

FACULTY COMMONS PRESENTS

2023 FACULTY RESEARCH SYMPOSIUM

# KEYNOTE LUNCHEON

## FEATURING 2023

# FACULTY SCHOLAR LECTURER

Keynote Speaker:



## Dr. Mark Sciuchetti

Associate Professor,  
Chemistry and Geosciences

Developing Brand Awareness for Nonprofits: GIS as a tool  
for Community Engagement.

This presentation delves into the use of GIS in experimental learning projects in Jacksonville, Alabama, emphasizing collaboration with geography, nonprofits, and community members. We will explore how nonprofits can enhance their community impact and raise brand awareness. The focus is on building a cooperative environment through GIS mapping and incorporating marketing strategies and organizational support. We conclude by suggesting ways nonprofits can use GIS to identify community needs, enhance engagement, and provide additional services.

 2 November, 2023

 12:00 PM – 1:30 PM

REGISTRATION OPEN NOW

LUNCH SERVED FROM  
12:00–12:30 PM

KEYNOTE ADDRESS FROM  
12:30–1:30 PM

BO1 MERRILL HALL

LEARN  
MORE

