

Strategic Plan

Wisconsin State Cartographer's Office

July 1, 2006 – June 30, 2009

Last revised May 2006

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Notes:

1. The use of the term "**geospatial information**" in this planning document encompasses the use and meaning of the terms GIS, LIS, land records modernization, and maps.

2. The term "**constituents**" encompasses existing and new audiences for whom we provide services: the general public, private and non-profit organizations, government agencies at all levels, and individual geospatial professionals.

I. Executive Summary:

This document is designed to guide the strategic direction of the State Cartographer's Office (SCO) for the period of July 1, 2006 through June 30, 2009. It was developed as part of a strategic planning exercise started during the fall of 2005. Our strategic planning process has included conducting and analyzing the results of a Web-based "user survey", engaging an outside facilitator to guide a February 21, 2006 Strategic Planning meeting of SCO staff and Committee on State Cartography (CSC) members, and the preparation of this document as a strategic directions guide.

Adhering to traditional strategic planning processes, we have crafted a mission and vision statement, operating principles, and details of the vision within a three-year timeframe. The true value of the planning process lies in our strategic priorities, which defines our "road map" for the next three years. These strategic priorities are a blend of suggestions and ideas given in the online survey, during the planning meeting on February 21, and, of course, activities already in place. As is always the case with efforts such as this, ideas, approaches and projects are ever changing, thus our strategic priorities will change and be updated over the next three years.

Implementation of our strategic priorities will be accomplished through detailed work plans developed before the start of each new fiscal year.

II. Mission:

Our purpose is to promote, support, educate on, and coordinate the creation, use and sharing of geospatial information in Wisconsin.

III. Vision Statement:

We are the definitive source of timely information on geospatial technology trends, policies, and data sharing in the state of Wisconsin. We are a strong leader and advocate for Wisconsin's geospatial information community.

IV. Operating Principles:

- 1) We gather and analyze information for the primary purpose of educating and assisting our constituents.
- 2) We respond to all requests for information and assistance in a friendly and timely manner.
- 3) We provide innovative, flexible, and timely services that have a direct impact upon our constituents.
- 4) We actively track and anticipate technology and policy developments that affect our organization, and the constituents we serve.
- 5) We identify geospatial service and data "gaps," and either provide services to fill these needs, or identify organizations that can.
- 6) We consistently promote international, national, regional, and statewide geospatial standards.
- 7) We build communication and coordination between communities.

V. Vision Details: Where do we want to be in 3 years?

1) Relationships

Through strong relationships with members of the Wisconsin geospatial information community, we build and maintain trust and confidence in our services. Positive relationships directly facilitate our ability to accomplish our mission and reach our vision.

2) Responsive leadership

We are viewed as strong leaders for promoting adherence to standards, and for being advocates for the geospatial information community in Wisconsin.

3) Proactive outreach

We travel in and out-of-state engaging with constituents for information gathering and sharing. As an outreach office in the University of Wisconsin System, we promote the transfer of technologies and ideas developed by UW System faculty and staff.

4) Information dissemination and education

We are the definitive source of timely information on geospatial technology trends, policies, and data exchange in the state of Wisconsin.

5) Internal management

We are efficient in our operations, and support the ongoing education of our staff. Efficiencies allow us to devote more time to serving our constituents and less time on internal operations. All SCO staff will take on appropriate challenges and seek out training that supports their professional development.

VI. Strategic Priorities:

1) Relationships

- a. State Geographic Information Officer
 - i. Work to clarify roles and responsibilities of the State Cartographer and GIO
 - ii. Work cooperatively to establish a state GIS Advisory Council per provisions in the '06 FGDC CAP Grant
 - iii. Continue membership on Wisconsin Enterprise GIS Team
 - iv. Communicate weekly and meet monthly regarding coordination of activities and issues of mutual interest
 - v. Closely coordinate service offerings of SCO and GIO to avoid redundancy
- b. Local and regional units of government
 - i. Increase information flow to and from local and regional governments through onsite outreach visits complemented by follow up communication and information exchange
 - ii. Report on and promote successes, best practices, and consortia efforts
- c. State agencies
 - i. Maintain regular contact with DNR staff in Bureau of Technology Services, and program areas (e.g., water, forestry, and lands divisions)
 - ii. Maintain regular contact with the DOT Geodetic Survey Unit, aerial photo sales, and the GIS Section
 - iii. Maintain regular contact with Wisconsin Emergency Management, continue to serve on the WEM Interagency GIS Workgroup
 - iv. Maintain contact with and participate, when requested, in specific agency program initiatives particularly with the DOA DIR, BCPL, PSC, DATCP, DOR and DPI
- d. Federal agencies
 - i. Communicate regularly with the USGS NGPO liaison
 - ii. Coordinate with new NGS State Advisor regarding statewide geodetic control issues as well as related GIS and multipurpose land information system (MPLIS) issues
 - iii. Communicate regularly with the USDA FSA state GIS contact
 - iv. Communicate regularly with the State Soil Scientist or appropriate USDA NRCS WI GIS Manager contact
 - v. Maintain contact as appropriate with FGDC personnel related to grant and standards activities
 - vi. Maintain periodic contact with Census Bureau Regional Geographer in Chicago
 - vii. Maintain periodic contact with FEMA Region 5 representatives in Chicago
 - viii. Work to develop and maintain a new relationship with the Department of Homeland Security Geospatial Management Office
- e. Regional and National Organizations
 - i. Continue membership and participation in the Open Geospatial Consortium, URISA and the Great Lakes Regional Data Exchange or equivalents for purposes of promoting the interests of Wisconsin and to keep abreast of activities outside the state
- f. UW-System

