Esri Forestry Group "EFG"
Discovering Resources from a
Thriving Forestry GIS Community

Mark Books, CF EFG Co Founder, President

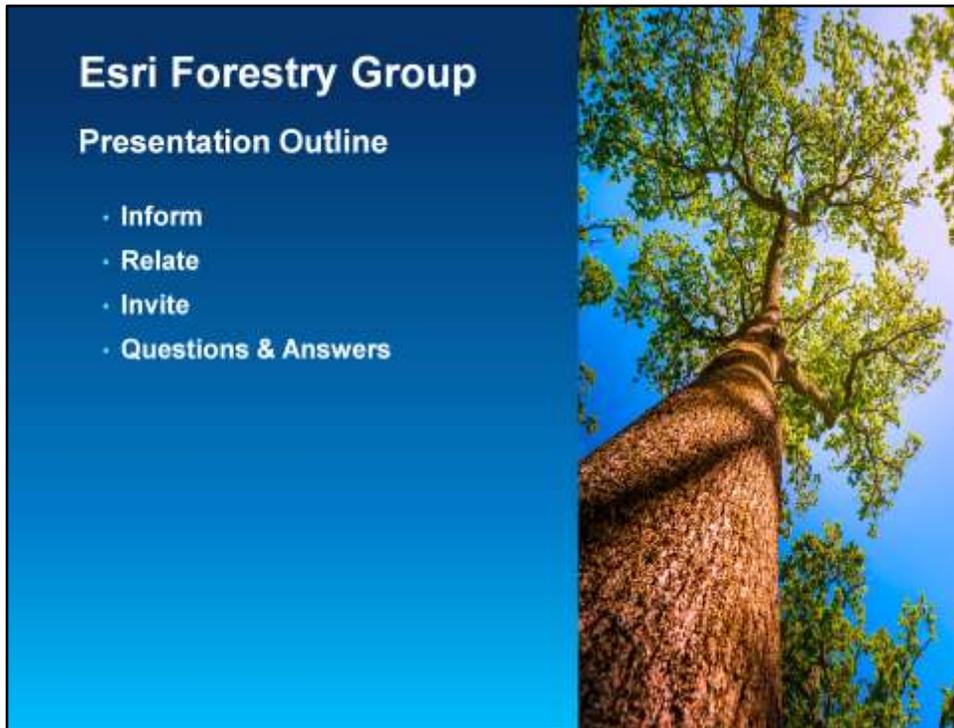Elizabeth Martinez EFG Co Founder, Vice President

Esri Forestry Group

Introductions

Mark Books, CF Remote Sensing/GIS Forester with CSU –CEMML @ Fort. A.P. Hill, VA

Elizabeth Martinez, Director of GIS and IT for the Forestland Group

3 main points

a.   Inform (about EFG, what is it..)

b.   Relate (how has EFG helped me in my job, how can it help them)

c.   Invite (cast vision, encourage participation
                                Mission – increase sense of community

    Goal – increase dialogue in forums
                        Q&A

Welcome
What is the EFG

      A user group representing those who practice GIS for forestry.
      The size of the group and the diversity of its members make it possible
      for all participants in the forest industry to have a forum for requesting
      tools and solutions. This collective voice makes it possible to garner the
   attention of esri for industry specific tools, apps, and resources.
      The goal is for a one stop, or at least a first stop, shop for all things
      forestry GIS

An advocate for a worldwide community of those practicing GIS & forestry

Since 2008 – present. This is a user group of, over 3300 members located worldwide, GIS foresters using ArcGIS to manage their forests. The LinkedIn group has over 4,168 members. Members falls into three categories: Esri end users (customers), solution providers and Esri staff. Working to meet EFG's goals:
1. create a "one-stop shop" for all things forestry/GIS,
2. keep forestry in the fore front of Esri's mind,
3. make resources available
4. much more, but all done with the intent of increasing members return on their GIS investment.

