



## Next Generation NSGIC: 2017-2018 Strategic Action Plan

As articulated during the February 2017 strategic planning session with the NSGIC board, executive director and other stakeholders, NSGIC is at a key stage in our development. At the core, we must be member-focused, relevant, valuable and agile. This strategic action plan lays out an evolving concept of operations and is intended to be a living document.

### CORE MISSION AREAS

#### **STATE-LED SHARING OF BEST PRACTICES**

NSGIC strives to be the premier state-led forum for developing, exchanging and endorsing geospatial technology and policy best practices. We share solutions to offer benefits across the geospatial ecosystem.

#### **MAKING CRITICAL CONNECTIONS**

We facilitate connections between people and organizations across multiple sectors – and the data and systems they use – resulting in greater returns from the efficient use of geospatial technology.

#### **GEOSPATIAL AWARENESS AND ADVOCACY**

We also pursue geospatial advocacy initiatives that coordinate activities, knowledge and policies of collaborative outreach to support informed decision-making.

### ORGANIZATIONAL GROWTH STRATEGIES

#### **BUILD THE NSGIC BRAND**

- Position NSGIC as a “destination” to participate in discussions and learn from leaders in the field (at conferences and online); Continue to develop and host high-quality state-focused geospatial

conferences, creating opportunities to engage new audiences and promoting participant involvement

- Develop an approach for talking to external audiences, including leveraging media partnerships and public relations outreach; build access to and reputation of NSGIC leaders and subject matter experts
- Establish consistency in look and feel, capturing the NSGIC culture
- Boost awards and recognition from a new leadership development program

**INCREASE THE REACH OF NSGIC**

- Grow membership through increasing value to members; undertake market research to develop value proposition and explore more/different membership models
- Increase member engagement through investment in online platform, working with committees to develop valuable content and discussions; capture external users participating online and develop process for building those relationships
- Utilize leadership development program to recruit women and younger members
- Engage in public relations, embracing contemporary and sophisticated social media communications
- Deputize active members – especially state reps – to push message through their networks

**ACCELERATE THE IMPACT OF NSGIC**

- Devote NSGIC-wide resources to proactive policy identification and advocacy
- Develop and leverage mission-focused products and services; increase relevance to mission, increase funding/revenue opportunities, improve sophistication of the outputs
- Align internal resources for maximum effectiveness and efficiency, reflecting the transfer of operational responsibilities to the executive director, and refining the roles and responsibilities of the board, committees, staff, contractors, designated representatives to other organizations, and volunteers from a revitalized leadership development pipeline

**EXAMPLES**

	<i>Best Practices Forum</i>	<i>Critical Connections</i>	<i>Advocacy</i>
<i>Build NSGIC Brand</i>	White papers, website forums and circles	Social media, people profiles, augmenting networking at conferences	Reestablish outreach committee
<i>Increase Reach</i>	3DEP coordination project, proactive public relations	Membership growth, strategic partnerships with sponsors	Media partnerships
<i>Accelerate Impact</i>	Capture experience and expertise of member volunteers	GIS Inventory enhancements, interoperability	Model legislation

# MILESTONES

## Q2 2017:

- Launch new website
- Migrate to new database
- Launch discussion forums and circles on new website
- Establish media partnerships to publish NSGIC content
- Hire, onboard and train new staff
- Hold virtual caucus

## Q3 2017:

- Prepare for and hold annual conference
- Conduct membership market research; explore more/different membership models
- Research state GIS legislation and create a plan to develop model legislation
- Build out awards and recognition program
- Launch 3DEP coordination program
- Launch monthly newsletter
- Develop social media program
- Complete transition from management company

## Q4 2017:

- Conduct membership expansion pilot program
- Launch model legislation program
- Hold virtual caucus
- Build out emerging leaders program
- Reboot GIO profiles for website

## Q1 2018:

- Roll out new membership structure (if warranted)
- Prepare for and hold midyear meeting

## Q2 2018:

- Build out NSGIC leadership pipeline program
- Hold virtual caucus
- Develop webinar series

## Q3 2018:

- Prepare for and hold annual conference

## Q4 2018:

- Hold virtual caucus