



# NSDI/Geospatial Platform Communications & Outreach Effort Overview & Highlights



**As Presented to the  
National Geospatial Advisory Committee**

June 9, 2015

# Agenda

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Opening Comments & Context



Snapshot of the Development of Draft Communications & Outreach Strategy Outline



Development of Goals & Related Objectives



Determination of Key Messages



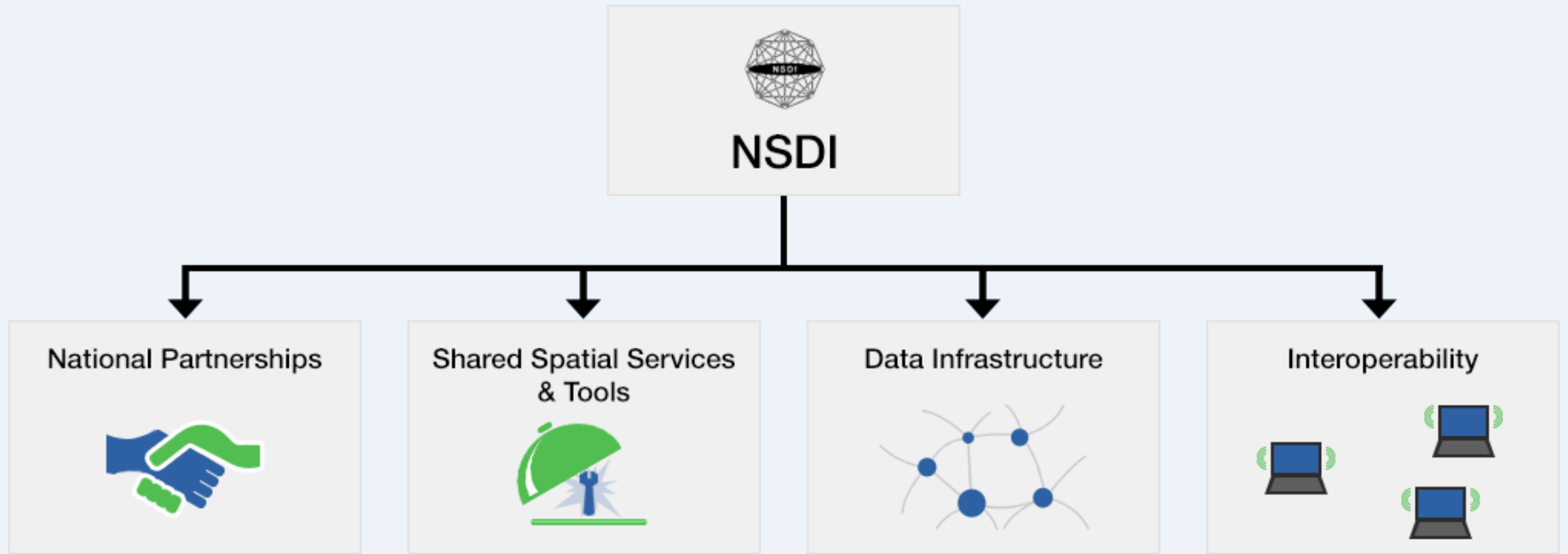
# Opening Comments & Context



- ◆ ArdentMC is the contractor assisting in the development of the Communication & Outreach Strategy and related Implementation Plan
- ◆ A series of successful meetings have lead to the development of the current version of the Draft Communications & Outreach Strategy Outline.
- ◆ Development of the full strategy and follow-on Implementation Plan is going to incorporate stakeholder input



# Point of View for C&O Activities to Date





# Goals & Objectives

- ◆ **Goal 1:** Promote awareness and value of geospatial data, information and technology developed through the NSDI as critical infrastructure for the Nation.
  - **Objective:** Create three to five key messages that will be used throughout all communication vehicles, and supplement with tailored messages for specific initiatives and events.
  - **Objective:** Develop use cases and examples that communicate real-world impact and value of geospatial data, information and technology.
  - **Objective:** Develop standardized branding and communication templates and tools.
  - **Objective:** Promote the vision of NSDI globally through active participation and support for activities such as the Global Spatial Data Infrastructure (GSDI), the United Nations Initiative on Global Geospatial Information Management (UN-GGIM), and the U.S. Group on Earth Observations.
  - **Objective:** Establish targeted communication metrics.



# Goals & Objectives (con't.)



- ◆ **Goal 2:** Promote awareness of and engagement in the core NSDI components, including National Partnerships, Shared Spatial Services and Tools, Data Infrastructure, and Interoperability.
  - **Objective:** Develop continuously update the key messages about the core components of the NSDI for targeted audiences.
  - **Objective:** Develop specific communication and outreach materials for the Geospatial Platform.
  - **Objective:** Create opportunities to engage in two-way communication and feedback for to promote the goals and successes of the NSDI and the Geospatial Platform.



# Goals and Objectives (con't.)



- ◆ **Goal 3:** Foster current partner relationships and develop new ones to gain constituent support and leverage partner messaging vehicles to achieve communications and outreach goals.
  - **Objective:** Develop communication and outreach materials that partners can utilize to promote with their stakeholders about the NSDI and the Geospatial Platform.
  - **Objective:** Create promotional, informational and leadership-level communications tiered appropriately for target audiences.



# Goals and Objectives (con't.)



- ◆ **Goal 4:** Sustain online and social media presence to give easy public access to NSDI and geospatial information.
  - **Objective:** Revise the look and navigation of the FGDC.gov and GeoPlaform.gov websites and make them mobile capable.
  - **Objective:** Identify and utilize social media tools to promote core messages and engage target audiences.





# Notional Key Messages



## ◆ NSDI Key Messages:

- The National Spatial Data Infrastructure (NSDI) is the coordinated and connected critical infrastructure that harnesses the power of place to fuel and drive a National location-based economy.
- The National Spatial Data Infrastructure (NSDI) provides a coordinated and connected information infrastructure to bring communities together in partnership and collaboration across local, State, Tribal, Federal, and international boundaries to address issues of common interest.



# Notional Key Messages



## ◆ Geospatial Platform Key Messages:

- The Geospatial Platform is a one-stop shop that delivers trusted, nationally consistent data and services.
- The Geospatial Platform provides an online shared services environment where organizations can collaborate on common issues and topics.



# Notional Key Messages (con't.)



## ◆ **National Partnerships Key Message:**

The NSDI relies on partnerships and collaboration to develop a trusted and reliable location-based infrastructure for the Nation.

## ◆ **Shared Spatial Services and Tools Key Message:**

The NSDI is comprised of shared services, tools and data that deliver solutions to inform better decision making for the Nation.



# Notional Key Messages (con't.)



## ◆ **Data Infrastructure:**

The NSDI is facilitating access to a managed portfolio of National geospatial data assets that promotes innovation and effective decision-making.

## ◆ **Interoperability:**

The NSDI promotes policies and leverages interoperable standards that reduce barriers to information sharing to increase geospatial data access and use.



# NGAC Review & Feedback



- ◆ **Your feedback is valuable** to the process for developing the Communications and Outreach Strategy
- ◆ As you review, consider what **Goals and Objectives, Key Messages**, are important and how they might resonate with your organization or target audiences.
- ◆ NGAC comments to be coordinated by NGAC Communications & Outreach Subcommittee.
- ◆ NGAC feedback should be submitted by **Friday, June 19.**



# Thank You!

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Thank you for your time and consideration.

