



CEU Packet

1026 - Quality Assurance of CAMA Data Using GIS

02 COLLECTING AND MAINTAINING PROPERTY DATA

Description:

Yavapai County Assessor's Office has incorporated GIS tools to provide aid in the appraisal process as well as provide Quality Assurance to the CAMA data. Thematically, CAMA data can be visualized to review and ensure its accuracy, identify which parcels are missing data, and verify/maintain the integrity.

Start Date: 9/1/2021 1:00:00 PM

End Date: 9/1/2021 2:30:00 PM

Learning Outcomes:

After this session, attendees should be able to...

- How to utilize GIS tools to verify CAMA data.
- Answer valuation questions.
- Find outlier information for virtual inspections.

Presenters:

Jennifer McGovern - Yavapai County, AZ

Mike Gerhold - Harris Govern

Timed Outline

Quality Assurance of CAMA Data Using GIS

September 1, 2021 at 1pm

This session will begin with a brief overview of basic day to day functions including GIS layers, data lookups and review, theming of data and attributes, and labeling options such as parcel number, owner names and sales data with integrations from the GIS system and current CAMA data.

We will also explore ways that custom data queries within the CAMA system integrate with the GIS system allowing for visualization of many aspects of the appraisal process. The current integration allows for a live view of CAMA data on the fly and allows for appraisers and CAMA staff to complete daily tasks as well as data integrity reviews.

Outline:

Topic	Learning Objectives <i>the learner will be able to...</i>	Timed Outline
<i>(GIS Tools)</i>	<i>Introduce the Matix GIS application and the data types it can communicate with and provide an overview of some of its functionality used by Assessors. Show Aerial imagery options, data grid filtering and the ability to theme attributes on a GIS map for easy visual identification.</i>	0:30
GIS / CAMA integration within Assessor's office	Create custom data queries allow for live CAMA data review within the Assessor's GIS system. GIS views allow for distinct theming and labeling features. These features are used as part of the Assessor's daily tasks in areas such as quality control, map-based selection for mass changes, permit mapping, sales verification and appeal processing.	0:30
<i>(Hands On)</i>	<i>Based upon feedback from the attendees.</i>	0:15
<i>(Q&A)</i>		0:15

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Jennifer McGovern

CONTACT

EMAIL:

jennifer.mcgovern@yavapai.us

PHONE:

(928)925-8210

ADDRESS:

28917 N 155th Ave Surprise, AZ 85387

EDUCATION

YAVAPAI COLLEGE:

*Completed coursework towards AAS-
Accounting (May 2002)*

IAAO (INTERNATIONAL ASSOCIATION OF
ASSESSING OFFICERS):

*Completed coursework towards IAAO
RES Designation (May 2020)*

IAAO Course 101

IAAO Course 102

IAAO Course 201

IAAO Course 300

IAAO Course 301

IAAO Course 400

ARIZONA DEPARTMENT OF REVENUE:

AZDOR Level I

AZDOR Level II

Arizona Department of Revenue

Certified Appraiser Level II

THIMGAN & ASSOCIATES:

Fundamentals of Modeling

Modeling Vacant Land and Commercial

ADDITIONAL SKILLS

*Microsoft Programs (Word, Excel,
PowerPoint, Outlook)*

*SPSS (IBM – Statistical Package for the
Social Sciences)*

GIS (ArcGIS, Matix-Harris/Govern)

RealWare (Harris/Govern)

EXPERIENCE

MODELING SPECIALIST:

Yavapai County Government, 86305, AZ / Dec 2017 – Present

- Develop and implement new department procedures.
- Complete annual revaluation process for vacant, residential and commercial properties within the county.
- Complete annual time trend analysis.
- Develop and implement database queries for internal and external use.
- Develop database queries for use in GIS system
- Develop and implement regression land models for valuation purposes.
- Develop and implement regression residential models for valuation purposes including database set up and calculation processes.
- Database file delivery to the Arizona Department of Revenue, including data negotiations regarding time trend factors and final valuation compliance needs.
- Data integrity review and verification

