MGISAC MISSOURI GEOGRAPHIC INFORMATION SYSTEMS ADVISORY COUNCIL

2016-2019 Strategic Plan

Motto: "Putting Missouri on the Map"

Mission: The mission of the Missouri GIS Advisory Council (MGISAC) is to assemble leaders in geospatial technologies across Missouri to discuss, build, enhance, and guide our mapping landscape through education, collaboration, cooperation, and stakeholder engagement.

Vision: Geospatial technology professionals and systems will continue to work together across governments and partners to solve problems, foster cooperation, enhance business processes, reduce redundancies, gain efficiencies, and help each other in times of need to improve life for Missourians, now and in the future. The MGISAC will be the unified information source regarding geospatial technologies for Missouri and Missourians. The MGISAC will be aware and understanding of the diverse requirements and needs of those who may benefit from geospatial technology across the state.

The updated Motto, Mission, Vision, and overall goals, adopted 14 August 2014, were shared with each committee, who provided updated committee mission statements and identified committee-specific tasks aligned under five overall goals:

1. MGISAC will broaden its standing as the state geospatial council: coordinating activities statewide, collaborating with other states organizations, facilitating resolutions to geospatial issues impacting the state, and providing, guidance, oversight, and support to the state clearinghouse.
2. Missouri will develop full-time geospatial leadership to: champion geospatial technologies at all levels and scales throughout the state; lead collaborative geospatial data programs in Missouri; and foster cooperation and coordination in response to federal geospatial initiatives.
3. MGISAC will coordinate and recommend best practices for data use, development, distribution, standards, schemas, and programs to implement, maintain, and support the use of geospatial technologies.
4. MGISAC will work with federal, state, and local agency partners to coordinate, develop, and broaden the interoperability of geospatial data.
5. MGISAC will work to develop and expand geospatial technology knowledge, skills, and abilities for Missouri's current and future workforce.

The tasks and performance measures identified by the committees are compiled as the **MGISAC 2016-2019 Goals and Tasks,** approved 11 February 2016. These committee-specific goals and tasks are broken out in a separate appendix.

MGISAC Goals and Tasks 2016-2019

1. ***MGISAC will broaden its standing as the state geospatial council: coordinating activities statewide, collaborating with other states organizations, facilitating resolutions to geospatial issues impacting the state, and providing, guidance, oversight, and support to the state clearinghouse.***

   1.1. Investigate process of having an Executive Order establishing MGISAC as an authoritative council. (MGISAC Officers)

   1.2. Examine fiscal options to establish MGISAC as a line-item in the State budget. (MGISAC Officers)

   1.3. Establish committee to stay apprised of local, state and national events and programs and assess issues that need to be addressed. (MGISAC Officers)

   1.4. Formalize accountability protocol for committees to complete assigned tasks. (MGISAC Officers)

   1.5. Create a MGISAC management guideline document to identify key roles, duties, processes and dates to ensure continuity between officers, committees and Council as a whole. (MGISAC Officers)

   1.6. Designate a MGISAC Historian. (MGISAC Officers)

   1.7. Ensure adequate representation and participation in the MGISAC by stakeholder organizations including state, local, and federal agencies, educational institutions, private industry, and others in the field of Geographic Information Systems (GIS). (Membership)

   1.8. Enhance the discoverability and usability of the existing Missouri LiDAR inventory through the production of derivative products and new file organization. (Data Development)

   1.9. Broaden opportunities for K-12 schools, youth organizations, 2 and 4 year college and universities to be engaged in MGISAC activities and events. (Education)

   1.10. Broaden representation of faculty/staff from diverse educational settings in Missouri on MGISAC committees. (Education)

   1.11. Continued promotion of Geography Awareness Week and GIS day through the annual proclamations program. (Education)

   1.12. The Outreach Committee will facilitate coordination and collaboration by engaging GIS and GIS related professionals in regional workshops and potential future webinars. (Outreach)

   1.13. During these workshops discussions of GIS related hot topics or issues will open lines of communication between the wider GIS communities impacted by the topics at hand. (Outreach)

   1.14. Our committee will support the clearinghouse by sharing information about data and functionality in the clearinghouse with workshop attendees, encouraging these attendees to provide their data to the clearinghouse for the benefit of the wider community. (Outreach)

1.15. Each standing MGISAC committee will post updates to the website on a quarterly basis (Commitee Chair or designee member). (Marketing & Communications)

1.16. Develop standards for MGISAC branding for all relevant marketing materials include advertising, mailers (electric and hardcopy), social media, website, handouts, and display. (Marketing & Communications)

1.17. Work with other MGISAC committees to better understand the changing landscape of GIS in Missouri (long term goal). (Policy & Legislation)

1.18. To provide at least one session at the Missouri GIS Conference on GIS policy and legislation (short term goal). (Policy & Legislation)

1.19. MGISAC will have a current and relevant strategic plan with an annual reporting of activities. (Strategic Planning)

1.20. Inform key contacts from neighboring states about the 2017 and 2019 conferences. (Conference)

2. ***Missouri will develop full-time geospatial leadership to: champion geospatial technologies at all levels and scales throughout the state; lead collaborative geospatial data programs in Missouri; and foster cooperation and coordination in response to federal geospatial initiatives.***

    2.1. Establish demonstrative relationship with CIO and GIO. (MGISAC Officers)

    2.2. Establish committee to investigate process of developing a statewide GIO. (MGISAC Officers)

    2.3. Foster a State champion for aerial imagery acquisition. (Data Development)

    2.4. Coordinate future Missouri LiDAR acquisitions with the national 3DEP program. (Data Development)

    2.5. Support NSDI initiatives for aggregation of local and state data into Federal layers, including education on the benefits of these actions. (Data Development)