4

Esri Forestry Group: member categories

Customers

Esri

GIS

3,300+ Members

Solution Providers

Esri Forestry Group: Membership

An advocate for a worldwide community of those practicing GIS & forestry

Esri Forestry Group	2014 (YTD)
Total Global Members	3300+
LinkedIn	4168
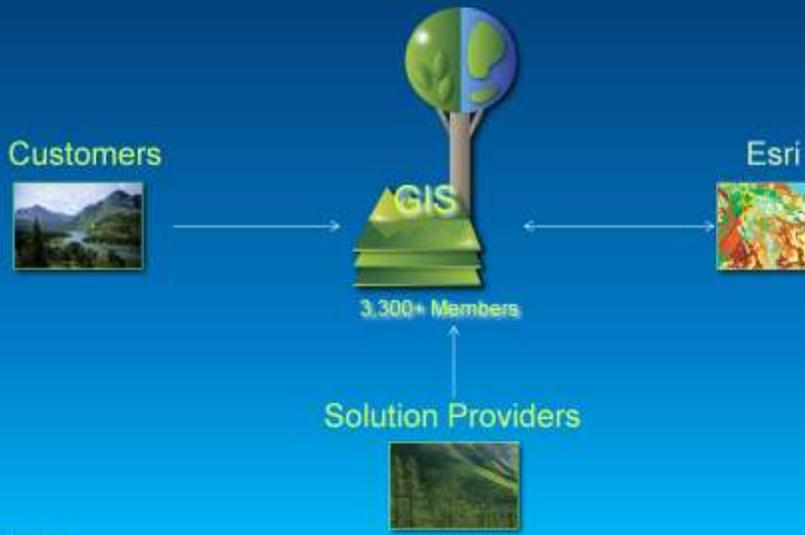
Demo membership map
Been around since 2008
Three types of members:
end users (the more we can get the bigger our voice),
esri staff
and solution providers (examples)

Accomplishments/Resources
   Resource center http://efg.maps.arcgis.com/home/index.html
      Point out highlights – story maps, 2013 Esri Forestry GIS conf.
      proceedings w/ videos, etc
   SpatialLABS
   http://edcommunity.esri.com/Resources/Collections/SpatiaLABS
   Lidar
   Forest Data Model (would like to see a presentation at the SIG about
   this – an update on it's status, how to get it, how to implement it)
   Esri News for Forestry Newsletter: esriurl.com/5883, etc
   3 Esri Forestry GIS conferences
   Collector App (brief case study or reference to uses)

The Esri Forestry Group created a presence in many different social media outlets to try and figure out which ones would get the most traction with people working with GIS in forestry.

Efg has established a social media presence on

LinkedIn
Twitter
Facebook
Flickr
Pinterest

By far LinkedIn and Twitter have turned out to be THE social media providers for forestry.

