



What is GIS?

The Power of Mapping

A geographic information system (GIS) lets us visualize, question, analyze, and interpret data to understand relationships, patterns, and trends.

GIS benefits organizations of all sizes and in almost every industry. There is a growing interest in and awareness of the economic and strategic value of GIS.

Cost Savings from Greater Efficiency

GIS is widely used to optimize maintenance schedules and daily fleet movements. Typical implementations can result in a savings of 10 to 30 percent in operational expenses through reduction in fuel use and staff time, improved customer service, and more efficient scheduling.

GIS helped the City of Woodland refine its fleet scheduling, saving fuel and labour.

Better Decision Making

GIS is the go-to technology for making better decisions about location. Common examples include real estate site selection, route/corridor selection, evacuation planning, conservation and natural resource extraction. Making correct decisions about location is critical to the success of an organization.

Improved Communication

Maps created with GIS greatly assist in understanding situations and in storytelling. They are a type of language that improves communication between different teams, departments, disciplines, professional fields, organizations, and the public. Michels Corporation improved collaboration and communication with spatial data.

Better Record Keeping

Many organizations have a primary responsibility of maintaining authoritative records about the status and change of geography. GIS provides a strong framework for managing these types of records with full transaction support and reporting tools. ROI on Montana's GIS-based statewide cadastral system is more than \$10 million annually.

Managing Geographically

GIS has become an essential to understanding what is happening and what will happen in geographic space. Once we understand, we can prescribe action. This new approach to management—managing geographically—is transforming the way organizations operate. Kuwait University used GIS to design and build a multibillion-dollar expansion.



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Text H1 centred, black colour, font (Arial Black, Gadget, sans-serif), size 48 point (not pixels).

2 marks

Image What_Is_GIS_Banner_Large.png behind H1, centred fills top 350 pixels of page, centred with left and right cropped and remains proportional.

2 marks

22 possible marks, earn 18 marks for 100% (+4 bonus)

Text H2 centred, font size 26 points font (Verdana), colour is RGB 84, 129, 53

2 marks

H3 left justified, Verdana font, size 22 point with Colour RGB 31, 77, 121

2 marks

Maintain minimum margin (20px) on either side of text past H1 and before bottom black bar

2 marks

Image FlemingGIS.png displayed at native resolution, left justified

1 mark

Text link white underlined to URL <https://www.flemingcollege.ca>

2 marks

Page content displays in centred box with max width of 900px, displays larger space as #707070 background

2 marks

Follow submission instructions in D2L

2 marks

All Paragraph text are black colour, (Verdana) font, size 12 point. Text is provided in starthere.htm

2 marks

Image SENRS.png displayed at native resolution, right aligned with same 20px text margin

1 mark

Bottom bar black fill with white text as shown, centred with no space below, black left and right

2 marks

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Fleming GIS

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Notes: Use Internal CSS and graphics in native resolution