

Wisconsin State Cartographer's Office

Department of Geography, University of Wisconsin – Madison

Strategic Plan Summary for 2010-2013

VISION

A Wisconsin geospatial community that is well-informed, supported, and collaborative, and that operates on complete, up-to-date, integrated information for meaningful and effective analysis, visualization, and service delivery to the citizens of the state of Wisconsin.

MISSION

We foster the development of Wisconsin's geospatial community by supporting and facilitating the equitable and efficient creation and exchange of Wisconsin geospatial data and services, and promoting their informed use in support of education, innovation, and delivery of services to citizens.

VALUES AND OPERATING PRINCIPLES

- ◆ *Serve as leaders promoting best practices, collaboration, and innovation.*
- ◆ *Be a recognized source of definitive information on geospatial technology, trends, policies, data exchange, and cartographic methods.*
- ◆ *Build and maintain strong relationships with members of the Wisconsin geospatial community including the academic community within UW-Madison, the UW system, and other institutions of higher learning in the state.*
- ◆ *Be responsive to the changing needs of the Wisconsin geospatial community and our customer base.*
- ◆ *Continue to innovate, reach out to new groups of users, and respond to changes in geospatial technology and practice.*
- ◆ *Promote efficiency in our internal operations, including communication, project management, and budgeting.*

STRATEGIC PRIORITIES AND INITIATIVES 2010-2013

- I. Develop methods and best practices for statewide data development and data integration initiatives, with the goal of supporting regional, state, and national analysis and decision-support.**
 - A. Develop a pilot project in cooperation with other partners to create an improved statewide PLSS data layer based on accurate local data where available.
 - B. Model and publicize a successful statewide data integration scenario to demonstrate the viability of, and best practices for multi-jurisdictional, federated enterprise data for expanded statewide utility.
 - C. Working in cooperation with other state and local partners, develop and then promote the business case for an ongoing statewide aerial photography program.
 - D. Develop a statewide, mid-scale, internally-consistent, richly-attributed cartographic GIS database for 1:500,000 mapping, including rendered maps, web services, and data layers.

- II. Improve online data discovery and access for the Wisconsin geospatial community and citizens with the goal of providing efficient and timely access to best available local and state data sources.**
 - A. Work closely with the GIO to enhance the Wisconsin Spatial Data Repository, by providing datasets, using and publicizing the services, and helping to promote cartographic standards.
 - B. Reengineer WiscLinc to provide a renewed point of access for Wisconsin GIS data status and acquisition, and incorporate research and derived datasets as part of that process.

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- C. Increase completeness and frequency of update for geodetic and PLSS control applications through increased automation of data ingest as well as continuing to build and expand relationships with local data providers. Target fuller participation by counties.
- D. Partner with the Robinson Map Library to seek sustained funding and growth of the online Wisconsin air photo repository and further integrate our air photo catalog and indexes with that repository.

III. Develop and maintain a geospatial coordination leadership role between and within campuses of the UW system and other institutions of higher education in Wisconsin.

- A. Build relationships with faculty and staff in schools and colleges within UW-Madison, the UW System, and across the state to foster information sharing, coordination of efforts, and collaboration on initiatives. Facilitate linkages and opportunities for collaboration between the academic and non-academic communities.
- B. Strive to improve the leveraging of geospatial technology in the classroom and in research through information dissemination, training activities, collaboration, and outreach and coordination activities.
- C. Seek out new and emerging opportunities to work with the Geography Department at UW-Madison and its subunits, thereby enhancing the Department's mission.
- D. Reach out to non-traditional GIS users to assist them in utilizing geospatial technology through education, consulting, and training activities.

IV. Engage in applied research and innovation to develop and disseminate information about new methods and practices.

- A. Seek out opportunities to engage in funded research either as partner or lead. Publicize research results at conferences and in publications at the state, national and international levels, in order to reach a broad audience, engage with the research community, and stay on top of trends and innovations.
- B. Engage faculty and staff across the state in this process, to help span the gap between pure and applied research, and to help make research results benefit the citizens of Wisconsin.
- C. Develop and publish maps of Wisconsin in various formats that would be of use to our customers, and that would be created using a GIS-based approach with commercial GIS software map publishing tools.
- D. Lead efforts to develop cartographic methods, best practices, and de facto standards for web cartography.

V. Continue efforts to engage, educate, and support the Wisconsin geospatial community.

- A. Continue our leadership role in professional geospatial associations.
- B. Promote the role of a state coordination council through expanded network engagement, fostering of new communities of practice, and reaching out to non-traditional sectors. Work toward the establishment of a permanent council.
- C. Strengthen the value of the SCO website as a mechanism for delivering information through a redesign of the site and modifications to its format and content.
- D. Investigate new methods to deliver educational content, such as videos, on-line tutorials, and webinars. Seek opportunities to collaborate with others on training activities.