MODELER/APPRaiser SUPERVISOR:

Yavapai County Government, 86305, AZ / Aug 2005 – Dec 2017

- Oversight of Land and Agricultural appraisal team.
- Develop and implement new department procedures.
- Complete annual revaluation process for vacant, residential and commercial properties within the county.
- Complete annual time trend analysis.
- Develop and implement database queries for internal and external use.
- Develop and implement regression land models for valuation purposes.
- Assist in RFP and conversion process to new software system.
- Complete documentation, interrogatories and disclosures for lawsuits, and present on behalf of the Assessor before the Superior Courts.

RESIDENTIAL APPRAISER:

Yavapai County Government, 86305, AZ / Oct 2001 – Aug 2005

- Conduct individual appraisals for residential properties.
- Maintain list of all active permits to be completed.
- Complete appeals and present market sales data at the Board of Equalization Hearings.

LAND CLERK:

Yavapai County Government, 86305, AZ / Aug 2000 – Oct 2001

- Complete land data entry processes as needed.
- Complete new subdivision set up.
- Complete quality control projects as needed.

MICHAEL GERHOLD

- 208 North Rustic Trail • Wylie, TX. 75098 • Telephone (469) 471-3090 • Email mikegerhold@gmail.com

QUALIFICATIONS

- Strong decision-maker, quick learner, high attention to detail, adaptive, team player, excellent communication skills, technically oriented.
- Proven leadership abilities, ability to manage and motivate others, solid integrity and self-starter.
- Computer hardware and software, LAN/WAN, system administration and configuration, technical support on multiple platforms.
- Over 20 years customer service in multiple and diverse backgrounds.

EXPERIENCE

Harris Govern, Inc. (Division of Harris Computer), Plano Texas

GIS Manager (November 2014 – Present)

Manages a technical team of GIS professionals providing GIS services across 50 counties in Texas. Responsible for customer/prospect GIS technical presentations. Improved GIS workflow operations with illustrated technical documentation to drive department performance and superior customer experience in our service delivery.

Vice President of Sales and Marketing (July 2012 to November 2014)

Organized and developed an effective solution based sales team. Implemented new CRM system for use by Sales force to increase efficiency and build a sales pipeline. Coordinated industry trade show events and functions required for sales marketing plan initiatives. Responsible for monthly department budget forecasting and tracking.

IT Manager (April 2004 to July 2012)

Responsible for internal IT infrastructure and support at True Automation. Manage Systems team in the implementation, upgrade and support of clients through process driven events. Engaged with internal business units/leaders to facilitate company goals and initiatives. Provided Technical Sales support for new and existing client opportunities.

Inovis, Inc., (formerly Peregrine Systems Inc.)

Network Operations Manager, Atlanta Georgia (March 2003 to March 2004)

Responsible for Inovis EDI VAN operations that facilitates 15,000 global customers for EDI exchanges. Managed fifteen systems administrators in a diverse network model to meet company SLA's. Coordinated telecommunication consolidation project for substantial cost savings. Played key operations role in the application deployment of Manage Services v1.0 to the Inovis VAN. Team was able to document and execute over 100 acceptance test cases to ensure product stability and performance metrics.

Global IT Operations Manager, Richardson Texas (June 2002 to 2003)

Senior manager responsible for twenty-two IT professionals. Developed budget and maintained IT Operations business functions until end of the year. Successfully decoupled company email, NT servers, remote access, Software licenses, maintenance contacts, and physical IT assets from Peregrine within 90 days of the sale of Inovis. Proposed and coordinated project for an online tracking system to provide real time status end-user migration progress. Implemented a centralized helpdesk system to resolve severity 1 helpdesk requests. Implemented idea of an online process of disposing obsolete IT assets with net proceeds of over \$10,000 within 2 months time. Participated in the implementation of NetMeeting rollout to reduce web cast cost and promote internal desktop sharing during company meetings. Deeply involved with internal IT production control process design and rollout. Major participant in

Altiris HW/SW asset management rollout. Managed server-downsizing project to reduce company maintenance and software costs. Coordinated software license management and successfully enrolled company into a Microsoft Enterprise Agreement to cover over 600 desktop systems worldwide. Facilitated IT reports to track helpdesk ticket progress and IT services trends. Responsible for PC equipment deployment to internal customers to ensure that minimal hardware and software specifications were met to stabilize business activities. Oversaw company initiative to migrate to Windows 2000.

