

# GES 678: Week 2

## 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