BTAA Geoportal Communications Strategy

Strategy Overview

The Big Ten Academic Alliance Geoportal went live in August 2016. Since that time, the geoportal has been tested and enhanced and is ready to be widely publicized. As per the 2019-2021 Continuation Proposal, the next stage of the project is to begin actively promoting the geoportal to our target audiences in order to increase usage and strengthen our relationships with stakeholders.

Target Audiences:

- Geoportal Users
- Information Providers
- Funders

Measurable Objectives

- An increase in usage of the geoportal measured by how many users and sessions the site generates per month.
- An increase in the number of informational websites that cite and refer users to the geoportal.
- An increase in our collection of user anecdotes measured by the number of new stories compiled.
- An increase in classroom usage measured by the number of students and courses employing tutorials or instruction guides related to the geoportal.
- An increase in the number of faculty and staff at each institution that endorse the geoportal measured by a (private) listing compiled by Task Force members at each institution.

Communication Platform Strategy

The centralized communication channels will be the geoportal blog along with various Google documents for tutorials and template text. This information will be distributed by all Task Force members to their audiences via social media, emails, and their university websites. Task Force members will need to work with their institution to determine the most appropriate channels for their own local audiences. See the Communications Channel Survey for specific channels.

Content Plans - messages that contain:

- User stories
- Highlighted items and collections
- Task Force member stories
- Recently added items
- Tips for how to use the geoportal and how it can help users accomplish tasks
- Tutorials for metadata, desktop GIS, and web services related to the geoportal

Messaging

Purpose of The BTAA Geospatial Data Project

- The project supports the creation and aggregation of discovery-focused metadata describing geospatial data resources
- The project actively participates in the development of technology and infrastructure to host the services.
- This project contributes to the Big Ten Academic Alliance by sharing expertise, leveraging campus resources, and collaborating on innovative programs.

Key Benefits of using The BTAA Geoportal

- The geoportal connects scholars to geospatial data resources in support of our participating members' collective academic missions.
- The geoportal saves researcher time by centralizing regional geospatial data discovery into a single interface.
- The geoportal is unique in that it provides discovery to the most up-to-date resources.
- The geoportal is unique in that it allows users to search by What, Where, and When, without needing to know Who or Why.
- The content scope of the geoportal is focused on publicly available GIS data from Maryland, Pennsylvania, Ohio, Indiana, Michigan, Illinois, Wisconsin, Iowa, and Minnesota and historical scanned maps from all across the globe.

Key Dates for Communicating about the Geoportal:

- GIS Day (November)
- Quarterly reports (September, December, March, June)
- Beginning of semesters (1st week of September, 1st week of January, or varies by institution)
- At GIS related Conferences
- Grad student orientations

Routine messaging activities:

- Monthly: Geoportal blog posts that showcase items, collections, and institutions
- Quarterly: Existing or new tutorials and user stories

Campaigns to Increase our Measurable Objectives

- Each member library has a link to the Geoportal somewhere in its webspace (most commonly on a GIS libguide)
- GIS instructors on each participating BTAA campus each receive an email encouraging them to direct their students to the Geoportal in conducting class assignments.
- Reach out the same to non-participating BTAA member libraries
- Reach out the same to academic libraries and GIS instructors in the midwest and in the United States