



National States Geographic Information Council

FINAL DRAFT
Strategic Plan

August 30, 2005





1.0 Introduction

The National States Geographic Information Council (NSGIC) is an organization committed to efficient and effective government through the prudent adoption and use of geospatial information and technologies. Members of NSGIC include senior state geographic information system (GIS) managers and coordinators. Other members include representatives from federal agencies, local government, the private sector, academia and other professional organizations. The NSGIC membership is a diverse group that includes nationally and internationally recognized experts in geospatial technologies, geospatial data creation and management, and information technology policy.

Since its inception in 1991, NSGIC has periodically held leadership retreats to refocus the organization and ensure that its activities are properly targeted to reflect the needs of its membership. Most recently, ~~fourteen~~ fifteen members of NSGIC's leadership team met to conduct a strategic planning session held June 20 – 22, 2005, at the National Conservation Training Center (NCTC) in Shepherdstown, West Virginia. The final result of that meeting is this strategic plan which will be used to guide the organization for the next three years (October 2005 – September ~~2006~~2008).

NSGIC serves as a forum for the exchange of information, and the development of consensus opinion on advancing the interests of the states with regard to national geospatial policy and the development of the National Spatial Data Infrastructure (NSDI). As a result of NSGIC's work over the past decade, the role of the states is now becoming increasingly important and visible in both arenas, that of national geospatial policy and development of the NSDI. This revision of NSGIC's strategic plan reflects the changing role of the states, as well as the continuing need for NSGIC's leadership to help guide this process.

[Vision statement here](#)

Mission Statement

It is the mission of NSGIC's mission is to be an effective advocate for states in national geospatial policy initiatives, to guide the states in fulfilling their role in building the National Spatial Data Infrastructure (NSDI), and to promote statewide geospatial coordination activities in all states, thereby achieving our vision.



Vision Statement

~~It is the vision of NSGIC's vision is~~ -that all levels of government become highly effective and ~~less wasteful~~ efficient through ~~the~~ coordinated development and use of geospatial data and technologies.

2.0 Goals

During the 2005 leadership retreat, the following goals were established to implement NSGIC's vision and achieve its mission. They reflect where the organization is in its maturation process, and help to ensure proper guidance for the operational components of the organization.

- NSGIC will support the long-term development of effective statewide coordination councils in each state, Washington D.C. and the insular areas.
- NSGIC will align itself with other organizations and form alliances to achieve shared issues-based objectives related to ongoing development of the NSDI.



- NSGIC will establish an aggressive focus and set clear annual goals for addressing short-term priorities.
- NSGIC will provide superior member services to ensure its worth to the membership and the geospatial community at-large.
- NSGIC will continue to improve its operations and be accountable to its membership.
- NSGIC will develop adequate revenue sources to achieve its mission.

3.0 Where will NSGIC be in three years?

NSGIC will take positive steps over the next three years, by accomplishing the goals and objectives in this strategic plan, to provide improved capabilities and services to its members and the entire geospatial community. Three years from now, the following statements will describe NSGIC:

- A mature service provider that supports and involves all fifty states in the development of the NSDI
- A facilitator for federal agencies in their efforts to partner with the states
- An effective conduit to help involve local governments and their representative organizations in the NSDI
- An effective advocate for legislation required to complete the NSDI
- A leader in the development and governance of the NSDI
- A support organization for states developing their own Statewide Spatial Data Infrastructures
- An enabler and a catalyst for states and our entire membership through effective communications
- A healthy organization able to meet its mission with adequate resources
- An organization that keeps track of and reports on the “health” of its member states
- An organization with effective committees that are empowered to speak and work on its behalf

4.0 Objectives



To accomplish its goals, NSGIC has established objectives that:

- Are clear, concise and attainable
- Are measurable
- Have a target date for completion
- Include responsibility for taking action
- Are arranged according to priority

The following series of objectives are designed to support the newly defined goals and to position the organization most effectively over the next three year period.

4.1 NSGIC will support the long-term development of effective statewide coordination councils in each state, Washington D.C. and the insular areas.

Objectives:

4.1.1 Templates will be developed for statewide geospatial strategic and business plans that are useful for coordinating statewide activities and integrating statewide activities with the NSDI.

*Assignment: Washington Liaison
Target Completion Date: September 2006*

4.1.2 Effective public relations materials will be developed that are targeted appropriately to various audiences (e.g. senior elected officials or State CIOs) to explain and demonstrate the value of statewide coordination activities and the role of every stakeholder group.

*Assignment: Washington Liaison
Target Completion Date: December 2006*

4.1.3 A national strategy will be devised to track and report on the “health” of every statewide coordination council; this strategy will be implemented by December 2006. When requested by a state and in cooperation with the state, NSGIC will provide documentation and/or testimonials to support the health of the state council and state programs.

*Assignment: Communications Committee
Target Completion Date: March 2006*



4.1.4 National strategies will be devised to ensure participation in statewide coordination councils by every major stakeholder group identified in the Fifty States Initiative.

*Assignment: Outreach Committee
Target Completion Date: September 2007*

4.1.5 Provide guidance and support to each state, insular area and Washington D.C. on how to establish a statewide coordination council that meets the requirements of the Fifty States Initiative and is recognized by Federal agencies as the official “conduit” to conduct business within its geography.

