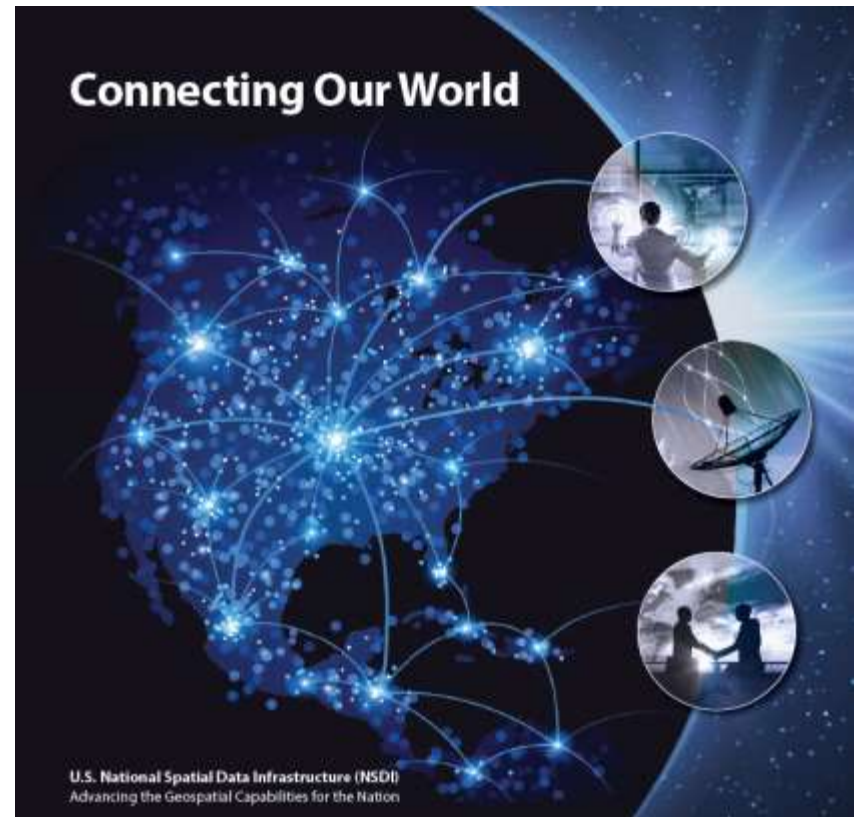




NSDI/Geospatial Platform Communications & Outreach Update

NGAC Meeting
September 2, 2015



Overview

◆ Communication and Outreach Strategy

- Received feedback from NGAC and FGDC communities
- Addressed comments in revised Strategy

◆ Proposed Implementation Approach

- Activities and messaging that support the Strategy
- Approach is being revised based on feedback on the Strategy

◆ Communications Activities

- Brochure/E-book: *Connecting our World*
- FGDC Website Redesign
- FGDC Annual Report – highlighting NGAC



Communication Strategy

◆ **The Strategy has been refined to:**

- ❑ Reorganize and streamline the document to clearly advocate the core values of the NSDI
- ❑ Align the Implementation Plan with the Strategy:
 - Identifying and addressing new audiences
 - Utilizing new and cutting-edge communication methods to promote two-way communication with stakeholders
- ❑ Demonstrate how the NSDI's accomplishments contribute to effective decision making and outcomes
- ❑ Educate target audiences on ways to harness NSDI resources to support their missions
- ❑ Enhance communication product management
- ❑ Coordinate branding approaches for NSDI, FGDC and GeoPlatform



Communication Strategy - Contents

◆ SUMMARY

- The National Spatial Data Infrastructure
- Document Scope
- Goals and Objectives

◆ COMMUNICATION AND OUTREACH APPROACH

- Partnership-Based Approach
- Communications Structure
- Stakeholder Engagement & Analysis
- Target Audiences

◆ COMMUNICATIONS AND OUTREACH ACTIVITIES

- Communications Management
- Message Management
- Branding
- Toolkit
- Web Presence