- i. Maintain close ties with and encourage partnerships among related UW System entities and programs, particularly UW Sea Grant, LICGF, WG&NHS, ERSC, and WisconsinView
 - g. Committee on State Cartography
 - i. Meet twice annually; once to review strategic directions, and once to review progress
 - ii. Compile an annual report for CSC review
 - h. With the UW-Madison Geography Department:
 - i. Maintain visibility and attend all staff meetings and committees as requested
 - ii. Coordinate complementary activities with the Robinson Map Library and Cartographic Laboratory
 - iii. Continue to support graduate and undergraduate students through employment
- 2) Responsive leadership
 - a. GIS Coordinating Council
 - i. Take an active leadership role in the proposed GIS Coordinating Council
 - b. Wisconsin Land Information Program
 - i. Promote WiscLINC as the WLIP clearinghouse for geospatial information
 - ii. Lead the development and maintenance of a redesigned annual land information survey tied to federal efforts (i.e., Ramona)
 - iii. Communicate DOA WLIP management decisions to Wisconsin land information community
 - c. Wisconsin Land Information Association
 - i. Lead or participate in committees and task forces that support our mission
 - ii. Participate in the 2006 WLIA-sponsored statewide strategic planning process
 - d. National States Geographic Information Council
 - i. Continue as a NSGIC state representative to promote Wisconsin's interests at a national level and encourage development of a state spatial data infrastructure in Wisconsin
 - ii. Participate in relevant committees as appropriate (e.g., Ramona, NDOP) to promote activities that benefit Wisconsin
 - iii. Play a key role in planning the 2007 Annual Conference to be held in Madison
 - e. UW Spatial Information and Analysis Consortium
 - i. Continue to promote campus visibility and widespread participation in SIAC by organizing special events that highlight "GIScience" activities on campus
 - ii. Assist in coordination of changes to geospatial curricula
 - iii. Analyze and document the impact of SIAC
- 3) Proactive outreach
 - a. Information gathering
 - i. Visit all 72 county LIOs and all RPCs a minimum of once every four years in order to build relationships and gather information on trends and successes
 - ii. Visit municipalities, non-profit, and private organizations as often as possible in conjunction with other site visits

- b. Track and communicate trends and policies
 - i. Through participation with state, regional and national organizations we will investigate, analyze, and explain recent developments and report them via the Mapping Bulletin and presentations
 - c. Presentations and professional meetings
 - i. Each year we deliver educational presentations at traditional statewide conferences (e.g., WLIA, EWUG, WSLS), and where practical, other venues that do not have a geospatial focus (e.g., WCA, NENA, WEMA)
 - ii. We partner with other organizations and agencies to reach audiences we traditionally have not served in the past thus further educating communities with limited prior exposure to geospatial technologies
 - iii. We respond to and attempt to honor requests for UW guest lectures and presentations for public schools and general-interest organizations
 - iv. We attend and display the SCO exhibit at a minimum of six statewide conferences annually
- 4) Information dissemination and education:
- a. WisCLINC and associated thematic data catalogs
 - i. We continually maintain and promote WisCLINC as the state's portal to WI geospatial data and information. The LIO annual survey, visits to local offices around the state, and regular contacts with state agencies provide the content expansion for WisCLINC
 - ii. Develop and analyze existing thematic catalogs (ControlFinder, OrthoFinder, Catalog of Aerial Photography) and seek ways to improve, expand and/or combine these resources to better integrate with WisCLINC
 - iii. Investigate networking and add the presentation of new statewide collections such as PLSS and elevation data information
 - iv. We promote WisCLINC as the building block for a larger information system, one that is based on a national perspective and standards
 - b. Distribution of geospatial news and information:
 - i. In order to disseminate news while it is still fresh, the publication of the *Mapping Bulletin* will migrate away from the current bi-monthly format. Instead, we will continually update the Bulletin site with news items as they occur, work to schedule feature articles further in advance, and e-mail more frequent issues with fewer articles
 - ii. We actively seek out entries for our calendar of geospatial events, and listings of current Wisconsin geospatial job openings
 - iii. In order to reach a more unified statewide approach, we will investigate ways to "syndicate" (e.g. RSS feed) our jobs and calendar information to other interested organizations (e.g., WLIA)
 - iv. Annually we review and publish concise "information sheets" on current technical topics
 - v. Publish at least one article per year in a national publication
 - c. Custodians of selected geospatial data and data sets

