



# AGI business planning meeting

21 March 2024 10:00 – 16:00

Venue: Jacobs, 1180 Eskdale Road, Phase 1, Winnersh Triangle, Wokingham RG41 5TU

## Agenda

Item	Start	Topic	Duration	Owner/s
	09:30	<i>networking / coffee</i>		
1	10:00	AGI Strategy and Mission Statement - 2030 - 2024	75 min	Fergus
2	11:15	Membership	30 min	Andrew, Stuart
3	11:45	Anti-Money Laundering validation	15 min	Mark
	12:00	<i>LUNCH</i>		
4	12:30	Marketing & Outreach - Social media business case - Comms calendar and event planning - AGI Awards / GeoBusiness	45 min	Richard
5	13:15	Proposed AGI webinar series	15 min	George
6	13:30	Skills - Focus on career pathways	30 min	Ian, Liz
7	13:45	AGI Networks structure and ToR	30 min	Liz, Fergus
	14:30	<i>BREAK</i>		
8	14:45	CPD future	30 min	Adam, George
9	15:15	National Groups alignment - Comms - Finances - Conference guidance	15 min	Fergus
10	15:30	Wrap Up Strategy 2024	15 min	Peter
11	15:45	AOB - GDPR	15 min	Mark
	16:00	<i>CLOSE</i>		

<b><u>In-person attendees</u></b>	Fergus Craig (chair), Fergus Craig, George Firth, Mark Stileman, Pam Whitham, Richard Flemmings, Liz Scott, Denise McKensie, John Seaborne, Vida Williams
<b><u>Online attendees</u></b>	Adam Burke, Sara Stewart, Ian Maxfield, Kenna Dallaway, Esther Moore
<b><u>Apologies</u></b>	Alan Moore, Sam Tizzard, Stuart Tosney, Andrew Cameron

## Welcome

Peter opened the meeting by framing it as a strategic business planning session looking forward to imagine the AGI's future in 2030. He also announced that he will be moving to live in Belgium in the summer; however, this is not expected to have any impact on his AGI Co-Chair role.



## 1 AGI Strategy and Mission Statement

Fergus opened the topic with a review of AGI’s current strategic public statements: its mission, three pillars and functions. We had an in-depth discussion around this subject, including

- distinctions between ‘geographic’ and ‘geospatial’
- geographic data practitioners and geographic data beneficiaries
- the role of AGI as a central function versus the collective skills and power of its membership
- the relevance of alternative key descriptive words, including ‘acting’, ‘advocating’ and ‘convening’

We settled on ‘a community of geographic professionals’ as the essence of a vision and identified various measures of success, broadly divided into ‘sustaining’ (e.g. income) and ‘vibrancy’ (e.g. event attendance) categories.

We also discussed how well AGI’s Standards function sits within the scope of our future vision, and it was agreed that it is an imperfect fit and has the potential to be assigned to a more suitable home.

## 2 Membership

Fergus led a discussion about AGI’s proposition for prospective AGI corporate (associate and partner) members. We agreed that we should articulate a key benefit for partner employees and the value of enhancing their careers. Associate and partner membership will save money compared to funding individual professional membership.

Target partner candidates include the Geo6 bodies, the employers of the Deputy Heads of the Government Geography Profession and the Geospatial Commission, with whom we should engage at the Geospatial Summit next week.

The agreed next step is to analyse individual professional memberships to identify further associate and partner prospects.

20240321-01	Membership WG	Membership WG to analyse current individual membership to identify opportunities to recruit additional corporate (associate and partner) members.	April
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## 3 Anti-Money Laundering validation

Kate Jones from Cutter & Co, AGI’s accountants, joined the meeting online to validate the identity of AGI Directors in line with Anti-Money Laundering regulatory requirements.

## 4 Marketing and outreach

(a) Social media support

Richard presented thinking to date from the Communications Working Group regarding contracting a specialist social media agency to help boost external engagement. The ensuing discussion centred on the need to have a coherent set of strategic pillars and supporting resources in place before taking this forwards. It was recommended that LinkedIn should be our primary channel and that its proposition and support for not-for-profits should be explored.

We agreed that this work should pause for the time being pending (a) strategy/mission update and (b) launch of new website.



(b) AGI communications calendar

Richard showed the calendar that the Comms Working Group uses for coordinating press releases and communications around both AGI and other industry events.

20240321-02	Richard	Richard to share AGI communications calendar on Basecamp	April
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(c) AGI Awards

The awards have now been launched. Nominations are sought using very short (300 character) citations to force succinctness. Richard requested that all AGI Council members promote the awards within their own organisations and to their networks. The deadline for nominations has been extended to 19 April.

(c) GeoBusiness

AGI will have a shared space with RICS, CICES and TSA. It will include a small theatre. There are many possibilities and unknown factors at this stage.

There will be a GeoBusiness 10-year drinks reception. Please let Richard know if you’re planning to go.

**5 Webinar series**

George presented a proposal to launch a regular monthly series of AGI webinars, each one involving 2-3 speakers from Partner or Associate organisations and hosted by a Council member. These webinars would be open to all.

