



URISA TEXAS

REBRANDING





URISA Texas
Chairman 2022

GIS Engineering
Specialist with the
City of Grapevine



Adailin ("Adi")
Lebron Bengochea, GISP



alebron@grapevintexas.gov

Mom of 3 dogs
Born in Cuba
Coast Guard Veteran

Masters Degree
Texas State
University (GIS)





URISA Texas Vice
Chairman 2022

GIS Analyst III with
the City of Plano



kdeitz@plano.gov



Kristina Deitz, GISP

1st baby on the way
Quilt in my free time

Masters Degree
Texas A&M
University – Corpus
Christi (Geospatial
Survey Engineering)





URISA International

- Urban and Regional Information Systems Association (**URISA**)
- **Parent** organization to URISA Texas
- Established the **GIS Hall of Fame**
- Founding member of the GIS Certification Institute (**GISCI**)
- **GISCorps** program established in 2003
- **Vanguard Cabinet** for young geospatial professionals
- Developed and adopted **GIS Code of Ethics** in 2003
- Celebrating **60th** Anniversary this year





URISA Texas About Us & Our History



- Start process to become a chapter
2011

- Website (WA) & First - Self Lead Event: 911 Addressing Workshop
2013

- Awarded Chapter of the Year
2017

- Collaboration with other organizations (SWIGGIS, SCAUG, EGRET)
- ATX GIS Day partnership
2019



2012
- Officially recognized as an organizing chapter of URISA

2014
- First Speaker Series Webinar

2018
- Chapter Closure & Reopening after Chapter Bylaw Updates

2021
- Awarded Chapter of the Year
- Joined OneURISA
- Established URISA Texas Scholarship

2022
REBRANDING



2022 REBRANDING 10 YEAR ANNIVERSARY

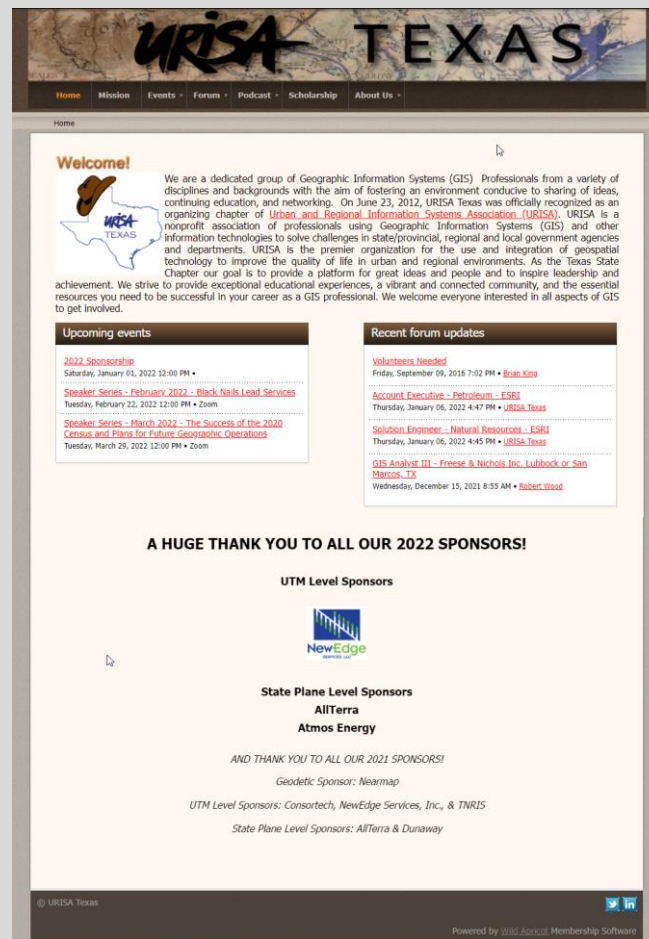
1. **OneURISA Membership update & notification**
 - URISA International initiative to have all chapters aligned
2. **New Website re-design (internal)**
 - No updates had been made to the website since the launch date
 - Outdated template and design, poor user experience
3. **New Logo (external)**
 - Previous logo was outdated
 - Simplify Texas Boundary
 - Kept the HAT!!
4. **New PDH Certificates (internal)**
5. **New ArcGIS Online content (internal)**
6. **New Values: Education, Service, Networking**



