

NSDI Strategic Visioning Workshop
Tuesday, March 5, 8:30am – 5:00pm EST
South Interior Building Auditorium, 1951 Constitution Avenue, NW, Washington, DC

WORKSHOP OBJECTIVES

- Build common understandings of the current state including trends, conditions, challenges and opportunities
- Develop a shared vision and describe the desired future state
- Identify critical priorities and brainstorm candidate strategic goals on which to focus coordinated activities
- Build the foundation for the NSDI Strategic Plan
- Identify next steps and timeframe

AGENDA

Morning Session

Purpose: Set the context for the workshop. Build common understandings of the current state including activities, trends, conditions, challenges, and opportunities.

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| 8:30 am | Startup - Welcome <ul style="list-style-type: none">• Warm-up and Introductions• Rules of the Road & Logistics• Purpose, objectives and expected outputs |
| 9:30 am | State of the NSDI <ul style="list-style-type: none">• A Quick Historical Perspective – Graphic History• Snapshot of Current Activities & Consensus on its definition |
| 10:15 am | Networking Break |
| 10:30 am | Environmental Scan / Context Map (ideas generated from pre-work) <ul style="list-style-type: none">• Small Group Discussions / Whole Group Debrief |
| 11:30 am | SPOT Analysis: Strengths & Problems (ideas generated from pre-work) <ul style="list-style-type: none">• Small Group Discussion / Whole Group Debrief |
| 12:30 pm | Lunch on Your Own |

Afternoon Session

Purpose: Continue to build common understandings of the current state. Transition from the present to the desired future state. Develop a shared vision and describe the desired future state. Begin to identify candidate strategic goals.

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| 1:30 pm | Start-up: SPOT Analysis – Opportunities & Threats (ideas from pre-work) |
| 2:45 pm | Networking Break |
| 3:00 pm | Strategic Vision <ul style="list-style-type: none">• Small Group Sessions/Whole Group Debrief<ul style="list-style-type: none">○ Description of the Desired Future State (What would it look like)?○ General roles and responsibilities |
| 4:00 pm | Strategic Goals Identification <ul style="list-style-type: none">• Individual Thinking / Whole Group Session |
| 4:45 pm | Wrap-up and Next Steps <ul style="list-style-type: none">• Elevator Messages• Agreements, Workshop Results, and Path Forward |

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5:00 pm Adjourn

Pre-work

In preparation for the Strategic Visioning Workshop, please think about, query your colleagues, and come prepared to discuss your ideas in response to the following:

Context Map (AM Session)

Description: The Context Map is the tool we use to conduct a basic environmental scan. Participants identify internal and external industry trends, customer expectations, economic and political factors, as well as technology issues and uncertainties affecting the initiative. Once an exhaustive list of these issues is articulated (through small group work), themes and trends are analyzed. Implications for actions are discussed.

- What internal trends are having an impact on our organization? (People, processes, leadership, financial, etc.)
- What external trends are having an impact on our organization? (Political factors, government regulations, industry trends, economic climate, business, etc.)
- Who are the primary stakeholders and customers and what are their needs?
- What impact is technology or the social media having on the geospatial community?
- What are the uncertainties about the future?

SPOT Analysis (AM Session & PM Session)

Description: The purpose of the SPOT Analysis is to look at the organization's current Strengths, Problems, Opportunities, and Threats to see which can create opportunities and which problems pose threats. The analysis generates both insights and options. It is a practical tool for assessing the current situation and links with the external environmental scan and visioning exercises.

1. What are the internal and current strengths of the federal geospatial community? (Strengths may be current organizational capabilities, skills, resources, reputation, and recent successes.)
2. What are the internal and current problems? (Problems may be current organizational weaknesses, difficulties, gaps, shortcomings, issues, or anything that seems to be getting in the way of success.)
3. What are the future and/or external opportunities? (Opportunities may be specific activities and projects that could benefit the organization by building on strengths, solving problems, or creating new services and products in the near future. They may also be external to the organization.)
4. What are the future and/or external threats? (Threats may be possible developments in the future that could impede, undermine, or end the organization. They are often external to the organization.)

For visioning and for discovering our value proposition (PM Session)

- What is your vision for the NSDI?
- What does the NSDI look like? What has the NSDI become?
- What's the role of the federal geospatial community?
- What sorts of products or services does it offer?
- What value do we bring to our stakeholders and customers?