Peregrine Systems Inc. (formerly Harbinger Corporation), Richardson Texas

North America Regional Support Manager (June 2000 to 2002)

Managed a team of forty-five IT professionals throughout North America. Devised a regional support model for over 20 offices in North America that effectively delivered IT services to 4000 internal customers. Managed IT Operations expenses within approved budget amounts. Large contributor in the acquisition and integration of several other companies to restore business continuity quickly. Key leader in 2001 sales kickoff meeting where we were able to successfully migrate 400 laptop PC's to Windows 2000, PeopleSoft, AT&T remote access, Norton Antivirus in 4 business days. Provided front line support and planning for a 4000 FTE asset inventory using asset management software and IT resources. Coordinated IT Operations on several office consolidations and closings to reduce costs. Centralized helpdesk services for company. Assisted with the deployment of NetIQ tools for system monitoring across the company. Established and maintained important development partnerships with IBM, Oracle, Sun, Sybase and Microsoft to reduce costs and maximize the quality of support we provide our development teams throughout the company. Project manager for global deployment of remote management tools for PC desktops and servers.

IT Operations Manager (1998 to 2000)

Managed a team of eight IT professionals located in Richardson Texas, Tulsa Oklahoma and Houston Texas. Managed IT projects to meet deadlines. Facilitated a company wide initiative to prepare for the Year 2000 rollover. Conducted a review of all company hardware and software and provided recommendations for each area of concern. Developed solid relationships with IT vendors for low cost purchasing. Successfully managed three office locations within IT SLA's and approved budgetary limits.

Systems Analyst (1995 to 1997)

Novell 4.10 and NT server 4.0 administration, operations and implementation. Extensive knowledge and hands on experience with Internet mail, Microsoft Mail and Microsoft Exchange MTA's. Installed, upgraded and maintained 3Com Access Builder 4000 for remote access to servers in Dallas and Atlanta. Troubleshot workstations local and remote running OS2 Warp, DOS, Win 3.1, Win95, NT workstation 3.51 and 4.0. Assisted in network topology upgrade and system configurations (routers, hubs, etc...). Implemented a system to automate software and hardware inventories for company assets. Involved in several major application migrations (Win95, NT Workstation, Office 97, McAfee virus protection, etc...). Provided well-documented instructions for users on installation procedures, processes, and FAQ's.

MILITARY

U.S. MARINE CORPS/RESERVE

Radio Repair Technician, October 1992 – 2000

Received multiple commendations and leadership opportunities.

Completed certificates in Electronic Training courses.

Platoon Sergeant for Communications Platoon H.Q. 14th Marines

EDUCATION

DeVry Institute of Technology, Irving, Texas

Bachelor of Science in Electronic Engineering Technology

Graduated February 1998 GPA 3.0

LOUISIANA STATE UNIVERSITY

General Studies 72 hrs completed

Attended 1989 – 1991

OTHER TRAINING

Planning & Managing Projects, February 2001

Foundation Examination in IT Service Management (13areas), July 2001

Asset Center, Service Center, IRC, IDD, IND, 2002

AWARDS

Team Player of the Year - 1996 Harbinger Corporation

Employee of the Year – 1999 Harbinger Corporation

Employee of the Quarter – 2004 True Automation

Employee of the Year – 2006 True Automation

Employee of the Year – 2009 True Automation

Team Player of the Year – 2011 True Automation (LPS)