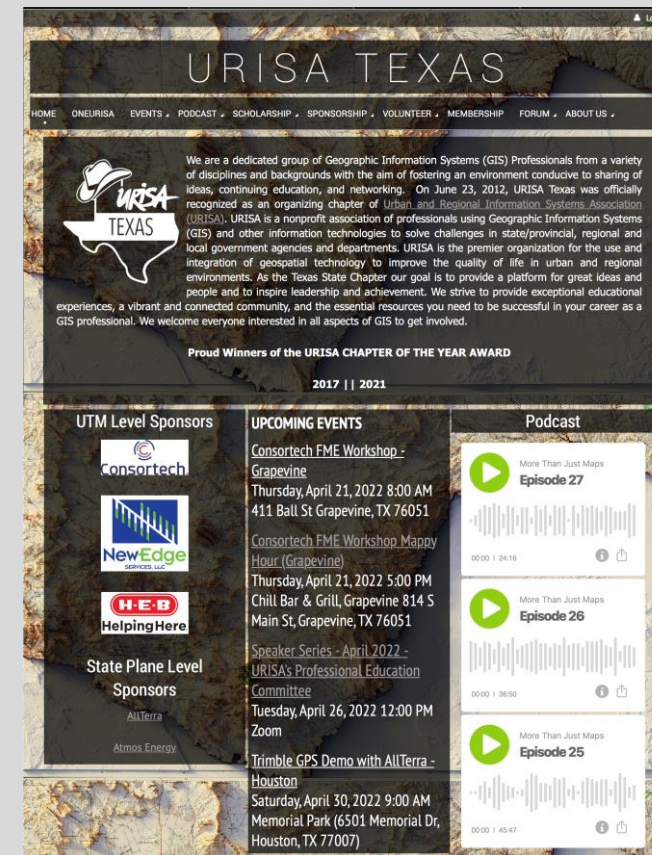


Rebranding Examples

Old Website



New Website





Rebranding Examples

- Old Logo



- New Logo



But not just a logo....





Rebranding Sheet

LOGOS

PRIMARY VERSION

OVER COLOR VERSION

ONE COLOR OVER COLOR

FLAT OPTION

ICON



TYPOGRAPHY

Avenir Next Condensed

Avenir Next Condensed Medium

Avenir Next Condensed Bold

Avenir Next Condensed Italic

Avenir Book

Avenir Medium

Avenir Black

Avenir Italic

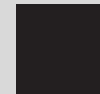
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C:0, M:0, Y:0, K:0
#FFFFFF



R:35, G:31, B:32
C:70, M:67, Y:64, K:74
#231F20



Current URISA Texas Initiatives

1. Increase **membership** for URISA Texas
2. Increase/maintain **volunteer** numbers within URISA Texas
3. Increase/Implement **presence** in other Texas areas (Houston, Midland, San Antonio, etc.)
4. Increase **Social Media** posts and engagement
5. Attract/Gain new **Sponsors** to enable us to give back to our community (Scholarships, Member Events Discounts, Student Sponsorships to Conferences, etc.)



Volunteer Growth



Name

Contact information

Please enter an email address or telephone number where we can contact you.

Where would you like to help?

Choose a committee that interests you, you may choose more than one but we recommend our volunteers only focus their efforts in one committee at a time.

Please note that each committee meets once a month for general updates and task assignments.

Communications Committee

Events Committee

Outreach Committee

Podcast

Flexible, which ever committee needs the help

How much time would you like to volunteer with URISA Texas?

A couple of times a year Once a month A couple of hours per month A couple of hours per week As much as you need

Submit





Maintaining our Volunteers

1. Great **mentor/mentee opportunities**
2. Volunteer **recognition awards**
3. Volunteer **benefits**
4. Regular **check-ins** with our new volunteers
5. **Networking opportunities**



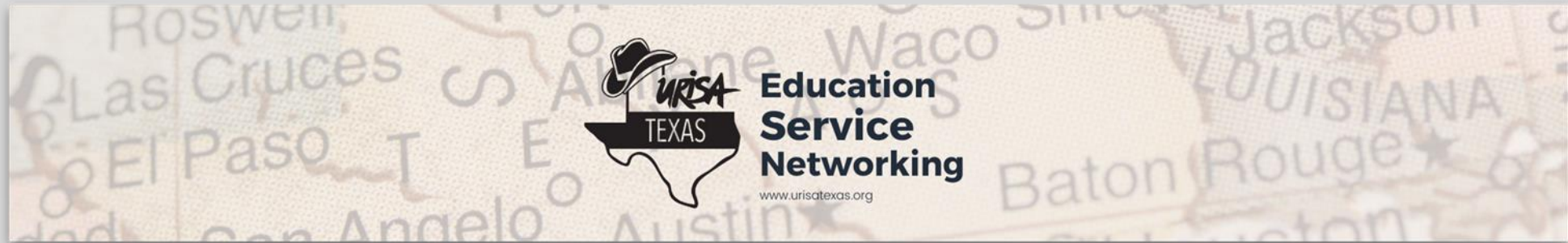


URISA Texas Resource

URISA Texas Website: urisatexas.org

Recorded Speaker Series Videos: <https://goo.gl/VfDLUi>

For questions or comments, contact Texas: info@urisatexas.org



Thank



You