

2005 NSDI CAP Final Report, April 23, 2007

Developing a Strategic Plan for GIS in Wisconsin

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Project Narrative:

This CAP grant was awarded in September of 2005. Frederick Halfen, president of the Wisconsin Land Information Association (WLIA), attended the kickoff workshop in Reston, Virginia, on September 13 and 14, 2005. At the time of the award of the CAP grant, the WLIA was in the midst of its strategic planning. WLIA members wanted to complete their planning process before beginning the CAP grant. The WLIA strategic plan was adopted by the membership at our annual meeting in March 2, 2006. (The WLIA plan can be viewed at www.wlia.org.)

Work on the CAP grant began in March 2006 with the development of a list of GIS stakeholders in Wisconsin. The list is extensive and includes federal, state, local, and tribal governments; universities; nonprofit organizations; the private sector; and numerous professional associations (see Appendix A). Representatives of these stakeholders were invited to the first meeting of this planning activity, which occurred on April 12. A group of nearly 100 people convened in Stevens Point for a daylong session, which was facilitated by Steve West of Learning Werks, an educational and training development company. Steve, a professional facilitator, engaged an enthusiastic group of stakeholders from a wide cross section of interests and backgrounds.

The group spent the day compiling data on GIS changes and trends, current strengths and challenges, a profile of future success, and critical success factors. The day culminated with the group identifying the attributes and characteristics for a core planning team to continue the process. Nominations of individuals to participate in a core planning team were elicited. A selection committee made up of Fred Halfen (WLIA president), Jason Grueneberg (WLIA president-elect), Tony Bellovary (WLIA board member), and Mike Koutnik (ESRI Minneapolis) used the collected information on attributes and characteristics, as well as the nominations, to form the core planning team. The core planning team is made up of 20 individuals (see Appendix B).

The first meeting of the core planning team occurred on May 23 in Wisconsin Dells. The team discussed its purpose, outlined steps in its process, reviewed the April meeting results, and discussed potential concerns. The team agreed to follow the National States Geographic Information Council (NSGIC) planning template. The team also agreed that its work would be limited to a strategic plan, and a business plan would be part of a subsequent grant. The following mission statement was formed: "To develop a strategy to coordinate GIS services in the state of Wisconsin." Several "homework" assignments were distributed to the team. These included addressing areas such as "Where are we now?", vision and programmatic goals, current strengths and weaknesses, opportunities and threats, and best management practices.

The next meeting of the team occurred on June 19 in Stevens Point. In addition to reviewing homework assignments, the group discussed a timeline for completion of the plan, identified the target audience for the plan, and tested for alignment within the group. Five goals were identified: promote a coordinating council, leverage education of GIS, identify funding sources, promote data policies and standards, and define GIS services. Assignments were again distributed to the team. This time the homework was to describe each goal using the NSGIC template as a guide.

The next meeting of the team occurred on July 31 in Wisconsin Dells. The team reviewed its progress, looking back at previous sessions and also looking ahead to identify what was needed to complete the plan. It was decided that a marketing message was necessary in the executive summary of the plan. The marketing message will answer the "why" question, which is this: *Why is GIS important to the state in terms of efficiency, public service, emergency response, and better decision-making?* A subgroup of the team was formed to work on the executive summary. Assignments were reviewed identifying the positives and negatives of the goal descriptions. Homework was again assigned to incorporate comments from the group into the goal descriptions for the next meeting. A final report writing group of three people was selected from the team.

The next meeting of the team occurred on August 25, 2006, again in Wisconsin Dells. The purpose of the final full meeting of the team was to review the draft, discuss a plan for finalizing the report, and discuss how to communicate the report. The team also attended a presentation by the WLIA's lobbyist, Peter Kammer. Mr. Kammer discussed some of the political activities and political climate related to GIS in Wisconsin. He provided insight into strategies that the team could employ to engage the legislature in support of GIS. The team finished the day reviewing the draft and provided specific recommendations to the writing team on revisions.

The writing team continued to review and rework sections of the plan over the next three months. A session was planned and presented at the October regional meeting of the WLIA as preview of what of the direction the plan would take us. A final draft was completed in December and rolled out at a live statewide Web Cast on December 19, 2006. Approximately 30 people attended the presentation in person and more than 100 attended via the internet.

Additional comments were solicited during the web cast and incorporated into the plan. The plan was reviewed by a professional editor and published on January 16, 2007. The plan has been distributed statewide via posting on the WLIA web site and through distribution of hard copies. The WLIA lobbyist kicked off a legislative call to action for the members of the WLIA in February and the plan was promoted and discussed at length during the annual conference of the WLIA in March.

The WLIA continues to promote the plan and has begun discussion with the Wisconsin Department of Administration and the State Cartographers Offices on tying together their CAP grant for implementation with this plan

Detailed minutes of all of the planning meetings and the final plan "Wisconsin Location Matters, A Statewide Geographic Information Strategy" are published on the WLIA website at www.wlia.org.

