

Strategic Communications Plan

Federal Geographic Data Committee (FGDC¹), Geospatial One-Stop (GOS) and The National Map (TNM)

Background:

Working with its Federal, State, Tribal, local government, academic and private partners, Federal Geographic Data Committee (FGDC) will provide leadership, guidance, standards and policy to further collaborative activities that will develop, support, and implement a National Strategy for Geospatial Information – the NSDI (National Spatial Data Infrastructure).

Overall Strategy:

FGDC, in concert with GOS and TNM, will embrace a leadership role on behalf of the geospatial community to promote the significance and value of geospatial information and the NSDI. The FGDC communications strategy will focus on the benefits of intergovernmental and public/private collaboration to enhance decision-making, to leverage resources, to minimize redundancies and to develop approaches to share geospatial data and information. As leaders in the effort to build a national geospatial infrastructure, our approach will identify and celebrate best practices and successful partnerships, and encourage shared responsibilities among stakeholders to achieve our common goal of assuring access to reliable geospatial data.

Program Goals:

- Together with our public and private sector partners, develop and implement a coordinated proactive outreach strategy supporting the development of a spatial data infrastructure for the Nation.
- Assert FGDC as the leader in the geospatial community for policy, guidance, and standards, and promote programs that support the NSDI (e.g., GOS as the leader for discovery and access, and *The National Map* as providing the base geography).
- Provide communications support for FGDC Future Directions teams and activities.
- Identify and publicize best practices and success stories in the development of a collaborative national geospatial strategy.
- Communicate the relevance of spatial data and the NSDI to a wider community and educate those who may benefit from its value.
- Communicate the benefits of sharing data and data “interoperability” – working together to share information, collaborate, and make information available.

¹ Throughout this document, FGDC refers to the Federal Geographic Data Committee and its supporting structures, not only the FGDC Secretariat

Process Objectives:

- Encourage Federal agencies and State and local governments to actively promote the goals of the NSDI using incentives.
- Encourage State, Tribal and local participation in FGDC, GOS, and TNM activities and programs.
- Engage the geospatial community in a discussion of the roles, responsibilities and interrelationships of those participating in building the NSDI and a commitment to contribute to mutual goals, while acknowledging individual roles and missions.
- Increase awareness and understanding of what resources are needed to build the NSDI and the importance of leveraging existing resources.
- Encourage the sharing of NSDI “best practices” and “lessons learned” among the members of the geospatial community of practice.
- Work collaboratively with FGDC’s partners to communicate and improve the understanding of the goals, value and benefits of the NSDI to the Office of Management and Budget, Congress, and key decision-makers.
- Work more effectively with FGDC partners to gain their agencies’ support for the goals, values and benefits of the NSDI.

Target Audiences:

Primary audiences

- FGDC partners
- Tribal, State and local governments
- Federal agencies
- Public and Private sector non-geospatial community of users
- OMB, DOI Budget Office and Congress
- Private sector geospatial community

Secondary audiences

- Other FGDC Future Directions teams and activities
- Public interest groups
- Homeland security
- Utilities
- Program managers
- Media outlets, e.g., news releases and publications

FGDC Messages and Talking Points:

Theme Message: We all have a leadership role to play in building the spatial data infrastructure for the nation – the NSDI. Help us identify and define those roles, responsibilities and relationships.

Target Audience: FGDC Federal Partners

- The whole is greater than the sum of its parts: all levels of government must work together to communicate, cooperate, coordinate and collaborate to build the NSDI.
- Build once; use many times. Complying with standards saves time, money and staff resources.
- Don't recreate the wheel: the geospatial data you need may already be in the clearinghouse.

Target Audience: FGDC Active Partners (non-Federal)

- We all have a part to play in building the spatial data infrastructure for the nation. Here's what you can do...
 - Get involved
 - Share your data
 - Form partnerships
 - Spread the message
- Geospatial information gives decision-makers the complete picture.
 - Here's how it benefits the nation...
 - Here's how it benefits you...
- Work together to build the NSDI through cooperation, coordination, collaboration and partnering.

Target Audience: Tribal, Local and State Governments

- Federal geospatial programs and resources provide valuable information to meet local needs.
- Combining your local data with national data aids decision-making.
- Sharing of geospatial information across boundaries helps improve service delivery and reduces costs.

Target Audience: NGO

- The ability to relate places with events is priceless.
- Everything happens somewhere.
- Geospatial data aids decision-making. Business and government uses these data in their decision to...
 - Locate new businesses, hospitals, schools
 - Respond to emergencies
 - Plan transportation
- Visualization of demographic data facilitates decision-making.

Focus the message on awareness, value and benefits, and results or outcomes.

Communications Opportunities and Tactics:

- Take advantage of existing venues.
- Take the lead with support and participation of partners.
- Leverage participation and promote each others' activities.
- Reach out to target audiences for information and collaborative opportunities.
- Investigate opportunities such as providing materials that other organizations and FGDC partners can use to promote the message.

Primary Communication Vehicles & Actions

Publications:

- Review and update existing FGDC/GOS /TNM publications.
- Look at new opportunities and what publications are needed to support them.
- Develop high-level NSDI publications in coordination with NGPO. Maintain independent publications specific to FGDC, GOS, and TNM needs.
- Provide information to be included in the publications of other Federal agencies.