◆ PERFORMANCE METRICS AND MEASURES

◆ APPENDIX A: COMMUNICATIONS CHANNELS

◆ APPENDIX B: IMPLEMENTATION PLAN



Communication Strategy - Goals

- ◆ **Goal 1:** Promote awareness and value of geospatial data, information and technology developed through the NSDI as critical infrastructure for the Nation
- ◆ **Goal 2:** Promote awareness of and engagement in the core NSDI components, including National Partnerships, Shared Spatial Services and Tools, Data Infrastructure, and Interoperability.
- ◆ **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
- ◆ **Goal 4:** Sustain online and social media presence to give easy public access to NSDI and geospatial information



Communication Strategy – Key Messages

Sample Key Messages

National Spatial Data Infrastructure (NSDI):

- The NSDI is the coordinated and connected critical infrastructure that harnesses the power of place to help drive a location-based economy.
- The NSDI provides a coordinated and connected information infrastructure to bring communities together in partnership and collaboration across organizational boundaries to address issues of common interest.

Geospatial Platform:

- 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.

National Partnerships:

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



Communication Strategy – Key Messages

Sample Key Messages

Shared Spatial Services and Tools:

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



Approach for Implementation Plan

- ◆ Implementation Plan is the primary roadmap for ongoing NSDI and Platform communication activities
- ◆ Implementation Plan documents the “how” of the communications strategy and will be reviewed and updated regularly.
- ◆ **Partnership-Based Approach** – Input from key stakeholders will be incorporated in key phases of the planning and implementation process.
- ◆ **Performance Metrics** – May include website statistics, interviews, webinars, training evaluations, social media engagement, in-person feedback, etc.



Approach for Implementation Plan

- ◆ Communication channels to include:
 - Printed materials (factsheets, posters, brochures, newsletters, etc.)
 - Conferences and events (face to face and or virtual meetings)
 - Electronic messaging (websites, email, webinars, social media, etc.)
 - Training events
- ◆ The Implementation Plan is monitored and updated on an ongoing basis



Communications Brochure

- ◆ **The first product developed**
- ◆ **Intended to be retrievable, downloadable, and shareable**
- ◆ **Intended to raise awareness of the NSDI**
- ◆ **Promotes place-based services for a global and evolving world**
- ◆ **The Brochure will be available in a print-friendly format**
- ◆ **Is online at:**
 - <http://www.fgdc.gov/nsdi/nsdi-brochure.pdf>