Cheryl is willing to provide back office support, and our new Microsoft environment will provide a platform for webinars. Denise emphasised the significant volume of preparation and effort required to manage a smooth and professional webinar. Peter suggested that an initial webinar should be organised and clearly branded as a pilot to learn lessons before embarking on a regular series. We agreed that Healthcare should be the topic of the pilot. Duncan Booth from Esri has indicated that he is happy to support this.

20240321-03	George	George to arrange an AGI webinar pilot on the topic of Healthcare with input as required from John and Sam.	June
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**6 Skills**

Ian and Liz reported that the focus for this year will be to develop a range of typical career profiles across the industry, drawing out pathways of skill acquisition and usage and taking into account real career stories. They will start by sending around 20 questionnaire forms to contacts. The intended audience will be students and early-career professionals as well as people considering mid-career choices. John flagged a need to ensure continuity of online forms during the tech upgrade.

In addition, the Skills Group will be working with RGS to promote Level 7 (postgraduate) apprenticeships and Liz may have an opportunity to present on this topic at GeoBusiness. She is also presenting at the RSPSoc Wavelength conference.

The Group is also looking at work experience opportunities for secondary school pupils. Peter suggested that we take efforts to avoid duplication with other organisations, notably RGS.

**7 AGI Networks**



(a) Network principles

Fergus recapped on the history of Special Interest Groups, of which there used to be 10, and of which only ECN remains. Renewed ‘Networks’ could form a significant part of our ‘convening’ role.

The starting Networks are envisaged to be EO and 3D, and possibly Survey. Fergus is developing a 2-page framework/TOR for Networks which he will post on Basecamp.

Networks could have their own MS Teams workspaces and be run in a similar way to national groups and ECN with support from Compleat. We may want to re-brand these as Networks for consistency.

Before setting up a Network, all AGI Members will be emailed to gauge support, as there needs to be a minimum threshold of interest. Each Network will be overseen by a Council member.

There was an in-depth discussion on whether Networks should be open to all. We concluded that this should be the case, but only AGI Members will have access to the documented resources on MS Teams.

(b) EO Network

Liz has shared a draft TOR doc for the EO Network. It’s envisaged that there will be 2-3 events per year, the first one to be held in September. They will generally be hosted by EO companies. The Network will be aimed at ‘jobbing geospatial professionals’ looking to expand their horizons. ‘EO’is intended to have a broad scope, covering all types of imagery and platforms.

It was suggested that the Network could run a Q&A session on the AGI stand at GeoBusiness. Additionally, there is scope to repurpose event content for the AGI website.

Next step: Confirm the overall Network framework doc before finalising the EO TOR.

**9 CPD**

Sara and George led a discussion on AGI’s CPD role. Although a personal CPD accreditation tool is still in place, it is barely used.

The suggestion is that for now we focus on course and event accreditation – that is, charging organisations to get an AGI stamp of recognition with a number of CPD points.

There was some debate about whether there is a need for this. Does anyone value course accreditation? We agreed that the next step should be to canvas AGI Members.

20240321-04	Sara & George	Sara and George to (a) establish what income AGI currently receives from CPD accreditation and (b) canvas AGI Members on interest in continuing to accredit CPD events.	April
20240321-05	Sara & George	Sara and George to canvas AGI Members on interest in continuing to accredit CPD events.	May

**10 National group alignment**

We heard views from the national groups:

- AGI Scotland (via Alan): They would like to invest the £8k surplus from the recent Scotland conference back into Scottish activities. They would also like to analyse Scottish membership data.
- Cymru (Pam): Should national events align across the UK? Cymru would like to be able to coordinate regarding themes and event fees. In-person events are very difficult to run in Wales at a surplus.



- Northern Ireland (Sara): Would like the opportunity for national chairs to meet.

We concluded that the key requirement is for visibility and transparency - national groups need to communicate and understand what is going on.

20240321-06	Fergus	Fergus to set up a preliminary meeting of the national group chairs	April
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## 11 Strategy recap

Peter recapped on the key themes emerging from the morning session.

- We need to consider AGI membership from two perspectives: (a) revenue and (b) 'reach'.
- We need a clear comms strategy to create the '*community of digital geographers*'. This will be built on webinars, networks and awards.
- We are now introducing ourselves as '*AGI: the UK's geospatial community*'.
- Our three new key words are *Convening – Connecting – Enabling*.

20240321-07	Peter	Peter to draft an updated AGI vision and mission based on the outputs from the 21 March meeting and agree them with the Exec Group.	16 April
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## 12 Any other business

GDPR: Mark presented the recommendations arising from the recent GDPR audit. Most of these are relatively straightforward and can be actioned by Mark, Sam and Heather. We believe that it is prudent to contract the GDPR consultant to run an annual review at a quoted recurring cost of £750. Mark will share details on Basecamp.

ECN: The next event will be held at 10:00 on 16 April.

GeoCom lead: Heather/Compleat have agreed to organise the practical conference arrangements (we accept that this will reduce the event surplus), and Adam has offered to be a representative on Council. Vida and Liz both offered to support Adam.

Microsoft tech support: This will transition from SMY to OGEL on 4/5 April.