



Facilitating Collaboration, Coordination, and Counsel to California's GIS Community

## CGIA Strategic Initiatives for 2007-08

(Adopted 7/24/07)

### 1. Regular Communication to Geospatial Community

- CGIA will communicate with the statewide geospatial using the CGIA NEWSFLASH, with links to the CGIA web site. The goal of this communication is to improve collaboration and support for CGIA's mission, initiatives, programs, activities, and events. T
- he CGIA NEWSFLASH will also focus on building community events that bring people together to support the development of a California Geospatial Data Infrastructure.
- CGIA will work with the CalGIS Program Committee to host a policy forum at the 2007 CALGIS Conference in Modesto- held on April 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup>.
- CGIA will work with URISA chapters to coordinate education sessions of mutual interest.

### 2. Partner with CERES and California GIS Council to implement the California Geospatial Framework Data Plan

- CGIA will work closely with CERES and the GIS Council to engage local and regional interests in the development of a geospatial data plan- bringing focus to its other outreach, coordination and communication initiatives. The principal objective is to design and implement a repeatable process for assessing the geospatial data needs of California's GIS community.
- CGIA will work with the California GIS Council, NSGIC and FGDC to use the results of the geospatial framework data plan to promote the California GIS Council adopted Geospatial Framework Data Plan

### 3. Support California GIS Council with administration of strategic planning and imagery for the nation business planning.

- Provide contract administration and feedback for the Strategic Planning CAP grant project
- Provide contract administration and feedback into the Imagery for the Nation Business Planning project

### 4. Sponsor a state legislation and advocate the creation and hiring of California State Geographic Information Office (GIO).

- Outreach to other organizations/associations to enlist their partnership support
- Use California Strategic Planning documentation
- Identify potential supporters and create a sponsorship list/letter
- Use NSGIC materials as a resource
- Outreach to NSGIC Board members and state representatives to obtain support
- Develop informational documentation regarding the benefits of a Geographic Information Office
- Find a legislative sponsors to champion the GIO/governance legislation



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5. Plan, develop, and implement an education campaign in partnership with California's URISA chapters and others to promote financial alternatives and sustainability approaches for GIS programs and activities.

- Meet with URISA Chapter Board of Directors to obtain their understanding and support
- Partner with URISA Chapters and other associations to host education events with speakers and information materials regarding identifying and promoting successful practices that obtain financial sustainability for GIS programs and projects.
- Provide educational resource material on CGIA web site regarding successful financials alternatives and sustainability approaches
- Hold an education session at CalGIS if there is sufficient information available to share regarding successful financials alternatives and sustainability approaches

6. Develop and implement a marketing, business, development, and advocacy campaign to promote the benefits of CGIA membership and initiatives

- Create marketing strategy plan – brief written document
- Identify the value and benefits of becoming a CGIA member
- Identify what it takes to support CGIA initiatives
- Engage in outreach to NSGIC to support this effort
- Use NSGIC marketing and outreach models that have been successful on the national level and in other states
- Create customized marketing material for California using approaches and material for other states
- Obtain support materials from NSGIC and other organization regarding GIS governance, GIO, and financial sustainability
- Identify CGIA Board roles associated with the marketing and outreach campaign