Society for Conservation GIS



Annual Report 2018–2019

www.scgis.org

Message from the President



On behalf of the SCGIS Board of Directors, I am very excited to present the 2018–2019 SCGIS Annual Report! This has been a successful year for our Society, highlighted by winning the 2018 John Muir Nonprofit Conservation Award! We are very proud to have been recognized by the John Muir Society for our 20+ years of achievements and long-term commitment to building and empowering a global community of conservation GIS practitioners. Other highlights in 2018–19 included piloting a new organizational membership program, growing our communications and outreach efforts, and increasing membership to the highest number of SCGIS members in recorded history!

The 2019 SCGIS Annual Conference theme, "Bridging the Nature-Human Divide," encouraged us to more deeply explore our interrelationships with the natural world, address growing environmental challenges like global climate change and species extinction, and find ways to strengthen human connections to nature. As part of the conference, we hosted 18 members of the SCGIS Train-the-Trainer (TTT) program and held our first-ever TTT Summit to strengthen the capacity, structure, and objectives of the TTT program. This program has provided training to more than 1,000 students and we are excited to continue to build this valuable program!



We enthusiastically encourage current and prospective members, donors, sponsors, members of our domestic and international chapters, and other members of the conservation and geospatial community to read about this year's highlights and learn more about SCGIS's programmatic activities. As a 100% volunteer-led 501(c)3 non-profit organization, SCGIS depends heavily upon membership revenue and donor support to continue our activities and mission. We hope that you will be inspired to become an involved and active part of our community through membership or a tax-deductible <u>donation</u>. Thank you for your support to help us build a global network of conservation GIS capacity!

Janet Nackoney

President, Society for Conservation GIS Associate Research Professor, University of Maryland www.scgis.org

The mission of the Society for Conservation GIS (SCGIS) is to build community, provide knowledge, and support individuals using Geographic Information Systems (GIS) and science for the conservation of natural resources and cultural heritage.

2018–2019 SCGIS ANNUAL HIGHLIGHTS AND ACCOMPLISHMENTS

Hosted two webinar series that shared the latest in conservation GIS practices with over 2,500 registrants



Formally established a new SCGIS domestic chapter in North Carolina

Engaged the conservation GIS community to share SCGIS messages through social media posts and SCGIS networking events; expanded our social media network to more than 1,600 followers



Held the first-ever Train-the-Trainer (TTT) Summit to strengthen SCGIS' conservation GIS training capacity. Trained 18 TTTs from Argentina, Bangladesh, Cameroon, Chile, Colombia, DR Congo, Ecuador, Indonesia, Madagascar, New Zealand, Pakistan, Russia, Slovenia, South Africa, and Uruguay! TTTs participated in several weeks of cutting-edge conservation GIS training at UC, Davis and at Esri offices in Redlands, California. TTTs also presented at both the SCGIS Conference and the Esri User Conference. Grew membership by 12.7% from the previous year; achieved a record number of SCGIS members!







Hosted an SCGIS East Coast Symposium in New York City with more than 60 attendees, technical talks, a technical workshop, lightning talks, a poster session, and networking with the conservation GIS community



2018-2019



Began to develop an SCGIS 5-year vision by completing a SWOT analysis and identifying long-term organizational trends



Began pilot of organizational

organizational memberships for Conservation International and The Nature Conservancy



The 21st Annual SCGIS Conference brought



Completed a membership survey to learn about SCGIS member interests and targets to inform organizational efforts



Held an RFP process and hired a contractor to redesign the SCGIS website for a significantly improved user experience

JOHN MUIR ASSOCIATION NONPROFIT CONSERVATION AWARD WINNER

In 2019, SCGIS was extremely honored to receive the John Muir Association's Nonprofit Conservation Award! The John Muir Association celebrates the life, shares the vision, and preserves the legacy of John Muir—a celebrated conservationist—through education, preservation, advocacy, and stewardship. The Association supports programs and activities that appreciate nature and a desire to protect our planet's important natural resources.

