Strategic Plan, 2013-16

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 a leader promoting best practices, collaboration, and innovation.

⇒ Be a recognized source of definitive information on geospatial technology, trends, policies, data exchange, and cartographic methods.

⇒ Promote and support statewide geospatial coordination efforts.

⇒ Build and maintain strong relationships with all sectors of the Wisconsin geospatial community, and reach out to new groups of users.

⇒ Be responsive to the changing needs of the Wisconsin geospatial community and our customer base.

⇒ Be innovative and adapt to changes in geospatial technology and practice.

⇒ Promote efficiency in our internal operations, including communication, project management, and budgeting.

⇒ Above all, embody the "Wisconsin Idea" as the underlying principle behind our efforts to sustain our community outreach and educational mission, to leverage the expertise of the University of Wisconsin to enhance the lives of citizens of the state.

Strategic Priorities and Initiatives, 2013-16

Education and Training.
Deliver and support geospatial education and training opportunities.

⇒ Provide education, consulting, and training opportunities for GIS users, in order to promote the advancement of geospatial technology across the state. Develop and implement in-person and online training opportunities, such as workshops, webinars, videos, and tutorials.

⇒ Provide leadership and support for innovative geospatial initiatives in higher education, such as the inter-campus Geodesign Program.

⇒ Continue to support the efforts of the UW-Madison Geospatial Alliance, and maintain a leadership role in the annual Geospatial Summit.

⇒ Work to develop collaborative geospatial projects, initiatives, and events with other departments, other campuses of the UW system, and other institutions of higher education in Wisconsin. Facilitate opportunities for collaboration between the academic and non-academic communities.

⇒ Provide service learning opportunities for students, including students in the GIS Certificate program, the Geography program, and other departments and campuses of the UW system.

⇒ Demonstrate innovative uses of new Web and mobile mapping technologies.

Research and Innovation.
Engage in applied research and innovative projects to develop and disseminate information about new methods and practices.

⇒ Continue to advocate for and develop open source geospatial applications for practical and educational purposes.

⇒ Lead efforts to develop methods, best practices, and standards for Web cartography, GIS-based cartography, and digital mapping.

⇒ Engage in applied service projects that provide opportunities for innovation and applied student learning.

⇒ Seek opportunities to engage in funded research projects either as partner or lead. Publicize research results at conferences and in publications at the state, national and international levels.

⇒ Engage faculty and staff across the state to help span the gap between pure and applied research, for the benefit of Wisconsin citizens.

Support and Engagement.
Continue efforts to engage, inform, coordinate, and support the Wisconsin geospatial community.

⇒ Continue our leadership and coordination role in professional geospatial associations and organizations.

⇒ Advocate for issues and policies that support and improve the state's geospatial community.

⇒ Strengthen our social media strategy as a mechanism for engagement and information delivery.

⇒ Develop and implement an outreach plan to highlight the relevance and importance of Wisconsin initiatives, both within the state and beyond.

Data Development and Integration.
Develop methods and best practices for statewide data development and data integration, with the goal of supporting regional, state, and national analysis and decision support.

⇒ Support efforts to integrate local parcel data for the state and to develop plans for long-term sustainability of this data.

⇒ Support efforts to update the state's land cover dataset and to develop a maintenance plan for this dataset.

⇒ Continue to develop and promote the business case for an ongoing statewide aerial photography program.

⇒ Continue to build participation in ControlFinder and PLSSFinder. Foster the development of improved data models and best practices for survey control and PLSS data. Promote the Finders as the definitive source of survey control and PLSS data for the state.

⇒ Take steps toward becoming the state steward for an integrated, seamless statewide PLSS data layer.

⇒ Continue efforts to develop a statewide, cartographic database for mid-scale mapping, with the goal of publishing map services and datasets in a variety of formats.

Data Discovery.
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 data sources.

⇒ Continue to work closely with the Department of Administration to assess and report on geospatial data status and access in the state.

⇒ Make progress toward defining requirements for a Wisconsin spatial data system, including policies and procedures, stewardship, archiving, sustainability, and system design. Work closely with the Department of Administration on any reinvigorated effort to develop the Spatial Data Repository. Advocate for open access to Wisconsin geospatial assets.

⇒ Reconceptualize the provision of information about open access to Wisconsin GIS data. Partner with the Robinson Map Library (and other campus libraries) to provide online GIS data access for research and education for the academic community. Reengineer the SCO "Find Data" pages to point users to online data holdings. Retire WiscLinc and engage with any state agency geoportal efforts or initiatives.

⇒ Undertake the rebuilding of the air photo catalog in cooperation with Robinson Map Library.

⇒ Reengineer the Finder applications to make use of new Web mapping frameworks.

⇒ Explore the feasibility of combining the PLSSFinder and ControlFinder datasets and applications to streamline online data access and reduce redundancy in software development.

⇒ Continue to work with the Robinson Map Library to seek sustained funding and growth of the online Wisconsin air photo repository.