

GES 678: Week 4

Presentation of Strategic Plans, cont.

2025-09-24

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Presentation Notes

Peter: GIS Colorado

Things in common:

- Clear Executive Summary
 - Clear vision, mission, goal statements
- Emphasis on online outreach
 - Used Listserv to provide support and distribute event information
- Collaboration with other GIS Organizations
- Modernization of website
- Developing a marketing strategy
 - Attempt to attract sponsors to gain resources

Missing Elements:

- No delegation of tasks to achieve goals

Helpful Parts:

- Listed recently achieved goals
 - Increased training
 - New website
 - More partnerships
 - Increased social media presence

Was the plan successful?

- Goals have been implemented properly

What if the plan was assigned?

- Persuade people to join their organization

Paige: Newport Beach

Common Components:

- Mission Statement
- Goals
- Current state of GIS program
- Challenges and Successes
- Plan to reorganize data

Explaining the need for GIS:

- Plan was successful; goes into detail on how GIS is used in the field

Best part of the plan:

- Recommendations under each section of the plan
- Allow readers to see what the organization plans to do in the future

Implementing GIS:

- Discussion of transition from GeoMap

First actions:

- Go over plan and goals with staff
- Ensure organization has proper software and hardware
- Construct a timeline for implementation
- Check with city officials to ensure city needs are being met
- Read past plans to see what changes have been made/are currently being made

Sef: Champagne and Daishiki Traditional Territory

Common elements:

- Visions and objectives
- Inventory and assessment of data
- Monitoring and adaptive management
- Stakeholders and use considerations

Missing:

- SMART Goals
- Timelines

Successes:

- Lacks required datasets for what it proposes
- Lacks resources needed or implementation

First steps:

- Document and audit existing data
- Meet with stakeholders to clarify expectations
- Build geodatabase
- Collect field data
- Data maintenance and updates to plans and maps

Questions:

What gaps did this plan identify?

Location-wise (?) and not having programs that are up-to-date.

What year was this? Were there any prior plans?

2004; it was their first time creating a strategic plan.

Did you see anything that they have implemented until now, since this was an older plan?

Did not see anything implemented.

How far along are they with the GIS work?

Did not find out, but couldn't have been too far.

Vrinda: DOI

Common Elements:

- Mission and Vision Statements
- Guiding Principles and Goals
- Helpful Figures
- Intro on importance of GIS
- Details how objectives lead to goals

Most helpful aspect:

- Cause-and-effect of objectives and goals

Missing elements:

- No mention of tools or stakeholders
- No mention of gaps that GIS can fill

Success of plan in implementation:

- Good job explaining need of spatial data and how it will improve management
- Mentions internal groups which will work together

First steps:

- Identify tools and software
- Create specific training plans for employees

Implementation depends on administration; goals and vision have changed since 2020 Strategic Plan.

Questions:

This was their first GIS plan; does it mention current state?

No, not other than basic descriptions of the data they have.

Was there a timeline?

No timeline was given; this may also be related to the shifting administrations. It was only a 10-page, very high-level plan.

Any mention of funding or resources?

No; other strategic plans thank administrations for funding the plans themselves.

Do you think the plan was created as a response to the flip-flopping of other strategic plans?

Good question, makes sense, unsure.

Jacqueline: Massachusetts

Missing elements:

- No SWOT analysis

Most helpful sections:

- Information about goals
 - Rationale
 - Benefits
 - Objectives
 - Implementation Considerations
 - Deliverables and Milestones

- Preliminary research
 - Description of various organizations and what its roles will be

Success:

- Researched and well-thought-out
- Explained rationale and explained steps for proceeding
- Goals are broader than other plans
- Could have benefited from being split into two documents

First steps:

- Look to hire a GIO to lead collaboration
- Help MaGICC convene as official entity
- Ensure there is a specific person to lead each group of initiatives

Questions:

Did the plan mention any other programs this was based on or was it all original?

The latter; this has not been tried in other jurisdictions.

Lecture

Housekeeping

- Discuss GIS Strategic Plans
- Read Tomlinson Ch. 4

Planning for the Plan

- Planning project proposal
- Assemble your GIS team
 - Not necessarily technical

Benefits of planning the GIS project:

- Obtain commitment of staff, funds, resources
- Organizational commitment
- Management support and buy-in
 - Should start at immediate management; can pass through mid-management on way to senior management and decision makers

Odds are, you don't work for an organization that'll just throw you money for GIS.

The “What” of Project Plans

- Present business case
- Informational
- Schedule/Budget/Resources
- Sets goal of project
 - Seeking approval
 - Secure funding and support
- Define scope

Considerations:

- Planning is often 10% of project resources
- GIS projects are often heavier on data than on hardware and software

Proposal Components

- Description/Background
 - Assert the problem, discuss the benefits of the plan
- Situational Analysis
- Process
- Benefits
- Cost estimates
- Hardware/software
- Approximate timetable

Planning Stages

- Description
 - Background
 - Objectives
 - Deliverables
- Requirements Study
 - Preparation
 - Needs Assessment
 - System Scope
- Conceptual Design
 - Database
 - Tech assessment
 - Hardware
 - Software
- Implementation
 - Cost/benefit
 - Risk registry

Team Assembly

- Planning Team
- Enterprise Planning Team
- Management/Steering Committee

These may not comprise all your technical folks. They may have trouble thinking organizationally. *e.g.* your role is not just your role in your department; it's your role in the organization as a whole.

Roles of the GIS manager on the planning team:

- Project manager
- Subject matter expert
- Program manager
- Liaison between steering committee and staff
- Organizer
- Leader
- Change agent

Anticipate Management Questions

- What is the departments' role?
- What time and resource commitments are necessary?
 - What staff are needed and how long?
 - Direct costs?
 - Timetable?
- Anticipated benefits
- Cost savings

Timelines

- 4-8 months for regional, local, department, small municipal
- Staff time: 6-7 months
- Leader's (you!) time: 75%
- 2-6 days per information product
- Impact on almost all levels of staff

Next Class

- Chapter 5-6
 - Technology Seminars/Requirements Gathering
 - Information Products