SCGIS was selected for this award category based upon "outstanding achievement by a nonprofit organization that promotes environmental protection, or [has] demonstrated significant achievement or leadership in the advancement of environmental protection or conservation." Some of SCGIS's highlighted achievements include:



- Since 1997, SCGIS has provided over \$1.2 million in technology and training grants to over 450 international conservation practitioners from 78 different countries.
- Since 2011, SCGIS has empowered 26 Train-the-Trainer instructors who have provided conservation GIS training to over 1,000 students throughout much of the world.
- For over 20 years, SCGIS has hosted an Annual Conference that is the premier international event for conservation GIS practitioners to learn, share, network, and grow.
- SCGIS has 8 regional chapters in the U.S. and 18 regional chapters throughout the rest of the world.



This award reflects the hard work and achievement of SCGIS over time to build and empower a community of conservation GIS practitioners that seeks to protect our planet's resources. Longtime SCGIS member Ingrid Hogle accepted the award for SCGIS during the John Muir Birthday and Earth Day Celebration at the John Muir National Historic Site in April 2019. More information about John Muir Association Conservation Awards is available on the John Muir Association website.

COMMITTEE ACTIVITIES

| Communications Committee | | | |
|--|--|--|--|
| The Communications Committee works to share the story of SCGIS with current and prospective members and the greater conservation GIS community to promote awareness of and engagement in Society activities, events, webinars, and initiatives. | Meg Southee (co-chair) Ellen Brown Li Ling Choo Elizabeth Goldman Patrick Grady Eric Jensen | Conservation Biology Institute Wildlife Conservation Society Canada Austin Peay State University Wildlife Conservation Society World Resources Institute US Fish and Wildlife Service Colorado State University NatureServe Ecotrust | |

The Communications Committee had an effective 2018-19 year with activities to engage both current and potential SCGIS members. The committee maintains current outreach and support activities and coordinates messaging about SCGIS's accomplishments and events across SCGIS's social network platforms (Twitter, Facebook, LinkedIn, Instagram, and GeoNet). During the 2018–19 year, SCGIS had over 1,000 followers on Facebook and Twitter, over 150 followers on Instagram, and nearly 500 followers on LinkedIn. Additionally, there were over 1,700 engagements on Facebook and over 200 engagements on each of SCGIS's other social media platforms.



Communications Committee at 2019 SCGIS Conference

In partnership with the Conservation Biology Institute (CBI), SCGIS led a Spring and Fall <u>Webinar</u> Series, which covered a range of topics including remote sensing for conservation analysis workflows, GEDI LiDAR for biodiversity conservation, applications for marine conservation and whale movement, and global forest monitoring. Participation in the SCGIS/CBI webinar series continues to increase and reached over 3,000 registrants in 2018–19.

The Communications Committee created a new <u>Story Map</u> in preparation for the 2019 Annual Conference to highlight SCGIS member projects around the conference theme of "Bridging the Human-Nature Divide." Committee members led social media outreach during the 2019 Annual Conference that included live-streaming the plenary presentation, sharing updates during the conference, amplifying attendee tweets, and actively responding to questions about the conference on our various platforms.

Conference Committee

The SCGIS Conference Committee plans, organizes, and carries out the SCGIS Annual Conference. The SCGIS Annual Conference is the central gathering event hosted by SCGIS for its members and the greater conservation GIS community.

| Vivienne Sclater (chair) | Archbold Biological Station |
|--------------------------|--------------------------------------|
| Jayita Bhojwani | GreenInfo Network |
| Samantha Coccia-Schillo | Office of Coastal Zone Mgmt, MA |
| Sandra Coveny | Sandra Coveny, LLC |
| Abigail Cramer | National Geographic |
| Andy Lyons | UC Agriculture and Natural Resources |
| Janice Thomson | The Wilderness Society |
| Dean Walton | University of Oregon |
| Mary Jo Weatherford | Esri |

The 2019 SCGIS Annual Conference, held in Monterey, California, centered around the theme of "Bridging the Human-Nature Divide." The conference featured plenary speaker Robin Grossinger of the San Francisco Estuary Institute, who spoke about the importance of geospatial data for the development of networks within cities to assist in conservation of the natural environment.