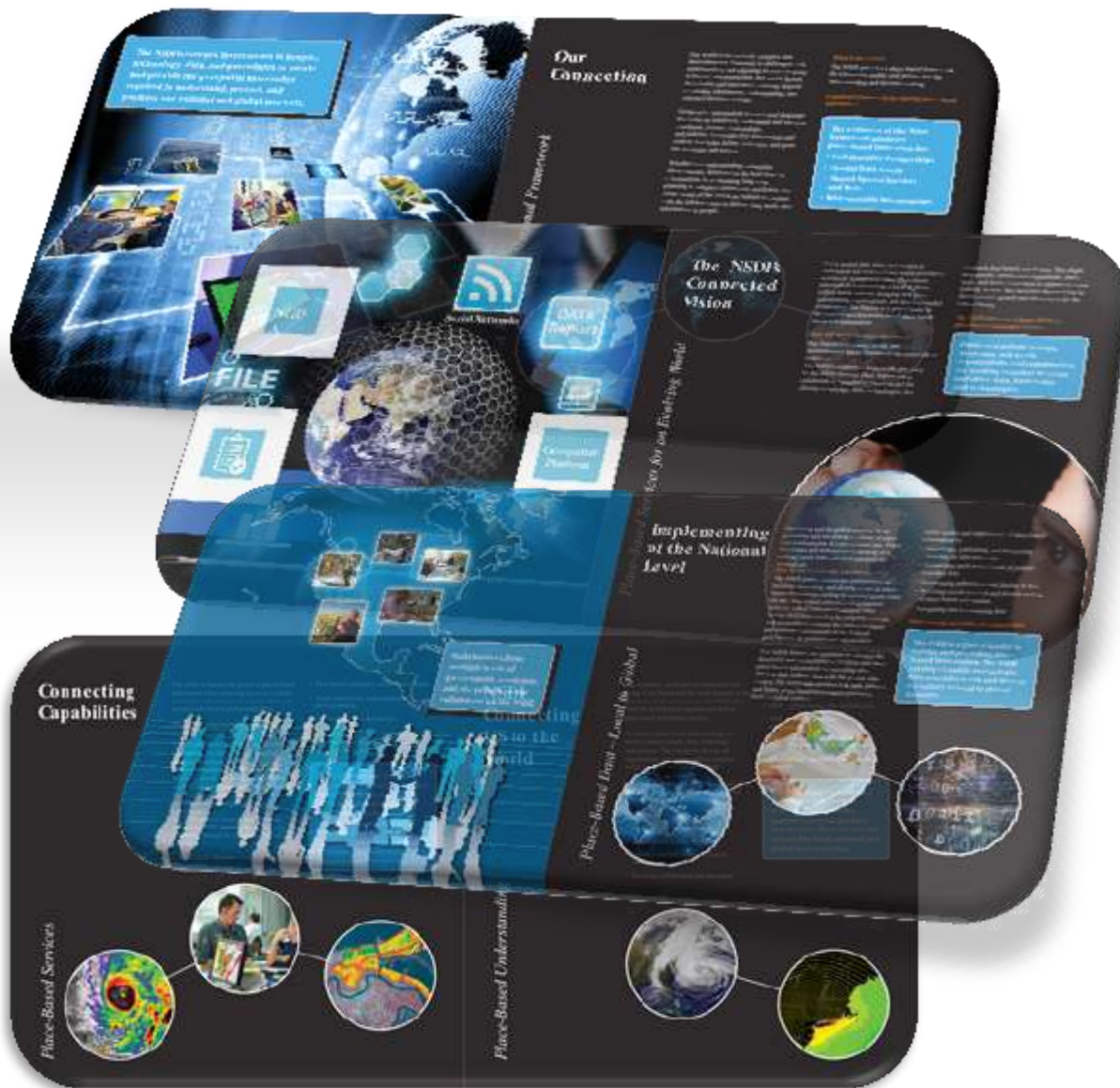


Communications Brochure

- ◆ **Developed based on general thematic messages**
 - **What is the NSDI?**
 - **Connections – Vision, People, Communities**
 - **Implementation of the Communications and Outreach Strategy**
 - **Promoting Geospatial Capabilities**



Raising Awareness of the NSDI



Our Connection in a Complex World

— A Place Based National Framework

The NSDI leverages investments in people, technology, data, and procedures to create and provide the geospatial knowledge required to understand, protect, and promote our national and global interests.

Our Connection

Our world is increasingly complex and interconnected. Continually challenged with such issues as global climate change, sustainable and renewable resources, and global security, we need a national framework for understanding and decision making.

Geographic information is a universal language that helps us better understand and interpret our world. It provides us with the information and context that helps us make decisions, and guide our activities and actions.

Whether it is understanding our environment, assessing the best ways to address a problem, or performing long-term planning to enhance our community's resilience, the components of the NSDI are critical to meeting the challenges we face today and tomorrow.

What is the NSDI?
The NSDI provides a place-based framework for connecting public and private data for understanding and decision making.

A national framework for sharing, storing, and using geospatial information.