Website:

- Continue redesign of FGDC/GOS /TNM websites to support NGPO unified web presence.
- Provide for links to NGPO web pages.

PowerPoint Presentations:

- Continue to make all FGDC, GOS, and TNM PowerPoint presentations available online.
- Provide a FGDC PowerPoint presentation template for use by member Federal agencies.
- Create PowerPoint slides on the basic concepts of the NSDI for use by FGDC staff, member agencies and partners.

Conference Activities and other Public Opportunities

- Develop a list of targeted conferences and activities at each (workshops, presentations, booths). See Addendum I.
- Coordinate conference activities with FGDC member agencies and partners.
- Coordinate conference activities with USGS-NGPO.
- Sponsor internet-based teleconferences for targeted audiences.

Face-to-face meetings with key partners and stakeholder groups

- Identify and prioritize.
- Set-up meetings for FGDC, GOS, and TNM leadership team.

All other communications activities will be utilized as necessary

- News releases
- Newsletter
- Articles in professional journals and magazines
- Training and education
- Grant program

- Communication by Steering Committee, GOS Board, Coordination Group, and TNM Steering Committee

Evaluation

- Quarterly review and update of the FGDC/GOS /TNM Communications Plan
- Establish performance indicators and measure progress against them
- Use customer surveys to see if the performance target(s) has been met

Identified Opportunities and Short-Term Activities

Action	Procedures	Timeframe
Establish a 5-minute “FGDC Headlines” agenda item at the end of each Coordination Group meeting.	Distribute headlines by email immediately after the meeting to Coordination Group (CWG) members for talking points.	Begin 12/7/04 meeting
Identify and recommend a list of critical conferences and public events.	Create preliminary list. Share with CWG members. Update regularly.	Finalize 1/15/05
Work with Federal partners for joint presence at conferences and other forums.	Through FGDC Website & CWG meetings. Share booth space & co-present.	Begin Feb 05
Sponsor an “NSDI Partner” reception at NGO National conferences (two per year).	Identify two non-geospatial organizations	3 rd Quarter 05 4 th Quarter 05
Identify FGDC Partners at conferences and exhibits. Display plaques or banners at booths at conferences.	Create FGDC Member or Partner plaques and/or a banner stating “ FGDC Partners: Working Together to Build the NSDI ”	Distribute to members at first FEB conference.
Author a semi-annual article written for agency publications (awareness level) such as the Department of the Interior's “People, Land and Water.”	Identify names of the publications put out by other agencies. Identify editors or contact information.	3 rd Quarter 05
Develop stock PowerPoint slides about the NSDI, FGDC and key messages.	For use by Federal partners in their PowerPoint presentations	Feb 05
Develop media kit and distribution strategy.	Work with Federal partners to implement a distribution strategy.	April 05
FGDC/GOS/TNM leadership meets with key partners and stakeholder group leaders	Set-up meetings and agenda. Hold face-to-face meetings.	Begin Feb 05

Next Steps:

- Develop performance indicators for three program objectives.
- Develop work plan with specific actions, responsibilities and timeframes.
- Consider hiring communications expert for next phase of project.
- Identify resources needed to implement.
- Investigate creation of an FGDC Communications Sub-committee or Working Group to guide implementation.

Resources Needed for Implementation:

Short-term

- Funding for banners and plaques
- Funding for reception at ESRI
- Funding for Communications contractor (10 hours per week?)
- Additional funding for publications and distribution
- Dedicated Staff to implement short-term

Long-term

- Fill FGDC Communications position
- Additional staff support (for mailing and other non-technical activities)

Addendum I

Major conferences and events in 2005*

- 2/1-3/05 *Environmental Systems Research Institute (ESRI) Federal Users Conference, Washington, D.C.*
- 2/17-21/05 Advancing Science, Serving Society
Sharing Geospatial Data Across the Homeland Security Enterprise Washington D.C.
(POC: Melissa Rosenthal (202) 326-6450 or aaasmeeting@aaas.org)
- 3/6-9/05 *Geospatial Information and Technology Association (GITA) "Crossing Boundaries", Denver, CO*
- 3/7-10/05 *Coastal GeoTools, Myrtle Beach, SC*
- 3/7 – 11/05 American Society for Photogrammetry and Remote Sensing (ASPRS)
Baltimore, MD
- 3/13 – 16/05 *National States Geographic Information Council (NSGIC) Midyear Annapolis, MD*
- 3/19-23/05 *American Congress on Surveying and Mapping (ACSM) Las Vegas, NV*
- 4/3-6/05 GIS – Transportation
Lincoln, Nebraska
- 4/5-9/05 *Association of American Geographers (AAG) Denver, CO*
- 5/4-6/05 National Association of State Chief Information Officers (NASCIO)
Midyear Conference
Washington, DC
- 7/15-19/05 National Association of Counties (NACo)
Honolulu, HI
- 9/TBD/05 *National States Geographic Information Council (NSGIC) Rochester, NY*
- 10/9 – 12/05 Urban and Regional Information Systems Association (URISA)
Kansas City, MO
- 10/16 –19/05 National Association of State Chief Information Officers (NASCIO)
San Diego, CA

* FGDC has already committed to attending the conferences in italics.