LinkedIn for the professional forestry GIS community, solution experts, and forest industry with 4,168 members.
And Twitter for a wide range of participants and ideas with over 11,000 followers
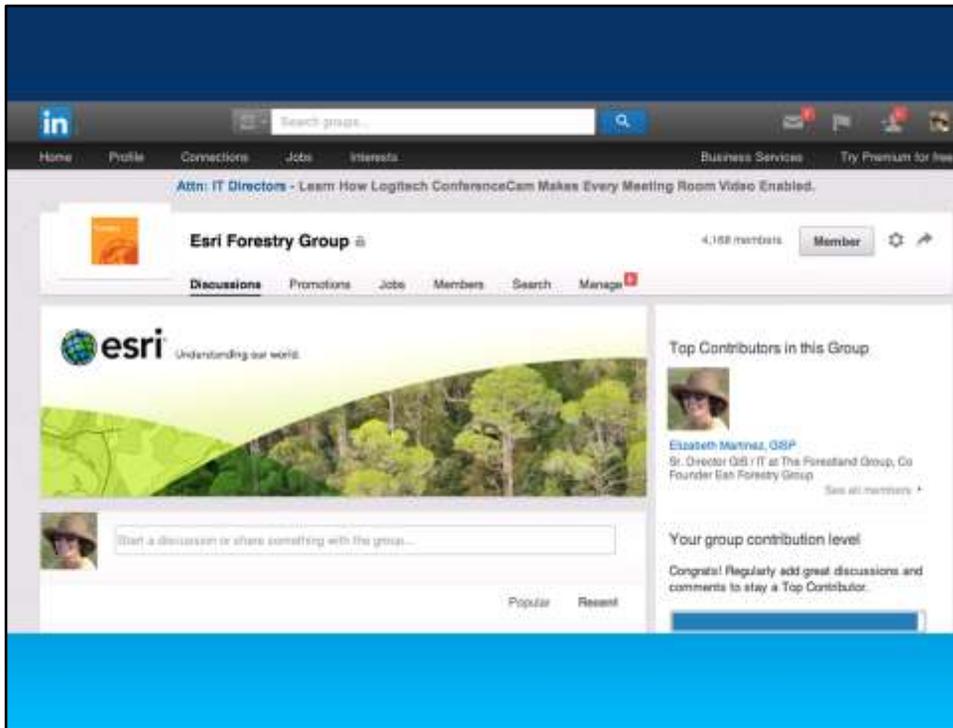
LinkedIn is a great place to find out what your peers in the industry are doing with GIS, what problems are being solved, what opportunities are being looked at, and because of the nature of LinkedIn facilitates communication with individuals to find out more.
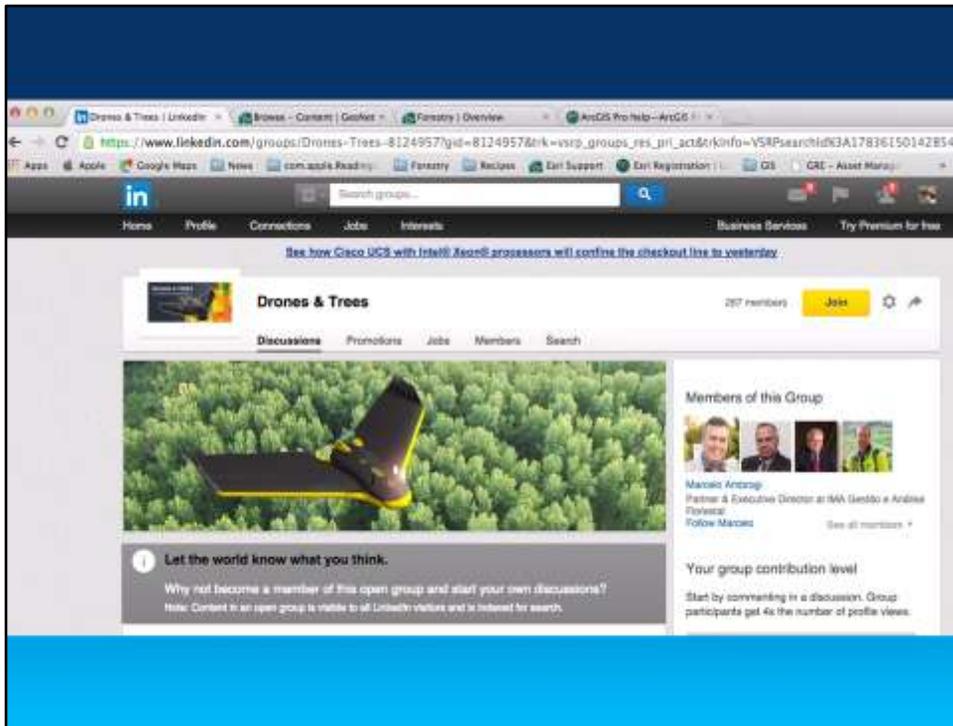
LinkedIn is also a great place to launch your search into other topics. These other items can also be shared to the efg group.
UAV use for forestry is my current topic of interest…

Esri forestry group on Twitter

2685 tweets
117 photos/videos
11,400 followers
Very easy place to find and share ideas
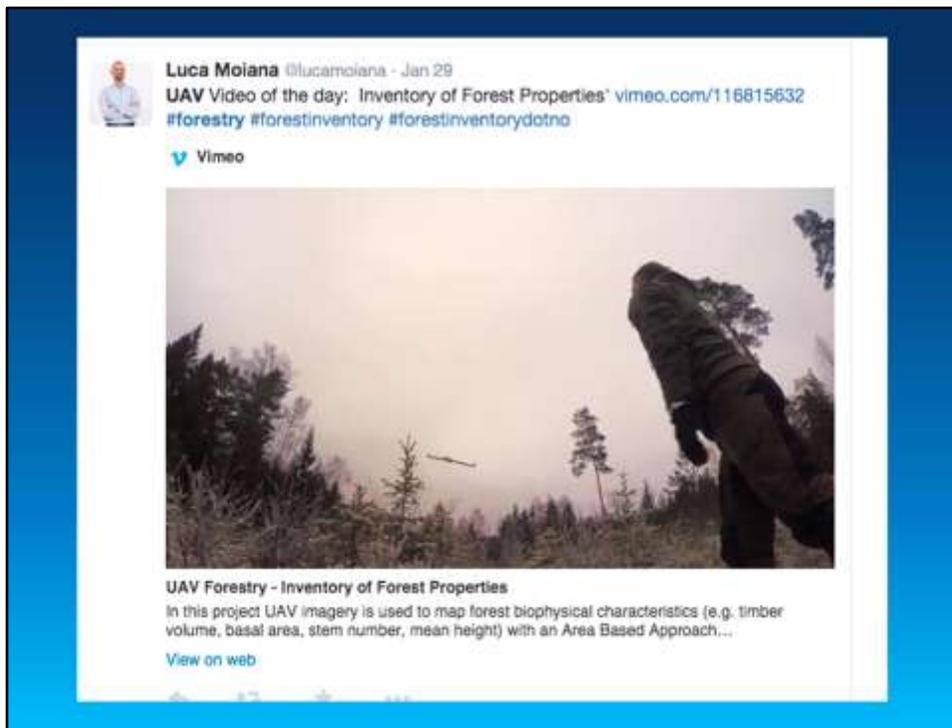
Back to the topic of UAVs in forestry, there are many tweets, and videos shared by foresters all over the world showing how they are using this technology which is helpful since we are still very restricted on how we can use UAVs here in the states.