The 2019 SCGIS Annual Conference hosted nearly 200 attendees and featured over 80 speaker sessions and covered topics such as species diversity, aquatic environments,



Conference Committee at 2019 SCGIS Conference

Indigenous knowledge, remote sensing science and methods, human-wildlife threats, fire and conservation, and agricultural and water management. Several technical workshops focused on the wide variety of ways that geospatial methods can be applied to both proprietary and open source GIS platforms. The conference held an open panel discussion on Land Acknowledgement to teach about the ways which cartographers and mapping practitioners can improve how U.S. tribal lands are acknowledged in mapping products. The conference held a movie hour with new conservation-themed documentaries, provided three off-site guided tours, and piloted a Mentors Connection session to help build professional and career-related networking between members with different levels of experience and backgrounds. The conference also featured a student paper competition, a map gallery and reception, and SCGIS's signature live and silent auction, which helped raise funds for the Global Scholars Program.

As an annual effort, the Conference Committee in collaboration with the International Committee contributed 200+ hours of filming, photography, and editing to document the conference proceedings, map gallery, TTT experiences, and other special events held at the 2019 conference.

| Domestic Chapters Committee | | | |
|--|---|---|--|
| The SCGIS Domestic Chapters Committee facilitates the creation of local SCGIS chapters in the United States that support the mission of SCGIS. | Derek Masaki (chair) Tommy Albo (Portland, OR) Connor Bailey (Colorado) Francis Hourigan (San Francisco) Sophia Kean (Washington, DC) Janet Nackoney (Washington, DC) Whitney Newcomb (San Francisco) Jovian Sackett (North Carolina Triangle) Florencia Sangermano (Western & Central Massachusetts) Alina Tarmu (New York/New Jersey) | The Wilderness Society Jackson Family Wines The World Bank University of Maryland Lettis Consultants Southern Env Law Center Clark University | |

SCGIS has chapters based in the United States in San Francisco, Colorado, Western and Central Massachusetts, New York/New Jersey, Portland, and Washington, DC.

In 2018–2019, SCGIS added a North Carolina Triangle chapter. The Domestic Chapters Committee wishes the new chapter much success in their work!

Below is a selection of 2018–2019 highlights from events hosted by SCGIS domestic chapters:



Domestic Chapters Committee

- The NY/NJ Chapter held a very successful SCGIS symposium at Hunter College in New York City. The symposium featured talks about GIS programming in R, LiDAR and 3-D building data, open data, and Esri apps. The event also featured a networking poster session and happy hour. The chapter is seeing increased engagement of new members at their events, including those from nearby universities.
- The Western and Central Massachusetts Chapter co-led a special conservation GIS paper session at the American Association of Geographers (AAG) Annual Meeting with the Washington, DC chapter. The session generated so much interest that it spanned two sessions!
- The Washington, DC chapter held four networking and training events for conservation GIS professionals, including one in conjunction with the Esri Federal GIS Conference in early 2019 and a special training session focused on Python scripting. The chapter also held networking happy hours during the AAG Annual Meeting and the American Geophysical Union (AGU) Fall Meeting.
- The Colorado and Portland, OR chapters were also active with regular meetings and happy hours. The Portland chapter's GIS Day event hosted over 150 people at EcoTrust!

Executive Committee

The SCGIS Executive Committee, comprised of the board-elected officers of SCGIS, is the group of individuals that has accepted the highest level of responsibility for the governance of SCGIS.

Janet Nackoney (President) University of Maryland Vivienne Sclater (Vice President) Archbold Biological Station Jason Winner (Treasurer) Marstel-Day

Monica Noon (Secretary) Conservation International

The SCGIS Executive Committee is comprised of the SCGIS President, Vice-President, Treasurer, and Secretary who meet monthly to discuss the status of SCGIS efforts and plan the agenda for SCGIS's monthly board meetings. The Executive Committee provides administrative leadership for the organization and works with committee chairs to set annual goals, help advance planning for SCGIS's programmatic activities, bring important decisions to board vote, and provide accountability for board directives.



