

12.0 Specific Steps to Increase Private Sector Participation

12.1 Seeking Participation By Using the Participant Database

The new database of potential participants should now be treated as a marketing database. We should devote some time to discussions with participants to determine their needs and interests in joining an effort to build participation and help us further complete the database profiles on each company. This will involve higher-level discussions to the titles most likely to be interested in the NSDI within these companies, based on a discussion guide we will develop.

As we find interested parties, we will turn these interested parties over to trained recruiters to win acceptance of their participation in the NSDI. This process of recruiting interested parties will be refined as we shift from industry to industry and from technology providers to content providers to end-users.

Recruitment or marketing materials will be created to use within this process to further explain the benefits of participation.

12.2 Promotional Campaigns

In conjunction with recruitment calls to potential participants, we will also design a comprehensive and complimentary marketing campaign. This campaign will be designed to build awareness of and name recognition for the NSDI, as well as, to provide a basis for follow-up recruitment communications.

All direct marketing will use the database of potential, target NSDI participant companies in the private sector.

The marketing campaign is built to span twelve months of one-to-one marketing contact with these private sector companies. We will contact the prospects in a variety of ways during this period. During this initiative, we will use different direct marketing methods including:

- Letters
- Email
- Telephone calls
- Postcards
- Personalized information pieces
- Fax-back mailers/letters

This Section Addresses

- How the NSDI database is used
- Promotional campaigns to increase NSDI awareness in the private sector
- Other promotional initiative and programs

The proposed campaign timing is meant to touch the potential private sector participant frequently and consistently. This is a proven methodology designed to build awareness and name recognition along with a call to action.

All associated writing, creative services, printing and mailing will be managed by the STIA. The STIA will work with the FGDC to approve all content and format prior to each contact. This collaboration ensures all materials reflect the personality and goals of the FGDC and the NSDI. This plan is built on our recommendation to contact an average of two to four contacts, within each of the identified companies, over a twelve-month period.

12.3 Higher Level Initiatives and Programs

We recommend other specific initiatives and programs to resolve issues found in Phase I. Our approach will be to build an advisory group to build solutions to these issues. For example, the issues of security, licensing and the accuracy of data are complex and significant enough to warrant an advisory group.

Each advisory group will be given a mission and a timeframe for a recommendation on actions to take to resolve their issues. We will establish a budget for their recommendation and they, in turn, will recommend a budget to the FGDC to execute their plan. This budget will also include their recommendations for a timeline for the implementation of their recommendation. The recommended course of action then, would have to be funded and staffed by the FGDC, hopefully, with the assistance or guidance of this private sector advisory board.

The STIA is uniquely qualified to head this advisory group methodology since it represents many private sector companies, dealing with the issues outlined in this report on a daily basis. The efforts to solve the problems identified should be led, to a great extent, not by government officials, but by private sector companies, if they are to be successful. Government officials must participate in this effort.

The private sector, in solving these issues, will disengage if the efforts become bogged down in bureaucracy. They will also lose interest in solutions that take too long to implement. The issues that can most likely be driven by the private sector are:

<i>Sub-Section</i>	<i>Issue</i>
8.1.3	The same issue above creates a situation where there is little synchronization amongst data sets.
8.1.4	Lack of understanding about the drivers for private sector participation like revenue, profits, time to market, liability protection and intellectual property protection.
8.2	Confusion about the purpose of the Framework and whether it serves the interests of private sector companies.
8.2	The Framework has no authority to determine which data is the official or accurate version.
8.2	There is a great deal of redundant data in the Framework because different groups create data at different resolutions.
8.2	Data accuracy is very important to private sector companies because of customer satisfaction, liability and revenue issues.
8.2.1	The following issues about NSDI data must be resolved from the private sector's perspective: resolution, currency, timeliness, and accuracy.

8.2.2	Tools must be employed to make the design and accessibility of data more “user friendly.”
8.2.2.1	Fees and licensing for data are difficult to determine in the public sector and will be even more difficult to determine in the private sector where liability issues loom for data that is inaccurate or not used properly.
8.2.2.5	Organizations can be found liable for many aspects of data collection, data repackaging and distribution, data manipulation and analysis, and data usage.

Some of the issues cannot be resolved by the private sector. Our legislative bodies and government officials must resolve them. The private sector can address these issues and participate in the educational process to bring about change. Some of these issues are:

Sub-Section	Issue
8.1.2	The NSDI does not have a private sector focus in any of its offerings due to the relatively low inclusion of the private sector in the planning for the NSDI.
8.1.3	Lack of policy direction, authority, and accountability of the FGDC or NSDI makes private sector firms hesitant about the long-term viability of the FGDC or NSDI.
8.1.3	The same issue above creates a situation where there is little synchronization amongst data sets.
8.2	The Framework has no authority to determine which data is the official or accurate version.
8.2	There is a great deal of redundant data in the Framework because different groups create data at different resolutions.
8.2.2	Federal, state and local laws relative to freedom of information, privacy, disclosure, and intellectual property can hamper data sharing, especially when companies consider their information part of the assets or worth of their companies.
8.2.2.2	State and Federal law provides that information can be withheld if considered confidential, particularly if used in litigation.
8.2.2.3	More than 30 states have statutory language prohibiting the disclosure of trade secrets or comparable business information.
8.2.2.4	Some 21 states have specific privacy laws but there is little guidance about what is private.