The evolution of the NSDI framework provides a place-based innovation for:

- Collaborative Partnerships
- Spatial Data Assets
- Shared Spatial Services and Tools
- Interoperable Infrastructure

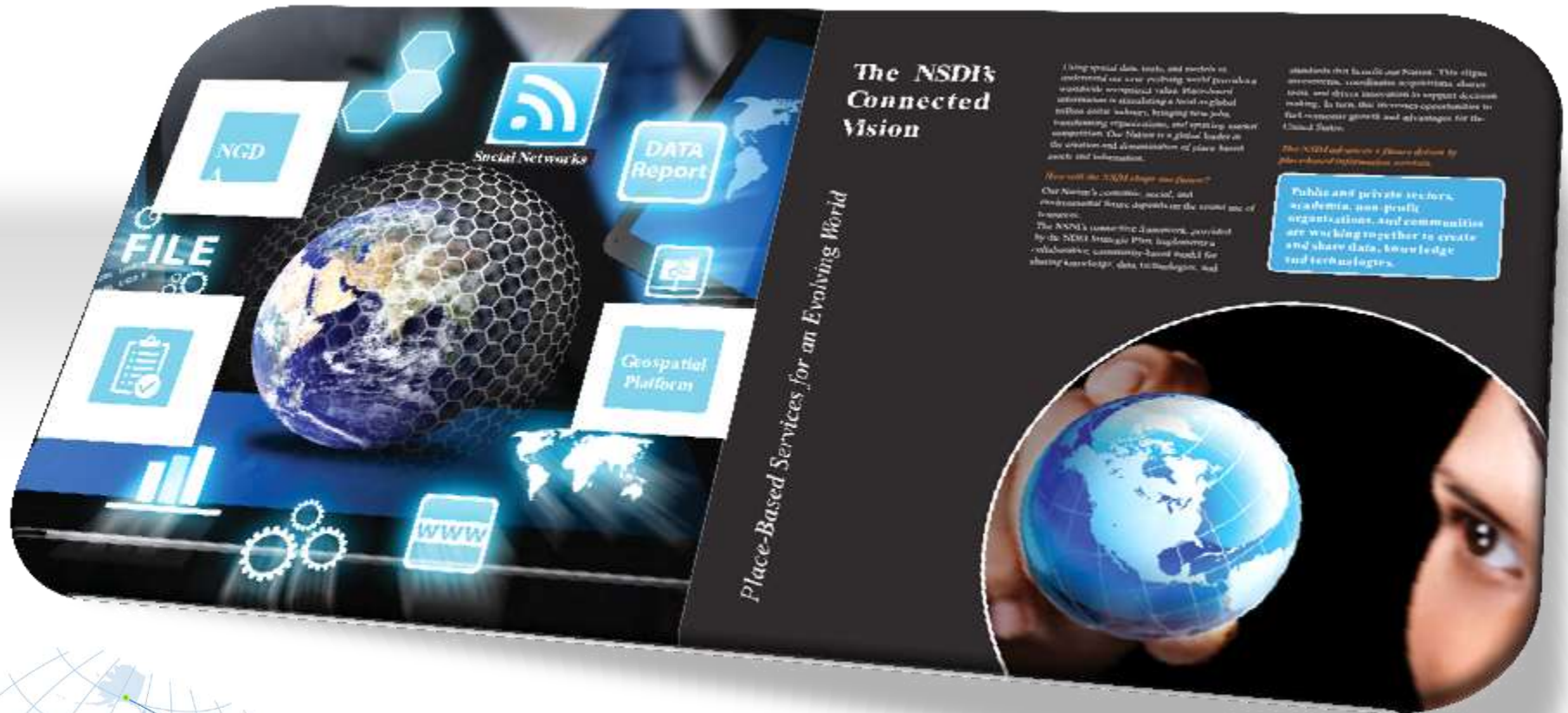
NSDI — A Place-Based National Framework



U.S. National Spatial Data Infrastructure (NSDI)
Advancing the Geospatial Capabilities for the Nation

NSDI's Connected Vision

– *Place-Based Services for an Evolving World*



U.S. National Spatial Data Infrastructure (NSDI)
Advancing the Geospatial Capabilities for the Nation

NSDI Implementing at the National Level

— Place-Based Data Local To Global

Stakeholders from multiple levels of government, academia, and the private sector collaborate on the NSDI.