Executive Committee at 2019 SCGIS Conference

In 2018–19, the Executive Committee initiated the application process for the John Muir Association award and managed the writing process. The committee also initiated a membership vote to update the SCGIS Bylaws (accepted), which extended the term of the SCGIS Treasurer to two years, repeatable for two terms (four years max) in order to promote stronger long-term financial stability for the Society. The Executive Committee started and directed a new task force to develop a re-branding strategy for SCGIS, which included efforts to build a new SCGIS website and develop and disseminate a membership survey to learn about SCGIS member interests. In addition, the committee led the Board and Advisory Council through a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to initiate the strategic development of an SCGIS five-year vision, which will be completed in the 2019–2020 year.

Finally, the Executive Committee supported the SCGIS New York/New Jersey Chapter, who planned and hosted a 2019 SCGIS East Coast Symposium. The Executive Committee also planned outreach activities at conferences such as American Geophysical Union (AGU) Annual Meeting, the Esri Federal GIS Conference, the American Association of Geographers Annual Meeting, and the Esri International Users Conference to promote increased awareness about SCGIS and to increase membership.

Finance Committee

The SCGIS Finance Committee improves understanding of SCGIS income assets and sources, assesses SCGIS expenses and costs, and builds sustainable financial structures to support activities that ensure full compliance with all Society reporting obligations as a 501(c)3 organization.

| The | SCGIS | Finance | Comm | ittee | provides | |
|--|----------|---------|--------|-------|----------|--|
| trans | parency, | monito | oring, | and | board | |
| engagement for SCGIS fiscal management and | | | | | | |
| planning by delivering routine financial reporting | | | | | | |
| at board meetings and by managing legal tax and | | | | | | |
| business reporting requirements. | | | | | | |

In 2018–19, the Finance Committee coordinated the creation of the SCGIS Annual Report (2017-2018). The committee engaged with all committees to develop a comprehensive SCGIS annual budget, which included customized details of income and expenses for each committee. The Finance Committee initiated a new process for long-term, multi-year budgeting

Jason Winner Marstel-Day (Treasurer and chair) Janet Nackoney University of Maryland

Kellee Koenig Conservation International Vivienne Sclater Archbold Biological Station Karen Beardsley University of California, Davis



Finance Committee at 2019 SCGIS Conference

for critical programming needs, which provided the Society with sufficient savings to hire a communication and design agency to redesign the SCGIS website in 2019-20. The committee also collaborated with the Website Committee to lead the Request for Proposal (RFP) process for the website redesign and helped to identify the selection of a consultant.

In partnership with the Conference Committee, the Finance Committee developed a 2019 SCGIS Conference sponsor program with exhibit booth opportunities. The committee advanced development of an organizational Financial Handbook to establish consistent protocols for SCGIS fiscal management and began to develop an Enterprise Risk Management Strategy, which identifies organizational risks and devises strategies to respond to and minimize them.

| International Committee | | | |
|---|--|--|--|
| The SCGIS International Committee fosters communication and networking among conservation GIS professionals and students through a well-defined annual scholarship program; development and support of regional and national groups; creation and funding of scholarship programs; training and technical support programs; and other activities. | Mervyn Lotter (vice chair) Leslie Backus Steven Blum Charles Convis Sandra Coveny Carlos De Angelo M Abdullah Abu Diyan Prashant Hedao Lata Iyer Michelle Kinzel Adnane Labbaci Lisa Pierce John Schaeffer Miriam Schmidts Stefan Stamenov | Sandra Coveny, LLC, USA Instituto de Biología Subtropical, Argentina Bangladesh Asian Nature Conservation Foundation, India Auroville, India SWC, SDMC, National Geographic, USA Ibn Zohr University, Morocco Redlands Conservancy, USA Juniper GIS, USA | |

This year's conference gathered together 18 participants from the SCGIS Train-the-Trainer (TTT) program. These outstanding individuals, who came from countries including Argentina, Bangladesh, Cameroon, Chile, Colombia, D.R. Congo, Ecuador, Indonesia, Madagascar, New Zealand, Pakistan, Russia, Slovenia, South Africa, and Uruguay, have attended previous SCGIS conferences and have been trained as conservation GIS trainers as part of the SCGIS Global Scholarship Program. They have each taken initiative to further develop their technical and teaching abilities through this unique SCGIS training program so that they may train others in their region. Over the years, the International Committee has documented the experiences and contributions of these individuals as global conservation GIS professionals. As part of this year's program, the TTT participants received training at the University of California, Davis and at Esri's headquarters in Redlands, California. The TTTs also presented their work at the SCGIS Annual Conference.

