NGAC

Outreach & Communications Subcommittee

Bert Granberg, Chair
March 17, 2015
Session Agenda

- Introduction to the Subcommittee
- Guidance and potential tasks
- Subcommittee activities & next steps
- Discussion questions
Subcommittee Membership

- Chair: Bert Granberg
- Co-Chair: Steve Emanuel
- Members:
  - Talbot Brooks
  - Dave DiSera
  - Frank Harjo
  - Gen. William Reddel

- Federal Contacts: Ivan DeLoatch/John Mahoney
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).
Subcommittee Activities

Activities to Date:
- Chair & Co-Chair initial conversation with FGDC & Contractors
- Project briefing at NGAC meeting

Next Steps:
- Meet with FGDC & Contractor Team
- Identify subcommittee tasks
- Develop project outline
What matters?

- Responsibility
- Products and Services
- Accessibility / Transparency
- Visualization
- Integration
- Context
- Business Analytics
- Efficiencies
- Support Decisions / Priorities
Initial Discussion Topics

- **Question 1**: Given the goal of an integrated communications plan (how all the pieces fit together) – what are the key elements? What will success look like?

- What’s the message?
Initial Discussion Topics

**Question 2**: How can FGDC most effectively engage the NGAC and partner organizations in developing the plan and implementing it?

- Who are the audiences?
- How to reach?

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-- Enhanced level of understanding, engagement, and investment by all affected communities in the development and maintenance of the national spatial data infrastructure