

## **Strategic Directions and Strategies**

### **Marketing GI as an Important Decision Making Tool**

#### **Awareness and Understanding the Value of GIS**

- Target Executive Level Stakeholders
- More Fully Utilize Communication Tools (OKGIS Listserv) to Keep the GIS Community Informed
- Leverage Increasing Interest in GIS
- Promote GI Education and Training
- Initiate Pilot Project for Awareness
- Awareness such as Publications, Brochures
- GIS Public Service Announcements

#### **Demonstrate and Quantify the Value of Geographic Information**

- Create Comparative Analysis Report for State GIO
- Identify Benefits and ROI of GI Coordination
- Coordinate Statewide GIS User Conference
- GIS Best Practices – ROI Competition and Awards (Web Page or Annual Ceremony)

### **Maximize GI Benefits for the State**

#### **Leverage National Participation to Benefit Statewide Efforts**

- Participate in Regional and National Coordination Efforts
- Participate in National or Multi-State GI Organizations
- Leverage Existing National Organizations
- Leverage National Resources and Initiatives to Receive Maximum Benefits for the OK GIS Community

#### **Establish Common Partnerships to Promote Data Sharing**

- Develop Partnerships for Data Sharing and Stewardship
- Initiate Data Sharing Agreements between Specific Stakeholders
- Integrated Data Development Consortium
- Establish Official Statewide Information Clearinghouse

### **Planning for a Sustainable Future**

#### **Promoting Legislative / Agency Participation and Support**

- Legislative Participation and Awareness Campaign
- Understanding of Other Agency Responsibilities and Needs

#### **On Going Strategic Planning**

- Long Term Strategic Plan
- Getting GIS Coordinator Hired and Recognized
- Strategic Planning Retreat Annually
- Continual Review and Update of OGI Strategic Plan
- Shared GIS Responsibilities among GI Council Members

Facilitate the Development of a Professional Organization

- Develop Professional GIS Organization (GIS Pledge of Allegiance)