In addition, the SCGIS International Committee held its first-ever TTT Summit to strengthen the TTT program, learn how to use the new ArcGIS Pro, and transition the Global Scholars Program training materials to ArcGIS Pro. During the Summit, the group also engaged in strategic planning to improve the TTT program, which included identifying efforts to strengthen program capacity, internal structure, and objectives. During the Summit, participants agreed to pursue increasing global support for the TTT training program so that 500 new people are trained each year.



International Committee at 2019 SCGIS Conference



SCGIS is proud to have helped develop a worldwide footprint of conservation GIS training capacity and community support through its Global Program. Since 2011, 1034 students have been trained and taught through the TTT program. In addition, there is high interest for starting new international SCGIS chapters in both Pakistan and Bhutan. Stay tuned for news about these potential new SCGIS chapters!



Membership Committee

The SCGIS Membership Committee confirms and administers memberships, provides support for membership questions and payments, and supports membership recruitment and renewal activities for SCGIS.

Miriam Schmidts (co-chair) Esri Nathan Walker (co-chair) US Forest Service

John Cannon Marstel-Day Abby Cramer National Geographic Kellee Koenig Conservation International Mervyn Lotter Mpumalanga Tourism & Parks Agency, South Africa

SCGIS Membership Committee efforts inspire current and potential members to join and renew SCGIS membership. In 2018–19, thanks in part to a membership drive and participation at other events, the number of SCGIS members reached a new record! The committee promotes membership benefits like SCGIS ArcGIS Online organizational accounts, webinars, access to training videos, community resources, and more; and helps to support other membership needs.

The Membership Meeting at this year's Annual Conference conducted breakout group discussions for the first time, which provided valuable input from members on topics such as



Membership Committee at 2019 SCGIS Conference

membership outreach, branding and visioning, diversity and inclusion, chapter support, international outreach, conferences, and training (see breakout summary document). Members were able to participate in three different discussion groups at the conference to provide feedback to SCGIS committees and leadership. There was also a session held for new members to welcome them to SCGIS. The innovative format has been instrumental in the ongoing development of a strategic vision for SCGIS and will help to plan activities and priorities for the 2019–2020 year.

Also this year, SCGIS began a new pilot organizational membership program with Conservation International and The Nature Conservancy as SCGIS's first organizational members. This initiative will help to further grow membership and improve relationships with organizations such as non-profits, businesses, academic institutions, and government agencies. SCGIS is very grateful to Conservation International and The Nature Conservancy for all their assistance as this new program is developed!

Website Committee

| The purpose of the Website |
|---------------------------------|
| Committee is to establish and |
| implement the SCGIS web |
| presence by coordinating the |
| design, development and |
| maintenance of the public SCGIS |
| website and any other web |
| channels. |
| |

Meg Southee (chair) Wildlife Conservation Society Canada Li Ling Choo Wildlife Conservation Society Nasser Olwero World Wildlife Fund Nathan Walker US Forest Service

The Website Committee coordinates content through public-facing SCGIS's www.scgis.org website. The committee facilitates direct contribution, discussion, learning, and sharing of conservation and GIS-related content by practitioners worldwide, including both SCGIS members and non-members. The committee works closely with the Communications Committee to curate content and ensure that web capabilities Communications Committee support tasks. including supplementary authorship and content creation for communications as needed.



Website Committee at 2019 SCGIS Conference

In 2018–19, the Website Committee collaborated with the International and Conference Committees to generate website content including the 2018 Annual Conference video proceedings and 2019 Train-the-Trainer bios for the Global Scholarship Program. In addition, the Website Committee provides opportunities to share SCGIS member projects and member profiles that comprise part of a searchable

network of conservation GIS professionals. The Website Committee also developed a successful Request for Proposal (RFP) to initiate the design of an updated SCGIS website for an improved front-end capability to enhance the user experience as well as an improved database management system for back-end functionality.



