MT	(100)
UT	(100)
WY	(100)

AZ, CA (5), CO, FL, GA, IL, LA, MA, MO, NY, OK, PA, TX (25), WI

GIPs:

96-0011 Aerial Photographs and Satellite Images	(150)
96-0201 Map Projections -	(150)
93-0122 GIS	(150)
TUS Topographic Map Symbols Sheets (Joseph has)	(0)
USGS: Green brochure - Unbiased Science - (Joseph has)	(0)
93-0581 USGS Maps	(150)
GIS (if back in stock)	(150)
Finding Your Way with Map and Compass (Joseph has)	(0)

Maps -- 1 each:

Landslide Potential Map of the USA	
ID shaded relief	3
UT shaded relief	3
MT shaded relief	3
WY shaded relief	3
UT gap analysis map - Landsat	3

Digital Data - on CD: - order

Bill Smith will order Idaho Falls DEM and DOQ data

Teachers Packets:

Exploring Maps	(50)
Global Change	(50)
Map Adventures	(50)
People and Land: Finding A Balance	(50)

Volcanoes	(50)
What Do Maps Show	(50)
Other	
New USGS Making A World Of Difference book	(30)
USGS bags	(300)
New digital price sheet (for notebook)(Joseph has)	(0)
NHD fact sheet (Joseph has)	(0)
Postcards of I-2206 map	(25)
Postcards of Natural Hazards (Joseph has)	(0)
1 page handouts of DOQ--Arc/Info info sheet (Joseph has)	(0)
Post for holding bags (Joseph has)	(0)
USGS data in ArcView handouts (Joseph has)	(0)

Also: Bring business cards, velcro, tape, rubber bands, scissors, knife, FedEx labels.

\*\*\*end of report \*\*\*