



NSDI/Geospatial Platform Communications & Outreach Overview

NGAC Meeting
March 17, 2015

Communications Drivers

- ◆ FGDC/NGAC/Stakeholder feedback – need to improve communications capabilities
- ◆ Multiple enhancements and opportunities through Geospatial Platform
- ◆ **NSDI Strategic Plan Objective 3.3.** Raise awareness of the NSDI and its impact on critical national and international issues
 - **Action 3.3.1.** Develop and implement a communication strategy and outreach plan to promote the benefits of NSDI data and the goals of the NSDI Strategic Plan.
 - **Action 3.3.2.** 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 (USGEO).
- ◆ Geospatial Platform Support Contract – Task Order 3/Communications and Outreach Support



Communications Approach

◆ **Goal:** Integrated NSDI/Geospatial Platform Communications & Outreach Strategy

◆ **Context:** The FGDC and its partners are advancing the NSDI through an integrated approach with several interrelated components, including:

Strategic Vision	→	NSDI Strategic Plan
Shared Services & Tools	→	Geospatial Platform, Cloud Services, etc.
Investment/Portfolio Management	→	National Geospatial Data Asset Management Plan
Enablers	→	Standards/Metadata
Partnerships	→	FGDC community, NGAC, Stakeholders
Data Initiatives	→	3DEP, TFTN, Addresses, etc.



An Integrated Strategy



Key Audiences

- Implement a tiered approach to reach Federal partners, external geospatial stakeholders, and targeted non-geospatial communities



Key Messages

- Develop key messages for components of the NSDI Strategic Plan and the Geospatial Platform



Communications Channels & Outlets

- Evaluate and document existing and potential new methods; identify appropriate delivery channels/mechanisms and audiences



Existing Web Presence

- Conduct an evaluation with the focus on rebranding and content updates



Communication & Outreach Materials & Tools

- Develop a new standard set of content and materials to be used in multiple venues by multiple agencies and partners (*i.e. PPTs, Brochures, Social Media, Factsheets, etc.*)



Implementation

- Agile Approach
- Begin organic short-term outreach tasks – keep alignment to longer term framework
- Develop agreed upon timeline for longer term fully developed deliverables

Outreach/Training

- ◆ Provide training in support of planning, communications, and outreach
 - Develop training tutorials related to the Geospatial Platform and related activities
 - May include technical training for specific applications, standards, or other relevant geospatial topics
 - May be delivered in person, through electronic media, and in conjunction with other partners

- ◆ Complement and extend outreach activities at selected geospatial community events, meetings, and conferences



Continuous Assessment

- ◆ Are we making timely progress?
- ◆ Did we hit our target audiences?
- ◆ Is our target audience remaining engaged?
- ◆ How many of our stakeholders and audiences are 'amplifying' our message?
- ◆ Are we delivering value? If so, why? If not, why not?



Near Term Next Steps

- ◆ Need coordinated input from NGAC and FGDC community on:
 - Key messages
 - Target audiences
 - Outreach opportunities
 - Communications channels & outlets
 - Spokespersons
- ◆ March/April: Targeted workshops and webinars to be scheduled to engage stakeholders and gain input and feedback
- ◆ April: Draft Communications & Outreach Strategy to be completed

Questions?

