



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 100
Columbus, Ohio 43215
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NOTICE OF A MEETING

REGIONAL DATA COACHES WORKING GROUP MID-OHIO REGIONAL PLANNING COMMISSION

Remote Meeting

April 24, 2025, 1:30 pm – 2:30 pm

Welcome

Discuss Outcome of Last Meeting

Staff presented a recap of the April 3, 2025 meeting :

Future of Working Group

Members were considering whether to defocus or finish the current initiatives. The Group debated the effectiveness of their communication strategies and the need to reassess their approach to ensure better engagement and outcomes.

Communication Strategies

Members and staff discussed the challenges of using email lists for communication, noting that majority of RDAC prefer online resources over receiving additional emails. They considered alternative methods to improve information sharing.

O365 Groups Update

Staff reported that the Office 365 listserv groups have 46 participants, but there has been no recent activity . Members and staff discussed the lack of engagement and the need to revitalize the listservs. Suggestions were made to encourage more interaction among the listserv members, such as sending out regular reminders and updates, and possibly organizing virtual events to stimulate participation.

Outreach Strategy

Member Wedel proposed hosting a virtual event to generate excitement and engagement among listserv participants, as organizing in-person pop-up events has proven to be challenging.

Member Wilson and staff discussed leveraging upcoming RIDG and COGUG events to promote the Office 365 groups and future pop-up events, aiming to increase visibility and participation.

Staff noted the importance of engaging the Working Group Members and listserv participants by sharing information about the Working Group and encouraging communication.

Members noted the significance of in-person interactions for building community and fostering engagement, reiterating that these interactions can enhance the effectiveness of their initiatives. The May 14 RIDG meeting was identified as a key opportunity to promote the Office 365 groups and future pop-up events, aiming to boost participation and engagement.

William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary



Meeting Cadence & Schedule

Members and staff discussed potential changes to the meeting schedule, and decided to leave the schedule as is for now and consider rescheduling the next meeting to accommodate members' availability.

Future Plans

- Pop-Ups: The Working Group decided to pause pop-up events for a month to focus on promoting the Office 365 groups and engaging participants more effectively.
- June Pop-Up Event: Members plan to consider hosting a pop-up event in June, using the time to better organize and promote the event for higher participation.
- Focus on Promotion: Members and staff will concentrate on promoting the Office 365 listserv groups and engaging participants through the RIDG meeting, COGUG meeting, and other channels, aiming to build momentum and increase activity.

Next Steps

Staff will:

- Email listserv members, foster interactions by providing a word cloud of titles and organizations.
- Promote the listserv groups at the end of the RIDG meeting on May 14, highlighting interactions and encouraging participation.
- Ensure proper promotion and coordination for the June pop-up event.

Adjourn

Please notify Lynn Kaufman at 614-233-4189 or LKaufman@morpc.org to confirm your attendance for this meeting or if you require special assistance.

The next meeting of the Regional Data Coaches Working Group will be
Thursday, May 15, 2025, 1.30 pm.

Please contact Raj Roy (rroy@morpc.org) with questions.



Mid-Ohio Regional Planning Commission
Remote Meeting

Regional Data Coaches Working Group Meeting

April 24, 2025

Members Present

Karen Hines, Illuminology
Lilly Tesfai, LDT Analytics
Kristy Wedel, AlignAI
Andrew Wilson, City of Hilliard

Staff Present

Dave Dixon
Raj Roy