Implementing at the National Level

Our efforts and the global community are generating and advancing a variety of place-based information at a phenomenal rate. Place-based data and information is growing in a national arena with unlimited potential for societal use.

How do we best use this valuable asset?

The NSDI public and private partnerships are building, managing, and sharing a wealth of place-based information coming off national sensor grids for use. This robust collection of geospatial datasets, called National Geospatial Data Assets (NGDA), will be complete, current and accessible to support the national business and economic requirements of the federal government, its partners and stakeholders.

The NSDI framework continues to advance the discovery and accessibility of NSDI and other place-based information by providing data services that connect data with the people who need it. The NSDI data services link users, products, and diverse place-based information providing insight to global markets.

NSDI enables and supports use of place-based information by:

- Identifying, publishing, and discovering metadata for data discovery
- Connecting users to a network of enterprise-level data
- Encouraging publication and sharing of data
- Providing access to a rich and diverse catalog of place-based information
- Integrating and harmonizing data

Share, protect, accessible place-based data.

The NSDI is a global leader in linking and providing place-based information. The NSDI catalog of public and private data provides a rich and diverse repository of local to global datasets.

Place-Based Data - Local to Global

NSDI Connecting Capabilities

– Place-Based Services for Understanding

Connecting Capabilities

The ability to deliver the power of place-based information via the living access to a reliable, accurate, authoritative or current data and its use with local or global stakeholders.

• *Open and user-centric and more personalized information*

To effectively share and gather knowledge with various, the NSDI has initiated the Geospatial Platform pilots.

These experiments of place-based services by discovery, access, and use in response to the needs of diverse communities. The Geospatial Platform-driven how services and tools to participants such a need for place-based information.

The NSDI enables integration of emerging technologies that connect people, data, and knowledge through the Geospatial Platform to provide:

- User-based solutions.
- Adaptive-based products and services.

• *Place-based economy collaboration benefits*

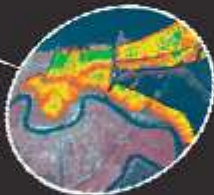
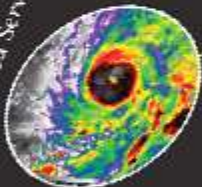
• *Visual solutions for reach, teaching and decision-making*

• *Applications, study, and services*

The Geospatial Platform – advanced services in reach, responsiveness, services and communities of interest.

Relevant data, and local experts in a **single** user interface, the NSDI information capacity integration data showing emerging publications with a research requirements. This sensitive data can be collected and shared without recreating foundational information.

Place-Based Services



NSDI Connecting US to the World

The economic, social and environmental well-being of our Nation and the world depends on the smart use of all our resources. The NSDI plays a vital role in helping us organize and utilize place-based information activities.

To advance place-based understanding, we need successful people, new technology, and services. This initiative has set an organization and nation address complex issues facing us now and in the future.

The NSDI continues to advance and accelerate the use of emerging place-based solutions that connect people, data, and technology.

Together we will:

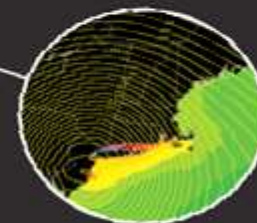
- Build trust in global partnerships
- Expand access to place-based data
- Provide a platform to deliver products and services
- Encourage collaboration and innovation

The U.S. NSDI enables connections open and influence the world including:

- NSDI – Global Spatial Data Infrastructure
- NSDI – Army Spatial Data Infrastructure
- GEO – Design on Earth Observations
- ORC – The Open Geospatial Consortium
- NSDI Standards – Spatial Data Infrastructure Knowledge

The Geospatial Platform links people and communities of interest, and provides applications, tools, products and services. These services are accessed by local, national and global users every day.

