



# Strategic Plan, 2018-2021

## 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.

## Values & 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.

## 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.

## Responsibilities

The specific responsibilities of the State Cartographer’s Office are as follows:

- 1 Maintain a catalog of maps of Wisconsin available in municipal, county, state, and federal agencies.
- 2 Promote cooperation amongst municipal, county, state, and federal mapping agencies and surveyors to facilitate coordination and information exchange.
- 3 Stay up-to-date on the progress made by mapping agencies.
- 4 Disseminate information about innovations in mapping techniques and procedures, map and air photo indexes, control data, data accuracy standards, legal aspects of map publication, and other topics in order to facilitate an effective mapping program for the state.
- 5 Publish special maps to promote the mapping of the state and the use of maps by individuals, as long as these maps are not within the activities of another state or commercial agency.
- 6 Assist the Department of Natural Resources in its work as the state representative of the US Board on Geographic Names and its other functions.

The specific statutory language can be found in section 36.25(12m) of state statutes.

# Strategic Priorities and Initiatives

## Priority: Education & Information Dissemination

- ✓ Develop innovative professional short courses on selected geospatial topics, and work with partners to market and deliver them to the public.
- ✓ Contribute to the UW-Madison geospatial community by organizing and hosting the annual Geospatial Summit.
- ✓ Leverage our contacts statewide to help connect University of Wisconsin students to internship opportunities.
- ✓ Contribute to the development of methods, best practices, and standards for Web cartography, GIS-based cartography, and digital mapping.
- ✓ Strengthen our role as the state resource for geospatial information, including answering inquiries, the geospatial event calendar, the jobs board, website content and SCO publications.

## Priority: Data Development

- ✓ Continue improving our experience and skills integrating local parcel data for the Statewide Parcel Map Initiative and developing plans for long-term sustainability of statewide parcel data.
- ✓ Position Survey Control Finder as the definitive source of survey control and PLSS data for the state.
- ✓ Become the state steward for an integrated, seamless, statewide PLSS data layer initially developed through the Statewide Parcel Map Initiative.
- ✓ Leverage data collected through the Statewide Parcel Map Initiative to produce datasets and perform analyses that benefit the community.
- ✓ Improve Wisconsin cartography and GIS resources, including developing data layers that do not have another state agency custodian and enhancing small-scale state base maps.
- ✓ Support efforts to maintain Wisland2 and produce useful derivative products from it.
- ✓ Offer assistance to the state's efforts to develop N-G-911 GIS datasets and processes.

## Priority: Data Access

- ✓ Advocate for open access policies for Wisconsin geospatial data and support open data initiatives across the state.
- ✓ Improve access to geospatial datasets through partnerships with the Robinson Map Library, the Department of Administration and other members of the state's geospatial community.
- ✓ Work with the Robinson Map Library to obtain funding for the online Wisconsin air photo repository.

## Priority: SCO Student Assistants

- ✓ Enhance the SCO student assistant program to ensure that students gain the practical job skills they need to make a successful workforce transition.
- ✓ Provide SCO student assistants with the ability to learn a variety of geospatial technology solutions that will enhance their career skills, including open source geospatial applications and the latest commercial software.
- ✓ Engage SCO student assistants in applied research projects, especially projects that create or improve access to geospatial data, provide GIS tools for non-traditional user groups, or engage new technologies and methods on the cutting edge of GIS and cartography.

## Priority: Coordination & Collaboration

- ✓ Develop collaborative geospatial projects, initiatives and events with institutions of higher education across the state.
- ✓ Facilitate collaboration between the academic and non-academic communities in the state to help span the gap between pure and applied research for the benefit of Wisconsin citizens.
- ✓ Collaborate with the Wisconsin Geographic Information Office on educational initiatives, research projects, and other areas where our goals overlap.
- ✓ Provide leadership for the NATRF2022 Task Force to help ensure that the GIS and surveying communities in the state have the information they need to transition to the new reference frame.
- ✓ Continue to serve as a bridge between the GIS and surveying communities throughout the state, through activities such as the annual Survey-Parcel Forum and the PLSS Work Group.
- ✓ Continue our leadership and coordination role in Wisconsin geospatial associations and organizations.
- ✓ Advocate for issues and policies that support and improve the state's geospatial community.

## Priority: Internal Operations

- ✓ Be entrepreneurial and make fund-raising a priority, including our Foundation account, funds from workshops, grants and contracts, and other services we can provide.
- ✓ Highlight SCO activities through marketing materials, website content, SCO publications, the annual report, conference presentations and professional publications.
- ✓ Be resourceful, innovative and strategic with our limited resources to implement our strategic priorities.