

---

**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

---

# 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).

---

# 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

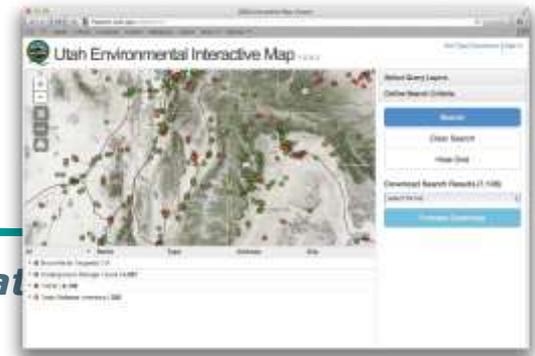
Partnerships  
Platform  
Thematic Layers  
Metrics  
Framework Layers  
State  
National  
Tribal  
Web Services  
Resources  
Local  
Common Base Map  
Innovation  
Standards

# 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?



Beachir Habitats of the Southern Mariana Archipelago Derived from IKONOS Im



ospa

---

# 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?

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

---

# 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?

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