So check us out on LinkedIn and Twitter
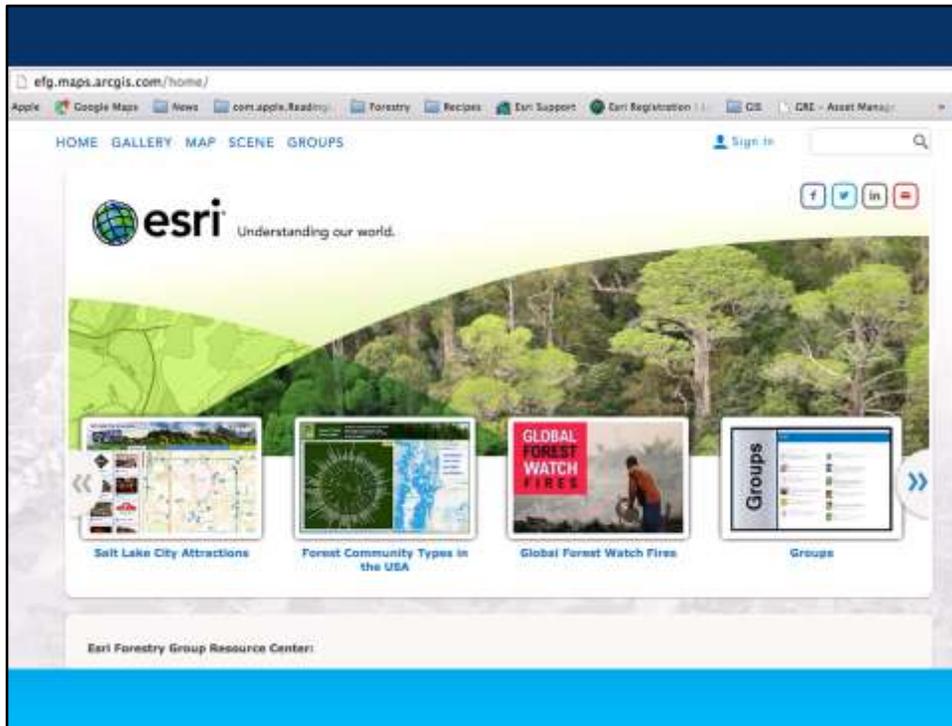
Finally I would like to mention the EFG resource center
efg.maps.arcgis.com

There are maps, apps, training materials,

Check out Groups where there are maps, apps and training materials.

One of my favorite Groups is the Lidar group

Which has articles, geo processing tools, and a complete lidar for forestry course that includes a workbook, lidar data and arcGIS toolbox.

The Spatial labs group has lesson packs and courses that can be downloaded
Such as Forest Inventory Analysis
Timber Harvest Planning
Forest Planning for Sensitive Wildlife
Etc.