Appendix A

Groups and Association Invited to Participate in Strategic Planning For GIS in Wisconsin

1. Wisconsin Society of Land Surveyors
2. Wisconsin County Surveyors Association
3. Wisconsin Real Property Listers Association
4. Wisconsin Register of Deeds Association
5. National Emergency Numbering Association (Wisconsin Chapter)
6. Geographic Information Technology Association (Wisconsin Chapter)
7. Wisconsin Chapter/American Planning Association
8. Wisconsin Association of Land Conservation Employees
9. Wisconsin Land & Water Conservation Association, Inc.
10. 1000 Friends of Wisconsin
11. Wisconsin Society of American Foresters
12. Wisconsin Realtors Association
13. Wisconsin Wetlands Association
14. Governmental Information Processing Association of Wisconsin
15. Wisconsin Emergency Management Association
16. Wisconsin Tribal GIS Users Group
17. Transportation Development Association
18. Wisconsin Association of Assessing Officers
19. American Council of Engineering Companies, Wisconsin
20. UW Extension Local Governments Center
21. Wisconsin Manufacturing and Commerce
22. Wisconsin Sheriffs and Deputy Sheriffs Association
23. Wisconsin Transportation Builder's Association
24. League of Wisconsin Municipalities
25. Wisconsin Towns Association
26. Wisconsin Land Information Association
27. Land Information Officers Network
28. ESRI Wisconsin Users Group
29. University of Wisconsin System
30. UW Madison
31. UW Milwaukee
32. State-wide Regional Planning Commissions
33. Wisconsin State Government and State Agencies

Appendix B

Strategic Planning for GIS in Wisconsin

Core Planning Team list:

Tony Bellovary, Bay Lake RPC (*regional planning commission*)
Alan Blencoe, NENA/LaCrosse Co. (*emergency government*)
Brian Braithwaite, Real Property Listers/Washington Co. (*real property listers/county gov.*)
Diann Danielson, LION/Dane Co. (*Land Information Officers Network/county gov.*)
John Ellingson, Surveyor Association/Jackson Co. (*surveying association/county gov.*)
Fred Halfen, WLIA (*GIS association/private sector engineering*)
Tyson Halla, Realtors Association (*private sector real estate*)
Bill Huxhold, UW Milwaukee (*education*)
Ted Koch, State Cartographer (*education/state gov.*)
Mike Koutnik, ESRI (*private sector GIS software*)
Terrance McMohon, WI Towns Association (*local government*)
David Mockert, GIO, Department of Administration (*state gov./GIS officer*)
Lisa Morrison, DATCP (*state gov. dept. of agriculture*)
Kent Pena, NRCS (*federal gov. resource conservation*)
Kevin Pomeroy, 1000 Friend of Wisconsin (*nonprofit planning*)
Jason Grueneberg, Wood Co. (*county gov. planning department*)
Thomas Tym, Reukert & Mielke (*private sector engineering/GIS*)
Dick Vraga, USGS (*federal gov.*)
Cindy Wisinski, Register of Deeds Association/Portage Co. (*register of deeds/county gov.*)
Jay Yearwood, City of Appleton (*municipal gov.*)

Appendix C

The Plan:

The plan is available on the WLIA web site in a PDF format. The file is too large to attach to this document. <http://www.wlia.org/resources/wigisstratplan01052007.pdf>

Appendix D

Talking points:

The Wisconsin Land Information Association

The strategic plan for geographic information systems (GIS) in Wisconsin has been completed with the help of the Wisconsin Land Information Association (WLIA). The GIS plan is entitled “**Wisconsin Location Matters: A Statewide Geographic Information Strategy.**”

“Wisconsin Location Matters” promotes an understanding of land information initiatives and the value land information professionals offer the people of Wisconsin. Ultimately WLIA, along with the State Geographic Information Officer, the State Cartographer’s Office and others, are seeking an executive order from the governor to create the Wisconsin Geographic Information Council outlined in the GIS plan. The GIS plan is posted on the WLIA website: <http://www.wlia.org/resources/wigisstratplan01052007.pdf>

As part of this outreach effort we are asking State Legislators and Governor Doyle to support the creation of the Wisconsin Geographic Information Council (WGIC) outlined in the GIS plan.

What would the WGIC promote?

- Emergency response. Wireless 911. Pandemic planning. Voter registration. Sex offender tracking. Each of these presents serious challenges for our society, and the public expects and deserves these and numerous related issues to be addressed efficiently and effectively. The coordinated use of geographic information and technologies, including geographic information systems, is the most effective way to meet these challenges. This plan is a road map on how we in Wisconsin can address these challenges.

Will this cost the state money?

- We’re not asking for legislation or any additional funding at this time. However, it’s important that program revenue collected for the Land Information Program be protected in the upcoming state budget. Stop this fund from being raided for other purposes.

What are the greatest hurdles for sharing land information?

- Wisconsin needs overarching cross-jurisdictional and cross-functional sharing of geographic information and services. We have created a plan for improving the coordination and delivery of geographic information services throughout Wisconsin.

What is the end goal?

- Wisconsin’s vision that stakeholders have “real-time” access to high-quality geographic information, technology and services for sound and coordinated

decision-making is possible. In fact, it exists in many other states and organizations.

For More Information Contact: Peter Kammer, (608) 256-7701 or pkammer@ekgmail.com