Place-Based Understanding



U.S. National Spatial Data Infrastructure (NSDI)
Advancing the Geospatial Capabilities for the Nation

FGDC Website Redesign

FEDERAL GEOGRAPHIC DATA COMMITTEE

HOME

WHO WE ARE

WHAT WE DO

CURRENT INITIATIVES

ORGANIZATION

RESOURCES

Q

The NSDI's Connected Vision

NSDI Communication Brochure
Read Online or Download

I want to

I am a

Quick Links

- Download Standards
- Know which Metadata Standard to use
- Find Data & Services
- Contribute my Data
- Make a Map
- Find Training Resources
- Participate in FGDC Activities

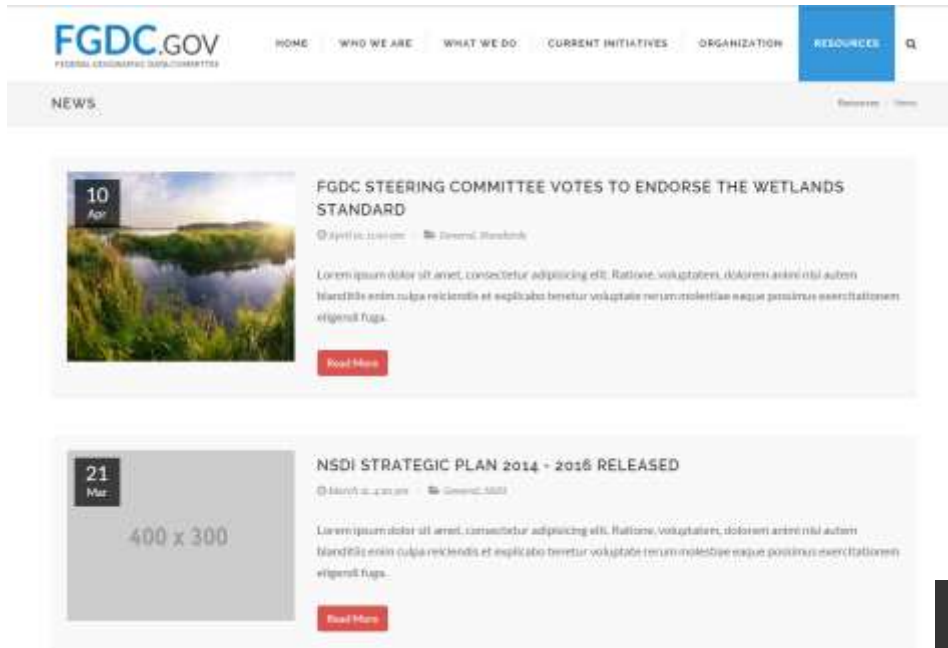
News	Events
<p>FGDC Steering Committee votes to endorse the Wetlands Standard 21 Sep 2015</p>	<p>Jul 18 FGDC Steering Committee Meeting <i>DOI, Washington DC</i></p>
<p>NSDI Strategic Plan for the years 2014-2016 Released 21 Apr 2015</p>	<p>Aug 28 NGAC Meeting <i>Webinar</i></p>
<p>Jennifer Gimbel Appointed as New Chair of the FGDC Steering Committee 21 Jan 2015</p>	<p>Sep 15 FGDC Coordination Group Meeting <i>DOI, Washington DC</i></p>

Looking for Data, Services and Maps?