    2.6. Support NG911 initiatives at the local, state, and federal level. (Data Development)

    2.7. The Local Government Committee will work to identify and promote ways in which entities, (local, state, federal, and other) can work together in order to save money and prevent duplication of effort in their geospatial programs. The committee will explore ways to solve some of the issues preventing collaboration between entities. (Local Government)

    2.8. Identify geography/geospatial "friendly" legislators in Missouri in partnership with the Missouri Geographic Alliance. (Education)

    2.9. The Outreach Committee will champion new and more effective geospatial technologies in every workshop and event it coordinates. The committee will represent the overall activity and collaborative leadership of the Council. (Outreach)

    2.10. Work with other MGISAC committees and Council members to engage and advocate for key leadership positions related to spatial data in Missouri (ongoing goal). (Policy & Legislation)

3. ***MGISAC will coordinate and recommend best practices for data use, development, distribution, standards, schemas, and programs to implement, maintain, and support the use of geospatial technologies.***

   3.1. Educate Missourians on the benefits of data sharing via a focused campaign that encourages the free exchange of geospatial data at all practical levels. (Data Development)

   3.2. Develop a long-term funding strategy for statewide aerial imagery, including timelines for acquisitions that coordinate with existing programs such as NAIP. (Data Development)

   3.3. Develop a 'return on investment' white paper regarding a statewide acquisition to include both collaborative acquisition and standards for aerial imagery. (Data Development)

   3.4. Educate Missourians about the advantages of having LiDAR coverage in order to stimulate funding and prioritization for future acquisitions. (Data Development)

   3.5. Develop a long-term funding strategy for statewide aerial imagery, including timelines for acquisitions that coordinate with existing programs such as NAIP. (Data Development)

   3.6. Develop a 'return on investment' white paper regarding a statewide acquisition to include both collaborative acquisition and standards for aerial imagery. (Data Development)

   3.7. Educate Missourians about the advantages of having LiDAR coverage in order to stimulate funding and prioritization for future acquisitions. (Data Development)

   3.8. Promote a collaborative environment for the coordination of address compilation and integration. (Data Development)

   3.9. Highlight data development success stories. (Data Development)

   3.10. Advise and provide feedback on proposed standards between Local and State government. (Local Government)

   3.11. Assist in communicating and connecting best practices of geospatial information in educational settings. (Education)

   3.12. These best practices will be shared with our attendees at our workshops and potential webinar events. (Outreach)

   3.13. Stay up to date on current activities of MGISAC committees in relevant areas and look for opportunities to direct Council efforts towards discussions on policy and legislation (ongoing goal). (Policy & Legislation)

4. **MGISAC will work with federal, state, and local agency partners to coordinate, develop, and broaden the interoperability of geospatial data.**
   4.1. Lead the effort to broaden membership scope, ensuring key organizations and individuals are members of the Council. (MGISAC Officers)
   4.2. Represent, or designate a delegate to represent, the Council at various events or meetings. (MGISAC Officers)
   4.3. Insure that future LiDAR acquisitions adhere to minimum quality standards so the data will integrate with existing inventory. (Data Development)
   4.4. Educate the broader geospatial community within Missouri on how and why to develop metadata as a mechanism for data discovery and sharing. (Data Development)
   4.5. Advise and provide feedback on proposed interoperability issues. (Local Government)
   4.6. Outreach Committee events will facilitate the communication between stakeholders key to data interoperability. (Outreach)
   4.7. Stay up to date on current activities of MGISAC committees in relevant areas and look for opportunities to direct Council efforts towards discussions on policy and legislation (ongoing goal). (Policy & Legislation)
   4.8. Inform key contacts from neighboring states about the 2017 and 2019 conferences. (Conference)

5. ***MGISAC will work to develop and expand geospatial technology knowledge, skills, and abilities for Missouri's current and future workforce.***

   5.1. The MGISAC Local Government Committee will survey local governments yearly or biannually to track the status of GIS in the state of Missouri. (Local Government)

   5.2. Work with the Education Committee to provide relevant training and workshop topics. (Local Government)

   5.3. Increasing mentorship by GIS professionals to education professionals (through one-on-one interactions and at educational conferences). (Education)

   5.4. Communicate geospatial internship opportunities and expectations for K-12 and college-level students. (Education)

   5.5. Promote opportunities for homeschool, in-service and pre-service educators in Missouri to learn about geography and geospatial technologies (such as GPS, GIS, remote sensing, UAV's etc). (Education)

   5.6. Coordinate creation of promotional media to raise awareness of Geospatial Career Opportunities throughout Missouri. (Education)

   5.7. Develop Giant Floor Map program with Missouri Geographic Alliance to broaden education and community outreach. (Education)

   5.8. Workshops on GIS and current topics will be a key mechanism for sharing knowledge and solutions amongst the GIS community. (Outreach)

   5.9. Promote MGISAC and the geospatial technology used in Missouri - Success Stories - NHD, Transportation, Conference / Workshops, etc. (Marketing & Communications)

   5.10. Continue to expand outreach to user groups and expand MGISAC outreach outside of current circle of influence including governmental staff and private entities. (Marketing & Communications)

   5.11. Create an online resource of policy and legislation related to geospatial topics for Missouri (2017 goal). (Policy & Legislation)

   5.12. Organize 2017 and 2019 geospatial conferences. (Conference)

   5.13. Utilize cost effective venues and design conference budgets that will provide the profit that will become the MGISAC's fiscal base. (Conference)

   5.14. Facilitate the communication of geospatial knowledge to all GIS user levels and the exchange of knowledge between those users. (Conference)

   5.15. Explore new and innovative methods of imparting geospatial knowledge at the conferences. (Conference)