All of these resources- from social media to the resource center and the training materials found there have been made possible because of the esri forestry group. The size of our group gives us a presence as an important industry customer of the esri GIS product line.
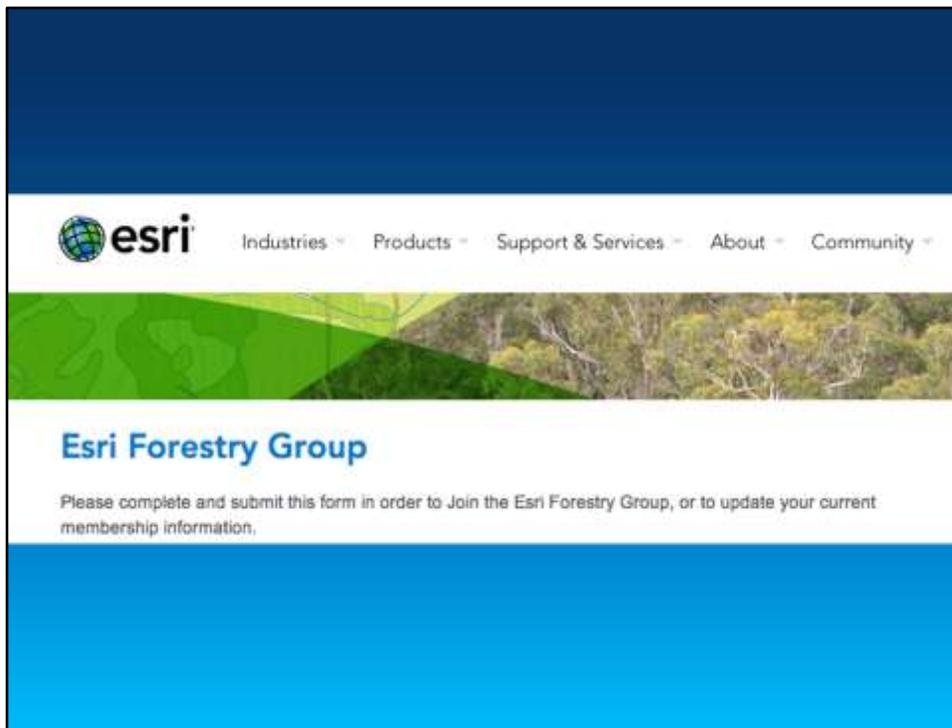What do we need? What can we use? Where do we go to get our GIS answer?

As an example of the influence of the esri forestry group, the availability of NAIP data
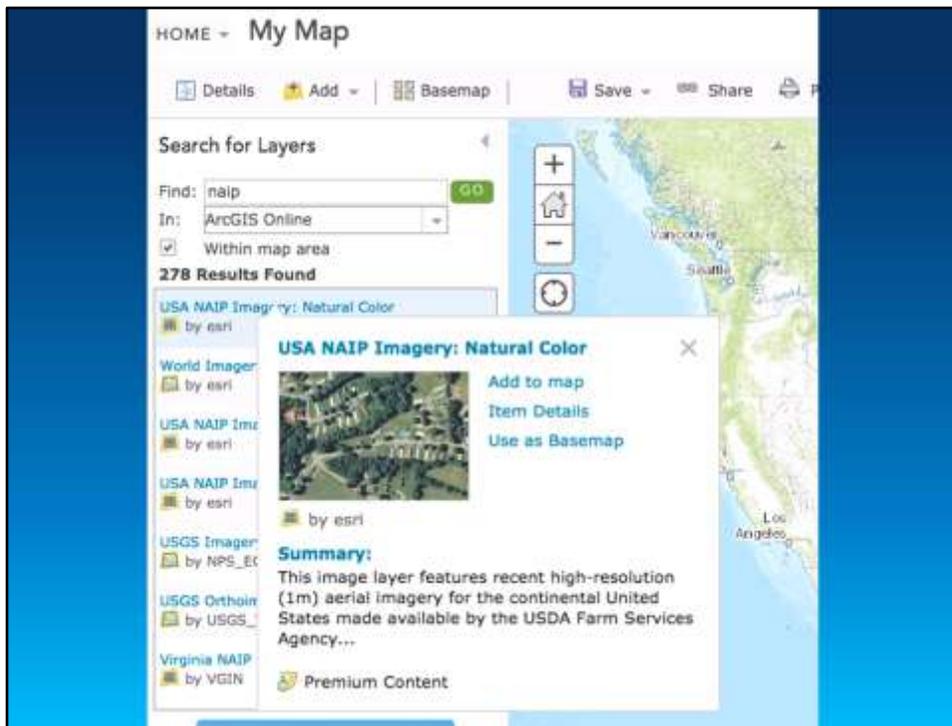
For the entire US,   was made available as a basemap in arcgis online as the result of a request made by the participants at an esri forestry conference.

We can work with esri to get the tools or products we need. Join the esri forestry group-
Contact us with your ideas (need a forestry toolkit in the Desktop tools? What would that look like? Need Lidar to be provided for base map purposes the way that NAIP data has been made available? Want a Collector Template for field work?...let us know!)
Post your ideas
Share your apps

Thank you