VISIT GEOPLATFORM.GOV

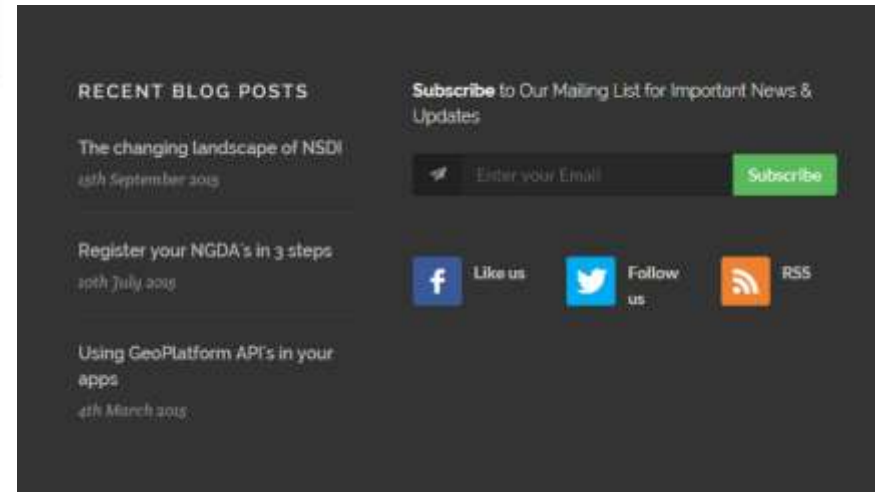
Geospatial Platform is an FGDC initiative that provides shared and trusted geospatial data, services, and applications for the advancement of the **NSDI**.

FGDC Website Redesign



More Visual

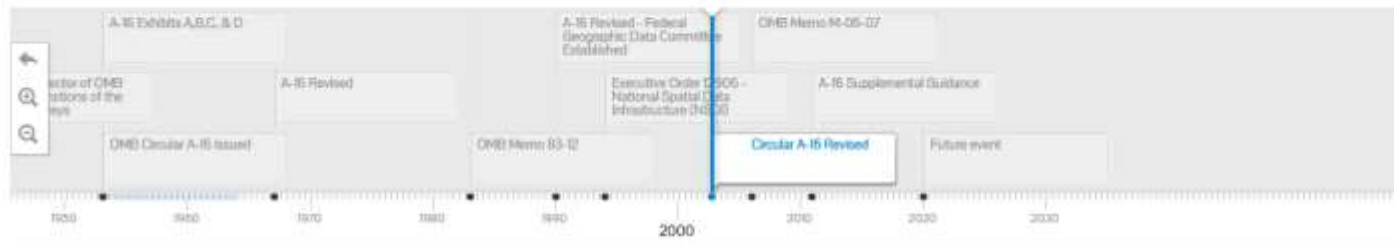
More Social



FGDC Website Redesign

Better tools for effective presentation of information

The screenshot shows the top navigation bar of the FGDC.GOV website. The logo "FGDC.GOV" is on the left, with "FEDERAL GEOGRAPHIC DATA COMMITTEE" below it. The navigation menu includes "HOME", "WHO WE ARE", "WHAT WE DO", "CURRENT INITIATIVES", "ORGANIZATION", and "RESOURCES" (which is highlighted in blue). A search icon is on the right. Below the navigation bar is a header section with the title "HISTORY OF THE FGDC AND SPATIAL COORDINATION" and a sub-header "Resources / Events".



The screenshot shows a page titled "Circular A-16 Revised" dated August 19, 2002. The page features a central graphic with the title "Coordination of Geographic Information and Related Spatial Data Activities" and "The National Spatial Data Infrastructure". The graphic consists of several overlapping, tilted rectangular panels showing various landscape and data visualizations. To the right of the graphic, the text reads: "Circular A-16 Revised" in large bold letters, followed by "Strengthened coordination responsibilities of Federal agencies and incorporated NSDI into the Circular." Navigation arrows are visible on the left and right sides of the page.

Next Steps

- ◆ **Finalize Communication and Outreach Strategy and Implementation Plan**
- ◆ **Identify key communication opportunities.**
 - Leverage partner organizations for prospective engagement opportunities.
- ◆ **Promote communications and outreach products, including NSDI Brochure**
- ◆ **Finalize FGDC website redesign**
- ◆ **FGDC FY 15 Annual Report – feature story on NGAC role & accomplishments**

