



Fostering Excellence in GIS

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For Immediate Release: URISA Evolves to Become the Geospatial Professional Network

Portland, Maine – October 8, 2024 – During the opening session of GIS-Pro 2024, URISA (Urban and Regional Information Systems Association) officially announced its rebranding as the **Geospatial Professional Network** (GPN). This change reflects the organization's evolution to better serve the global geospatial community. The announcement, made by URISA President Thomas Fisher, AICP, GISP, and President-Elect John Nolte, GISP, signifies a major milestone in the organization's legacy of leadership in GIS.

A New Name for a Broader Mission

The transition to the Geospatial Professional Network marks a significant shift from URISA's original focus on urban information systems. While still serving urban and regional geospatial professionals, the new name represents a broader mission to unite GIS professionals across all sectors and regions, providing enhanced opportunities for career development, networking, and education.

"We've known for some time that we needed a brand that invited professionals in, saying, 'Come and join us right now,'" said Thomas Fisher, URISA President. "This rebranding is a pivotal step in ensuring that our organization continues to empower GIS professionals globally while staying relevant to the diverse and expanding field of geospatial technology."

Sara Thompson, 2023-2024 Vanguard Cabinet Chair, echoed the importance of the rebrand:

"The urban and regional aspect is definitely a misnomer. That wasn't where I came from, and for years, URISA wasn't relevant to my GIS work at a nonprofit. The old name gave the impression that the organization was for urban planners. This rebrand clears up that confusion and positions us to connect with a much broader community of GIS professionals."

A Thoughtful Rebranding Process

The rebranding initiative was driven by extensive research, including interviews with leadership and a comprehensive survey of the membership. The feedback clearly indicated a desire for an identity that better reflects the organization's growing role in supporting professionals at all stages of their GIS careers, from recent graduates to seasoned experts.

"The power of this network—whether it's solving problems, building connections, or advancing careers—cannot be overstated," said John Nolte, President-Elect. "We're deeply passionate about GIS, and we believe this new identity will help us reach an even larger and more diverse community of geospatial professionals."

A Logo that Symbolizes Connectivity and Growth

The new Geospatial Professional Network logo visually represents the global connectivity central to the geospatial profession. The circle at the core symbolizes the worldwide reach of GIS, while the dots reflect both data points and people, highlighting GPN's focus on networking, professional development, and collaboration.

"The value of URISA has always been the community and leadership it provides," said Steve Steinberg, former Board Treasurer. "This rebrand builds on that legacy while positioning the organization for the future."

Looking Ahead

As the Geospatial Professional Network, the organization will continue providing renowned programs, such as the GIS Leadership Academy, and foster partnerships with local and regional GIS groups. With this new identity, GPN is poised to become an even more integral part of the global geospatial landscape, offering tools, resources, and a supportive community for GIS professionals everywhere.

About the Geospatial Professional Network

The Geospatial Professional Network is a dynamic community of GIS professionals, providing top-tier education, networking opportunities, and career development resources. Committed to upholding the highest ethical standards, GPN empowers members to advance their careers, support their organizations, and shape the future of the geospatial profession.

For more information, visit www.geospatialprofessionalnetwork.org/

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New name and brandmark: