

NGAC Outreach & Communications Subcommittee

June 9, 2015

Participants:

NGAC: Granberg, Emanuel, Brooks, Harjo, DiSera, Reddell

FGDC: DeLoatch, Mahoney, Shaffer, Lamb, (Gibbons)

Project Contractors: Travis Hardy, Ardent; Robin Hoban, BAH; Heather Neisworth

Subcommittee Activities

- Collection of Similar Plans
 - NSGIC, NGAC
- Subcommittee Review of Draft Plan Outline
- Subcommittee Meeting and Feedback on Draft Plan Outline
- → today's session

Plan Outline Overview

1. Promote value of geospatial IT as infrastructure
 - key messages, use cases, branding, intl, metrics
2. Promote value of NSDI/GP components
3. Foster/leverage partnerships
4. Website/SM presence

Summary of Comments:

- Need to improve Value Proposition with non-choir audiences
 - middle/upper mgmt, champions? congress?..
 - what about non-GIS technical audiences?
- What is *the story* we are trying to get across?
 - after 20 yrs, *on track?*, *reinvigorate?*, *fresh restart?* *unmet needs?* *new opportunities?*
- Align with an appropriate roles of federal, other govt, private sector

Summary of Comments: (cont.)

- What does Success look like?
- Can this connect better with parallel efforts?
- How to engage with
 - partnerships?
 - social media?
 - actual data users, business requirements
 - interoperability, transparency needs? GP?
 - data/services as infrastructure?

How to prioritize outreach?

- Think big, implement small, with agility
- What's most important?
 - The Audience(s)....?
 - Champions, Ex/Steering/Coord FGDC, Partners, Staff/Contractors, NGAC, Policy Makers, Academia, Private Sector
 - The Elevator Pitches?
 - Innovative Media?
- Overall Approaches.... Traditional? Non-traditional?
 - What makes 'it' happen?