



Equity and Social Justice Seminar

Hosted by Esri
Esri Regional Office 880 Gentian Road, Suite 200
St Paul, Minnesota, MN 55121 | October 9, 2025

SEMINAR AGENDA

Time	Session	Presenter(s)
October 9, 2025		
8:00 AM – 9:00 AM	Check-in, Registration, Networking (breakfast and refreshments provided)	
9:00 AM – 9:15 AM	Welcome and Overview of Objectives	Mike McKee , Esri <i>Account Manager</i> Ashley Oolman , State of Minnesota <i>Chief Equity Officer</i>
9:15 AM – 9:35 AM	Empowering Organizations with GIS for Economic Mobility	Sophia Garcia , Esri <i>Equity and Civic Nonprofit Lead</i>
9:35 AM – 10:35 AM	Harnessing Your Spatial Data for Economic Mobility (hands – on session) • Social Equity Analysis Solution • Arc GIS Hub • Survey 123	Phillip Julian , Esri <i>Solution Engineer</i>
10:35 AM – 11:10 AM	State of Minnesota • Minnesota IT Services (Mn Geo) • Office of Equity	Alison Slaats , State of Minnesota <i>Chief Geospatial Information Officer</i> Ashley Oolman , State of Minnesota <i>Chief Equity Officer State of Minnesota</i> Sally Wakefield , Minnesota IT Services <i>Program Supervisor</i>
11:10 AM - 11:20 AM	Break	
11:20 AM - 11:50 AM	Geo Equity: Tools and Tactics for a changing world	Raynah Kamau , Esri <i>Senior Technical Consultant</i>
11:50 AM - 12:10 PM	RomoGIS	Frank Romo , RomoGIS <i>Chief Executive Officer</i>
12:10 PM – 12:20 PM	Interactive Session: Sharing Your Ideas, Needs, and Questions or QA of the sessions that just happened	Sophia Garcia , Esri <i>Equity and Civic Nonprofit Lead</i>
12:20 PM – 1:15 PM	Networking Lunch (Food & beverage will be provided)	
1:15 PM – 1:35 PM	Nonprofit Storytelling for Advocacy • How to use GIS to tell your narrative • Esri Nonprofit Program	Ariana Kim , Esri <i>Account Manager</i>
1:35 PM – 1:55 PM	Trust for Public Lands	Dale Watt , Trust for Public Lands <i>GIS Project Manager</i>
1:55 PM – 2:10 PM	Break	
2:10 PM – 2:30 PM	Lessons Learned in Developing a Geocentric Equity Strategy	Sophia Garcia , Esri <i>Equity and Civic Nonprofit Lead</i>
2:30 PM – 3:00 PM	Interactive Session: Q&A and Closing Discussion	Sophia Garcia , Esri <i>Equity and Civic Nonprofit Lead</i>
3:00 PM – 5:30 PM	Networking Social Union 32 Craft House	

***Agenda subject to change.**