- i. Serve as the agency custodian and state point of contact for the Wisconsin Coordinate Reference System
 - ii. Promote the office as a statewide geodetic control data center and provide advice and technical support to constituents
 - d. Inquiries
 - i. We continue to respond to received inquiries on a timely and comprehensive basis. We will acknowledge all inquiries on the same business day, and provide answers or leads to other sources within 24 hours.
 - e. Workshops and online tutorials
 - i. Annually analyze needs and interests in workshops that present new and emerging topics. As needed, either lead or participate in these workshops and when possible, provide workshop and tutorial information online
 - f. Websites
 - i. We will improve the flow of information from news and feature articles into the educational content of our website.
 - ii. We will devote more energy to keeping the content of our website accurate and up-to-date
 - iii. The SIAC web site is reviewed for currency and completeness before each academic semester.

5) Internal management:

- a. Budget
 - i. Budget management is to be streamlined so there is less manual data entry, with no duplicate records maintained
- b. Staff continuing education
 - i. Each staff person will annually attend at least two days of training relevant to their position
 - ii. Implement a more rigorous review process for student hourly and PA positions
 - iii. The SCO has an important role on the UW-Madison campus in mentoring and providing on-the-job training to students. We will continue to place a high degree of importance on helping students transition into their professional careers
- c. Position descriptions
 - i. By the end of FY07, all staff position descriptions will be reviewed and modified to align with strategic priorities
 - ii. Staff roles and responsibilities will be more clearly defined and/or clarified by end of FY07
- d. Annual report
 - i. Analyze the benefits of producing an annual report that summarizes SCO accomplishments and progress each fiscal year
 - ii. As part of the annual report, we will investigate how we can report the costs and benefits of the office

VII. Glossary of Acronyms

BCPL	Board of Commissioners of Public Lands
CSC	Committee on State Cartography
DATCP	Dept. of Agriculture, Trade and Consumer Protection
DNR	Dept. of Natural Resources
DOA	Dept. of Administration
DOA DIR	DOA's Division of Intergovernmental Relations
DOR	Dept. of Revenue
DOT	Dept. of Transportation
DPI	Dept. of Public Instruction
ERSC	UW-Madison Environmental Remote Sensing Center
EWUG	ESRI Wisconsin Users Group
FEMA	Federal Emergency Management Agency
FGDC	Federal Geographic Data Committee
FGDC CAP	FGDC's Cooperative Agreements Program
GIO	Geographic Information Officer
GIS	Geographic information systems
LICGF	UW-Madison Land Information & Computer Graphics Facility
LIO	Land Information Office(r)
MPLIS	Multi-purpose Land Information System
NDOP	National Digital Orthophotography Program
NENA	National Emergency Numbering Association
NGPO	National Geospatial Programs Office
NGS	National Geodetic Survey
NSGIC	National States Geographic Information Council
PSC	Public Service Commission of Wisconsin
RPC	Regional Planning Commission
SCO	State Cartographer's Office

SIAC	Spatial Information & Analysis Consortium
URISA	Urban and Regional Information Systems Association
USDA FSA	U.S. Dept. of Agriculture - Farm Services Agency
USDA NRCS	USDA– Natural Resources Conservation Service
USGS NGPO	U.S. Geological Survey National Geospatial Programs Office
WCA	Wisconsin Counties Association
WEM	Wisconsin Emergency Management
WEMA	Wisconsin Emergency Managers' Association
WG&NHS	Wisconsin Geological & Natural History Survey
WisCLINC	Wisconsin Land Information Clearinghouse
WLIP	Wisconsin Land Information Program
WLIA	Wisconsin Land Information Association
WSLS	Wisconsin Society of Land Surveyors