Map of SCGIS Website Users

FINANCIAL AND MEMBERSHIP SUMMARY

Financial Summary: SCGIS had total net assets of \$217,293 as of September 30, 2019 including endowment assets of \$115,689. The Society is supported by revenue from investment income, donors and grants, membership fees, and event fees. Over the past three years, SCGIS has improved detailed financial budgeting and planning efforts that have strengthened our financial foundation and supported improvement in net income. A stronger financial position has enabled expansion of programming including more significant Global Scholarship and Train-the-Trainer programs, new domestic chapters, and more training opportunities at the SCGIS Annual Conference. Based on available data as of September 30, 2019, net income for the fiscal year of October 2018 through September 2019 was \$38,512. Savings in recent years will support hiring a consultant to redesign the SCGIS website in FY2019-20.

Membership Summary: The number of SCGIS members reached 630 in 2019, which reflects an increase of 12.7% compared to one year prior. The SCGIS member renewal rate is 57.2%, which is an increase of 12.5% compared to one year prior. Membership numbers over a longer period continue to show moderate growth and provide income that supports many programs.





SCGIS Membership

DONORS AND SPONSORS

In 2018–2019, SCGIS benefitted from many generous donors and sponsors. We offer special gratitude to Esri for being a key SCGIS donor. This year, Esri helped fund our Global Scholarship Program and provided in-kind staff support, technical training, printed materials, and equipment for our Annual Conference. We offer deep appreciation to the following donors and sponsors that have provided support to SCGIS, the Global Scholars Program, and the SCGIS Annual Conference!

Premier



Gold







Silver





Bronze













Protecting nature. Preserving life.



International Journal of *Geo-Information* an open access journal by MDPJ

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| NatureServe, USA |
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| Conservation International, USA |
| Mpumalanga Tourism & Parks Agency, South Africa |
| US Geological Survey, USA |
| Archbold Biological Station, USA |
| Wildlife Conservation Society Canada |
| Ecotrust, USA |
| US Forest Service, USA |
| |

SCGIS Advisory Council 2018–2019

| Leslie Backus | Royal Thimphu College, Bhutan |
|---------------------|---|
| Lucy Chege-Waruingi | Africa Conservation Center, Kenya |
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| Miriam Schmidts | Esri, USA |
| Drew Stephens | Esri, USA |
| | |

LOOKING FORWARD TO NEXT YEAR

SCGIS is excited to embark on another productive year ahead! Through the collective efforts of our Board of Directors, Advisory Council, and members of our programmatic committees, we remain committed to expand the reach of SCGIS to build and support a strong, global network of people using GIS for conservation.

The 2020 Annual Conference will continue to serve as the premier training and networking opportunity for worldwide conservation GIS practitioners, and we will welcome a new cohort of Global Scholars for training, professional development, and networking. In addition, we will continue to encourage the development of new international and domestic chapters for SCGIS, and continue our outreach and communications efforts, including our free webinar series that reaches thousands of conservation GIS users each year. We plan to provide a significant upgrade to the SCGIS brand, as we begin the development process of new materials and an entirely new SCGIS website to improve user experience with a more modern, mobile-friendly design. Finally, we will continue a strategic planning effort that was initiated at the 2019 Annual Conference to produce a five-year strategic vision that will guide SCGIS programming through 2025.

Please follow our progress in 2020 at www.scgis.org, and thank you for supporting SCGIS!



Society for Conservation GIS

SCGIS members at the 2019 SCGIS Conference



2018–2019 Annual Report

PLEASE VISIT: WWW.SCGIS.ORG © SCGIS © SCGISINTL © SCGISINTL in Society for Conservation GIS © SCGIS GEONET

Annual Report content provided by SCGIS Board of Directors and SCGIS Committees. Report compiled and edited by Ellen Brown and Jason Winner with support from Janet Nackoney and Nathan Walker.