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**NGAC**

**Outreach & Communications  
Subcommittee  
2015 Summary Report**

**Bert Granberg, Chair**

**December 4, 2015**

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# Subcommittee Membership

- Chair: Bert Granberg
- Co-Chair: Steve Emanuel
- Members:
  - Talbot Brooks
  - Dave DiSera
  - Frank Harjo
  - Gen William Reddel
- Federal Contact: FGDC Executive Committee

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# Guidance 2015

## **NSDI Outreach and Communication**

The 2014-2016 NSDI Strategic Plan includes an objective to “raise awareness of the NSDI and its impact on critical national and international issues,” including an action to “develop and implement a communication strategy and outreach plan to promote the benefits of NSDI data and the goals of the NSDI Strategic Plan.” The FGDC seeks the NGAC’s participation and input in the following:

- Assist FGDC agencies in the development and implementation of a strategy to enhance and promote education and outreach regarding the National Spatial Data Infrastructure (as described in the NSDI strategic plan).

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# Summary of Activities

- Exploratory Discussion on Communications Plan/Activities at NGAC meetings
  - Key elements of an NSDI Integrated Communications Plan:
    - National Not Federal
    - Personal Interaction (both style and onsite)
    - Market Geospatial as Critical Enabling Technology
    - Leverage COGO Scorecard?
    - Tell the Story of Current and Future Success
    - Create compelling partner engagements, looking to, and beyond, traditional partner audience

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# Summary of Activities (cont.)

- Collected Communication/Marketing plan Samples
- Commented on Draft Communications Plan
- Review and written feedback gathered on draft of 12 page ***NSDI Brochure***
- Review and verbal feedback on initial draft for new ***FGDC brand*** and ***FGDC website design***

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# Next Steps

- Assist with Unfinished Business, as needed:
  - Communications Strategy/Plan for NSDI
    - Audience Work, Value Proposition
  - Implementation Activities from Plan
    - Requirements
    - NSDI Materials
    - Outreach
    - FGDC Website