*Assignment: Board of Directors & Washington Liaison
Target Completion Date: December 2008*

4.2 NSGIC will align itself with other organizations and form alliances to achieve issues-based objectives related to ongoing development of the NSDI.

Objectives:

4.2.1 All existing memoranda of understanding with other stakeholder groups will be reviewed, the NSGIC bylaws will be redrafted as required to deal with MOUs, and actions required by the membership at the 2006 annual conference to rescind unnecessary MOUs and modify the bylaws will be identified.

*Assignment: Outreach Committee
Target Completion Date: July 2006*

4.2.2 A policy will be approved and implemented that directs all alignments with other stakeholder groups to be based on particular issues that are identified by both organizations.

*Assignment: Outreach Committee
Target Completion Date: July 2006*

4.2.3 Issue-based agreements will be developed with all national stakeholder groups that have state-based counterparts to support statewide coordination activities during implementation of the Fifty States Initiative.

*Assignment: Outreach Committee
Target Completion Date: March 2008*

4.3 NSGIC will establish a clear focus and set goals for addressing short-term priorities.



Objectives:

4.3.1 A system will be implemented to survey the membership annually for new issues that require a short-term focus.

*Assignment: Communications Committee and KSG
Target Start Date: September 2006*

4.3.2 The first of an annual series of roundtable discussions will be organized at the NSGIC mid-year meeting with other stakeholder organizations to identify upcoming national issues, determine consensus opinions on dealing with them, and create strategies for their proper treatment.

*Assignment: Outreach Committee
Target Start Date: March 2006*

4.3.3 An annual work plan will be established by each new Board of Directors to identify, prioritize, and address short-term priorities.

*Assignment: President, KSG & Board of Directors
Target Start Date: October 2005*

4.3.4 Standard template position papers will be developed to address all short-term goals.

*Assignment: Outreach Committee
Target Start Date: January 2006*

4.4 NSGIC will provide superior member services to ensure its value to the membership and the geospatial community at-large.

Objectives:

4.4.1 Renovations to the web page will be completed to ensure that it is informative and useful for conducting NSGIC business.

*Assignment: Communications Committee
Target Completion Date: December 2005*

4.4.2 Develop a new format that ensures the effectiveness of the annual Capitol Hill visit associated with the mid-year meetings.

*Assignment: Board, Conference Committee & KSG
Target Completion Date: January 2006*



4.4.3 The unique coordination opportunities of NSGIC's annual and mid-year meetings will be identified and promotion of those opportunities will begin.

*Assignment: Conference Committee and Communications Committee
Target Completion Date: July 2006*

4.4.4 Resume production of a quarterly newsletter and produce more frequent news briefs in standard formats to promote their identity.

*Assignment: Communications Committee
Target Start Date: March 2007*

4.4.5 All publications and communications will adopt a uniform appearance to ensure their identity with the NSGIC "brand."

*Assignment: KSG & Communications Committee
Target Start Date: January 2006*

4.4.6 All state information gathering activities (e.g. state summaries) shall be conducted on-line and state members will be encouraged each quarter to keep their information up-to-date.

*Assignment: KSG & Communications Committee
Target Start Date: July 2006*

4.4.7 Anonymous member satisfaction surveys will be conducted on an annual basis to determine the satisfaction with existing services and the need for additional services.

*Assignment: KSG
Target Start Date: October 2006*

4.5 NSGIC will continue to improve its operations and be accountable to its membership.

Objectives:

4.5.1 A new committee structure will be implemented that clearly identifies standing committees, work groups and liaison activities.

*Assignment: Board of Directors
Target Start Date: December 2005*

4.5.2 All committees, work groups, and liaisons will develop a standard charter to guide their activities and adhere to guidelines on managing committee activities.

Assignment: Board of Directors & Committee Chairs



Target Start Date: March 2006

4.5.3 Written guidelines and appropriate tools will be developed for managing grant and contract activities to ensure that timelines are met, funds are properly encumbered, and expected products are delivered.

*Assignment: KSG & Treasurer
Target Completion Date: July 2006*

4.5.4 Additional staff will be hired to support the expanding activities of NSGIC and its committees, work groups, and liaisons.

*Assignment: Board of Directors & KSG
Target Start Date: January 2007*

4.5.5 A tracking and process flow system will be available to track and manage all contacts, correspondence and activities of the officers, committees, work groups, and liaisons.

*Assignment: KSG
Target Start Date: October 2006*

4.5.6 A professional development path will be identified within NSGIC to develop knowledgeable leaders who are engaged in the activities of the organization, thereby ensuring its future course, sustainable growth, and survivability.

*Assignment: Board of Directors
Target Completion Date: July 2007*

4.6 NSGIC will develop adequate revenue sources to achieve its mission.

Objectives:

4.6.1 A five-year financial projection will be developed that includes paid FTE staff positions in the expenses.

*Assignment: Treasurer & KSG
Target Completion Date: June 2006*

4.6.2 A five-year budget will be adopted that will enable the organization to meet projected financial needs by utilizing sponsorships, membership and registration fees, grants, endowments and other sources of income.

*Assignment: Treasurer, KSG & Sponsorship Committee
Target Start Date: September 2006*



National States Geographic Information Council 2005 Strategic Plan

4.6.3 A review process will be instituted to examine the association's projects and initiatives to ensure that the private sector finds value in NSGIC.

*Assignment: Technical Matters Committee & Sponsorship Committee
Target Start Date: December 2005*