

FGDC/GOS Meeting Notes

1/15/04

Group 1 Participants – Milo Robinson, Bonnie Gallahan, Leslie Wallack, Ivan DeLoatch, Bruce McKenzie and Sharon shin by phone.

Opportunities

- Look at NBI I Model for Partnerships & Funding Support
 - Benchmark Best Practice - Funding
- High Level Attention equals NSDI Awareness and Support
 - Knowledge of and ability to influence legislation
 - Marking Strategy
 - Demonstrate value proposition and find opportunities to communicate

Outreach and Education

- National Conferences for Communication
 - Invite elected officials (and staffers) to conference and meetings
 - Invite local political leadership to conference and meetings
- Develop Training Partnerships (beyond the usual folks)
 - Into other areas beyond metadata
 - Begin implementation of Framework Standards
 - Make Framework Standards real
 - Risks – inaction vs. movement
 - Process; what to expect...
- Marketing Strategy,
 - Use CAP Grantees and other Hi Lite Stories
- Re-align staff responsibilities based on new priorities
- Capitalize on E-Government activities
- GAO Study

Threats

- Need dollar incentives – or no NSDI work
- Difficult to coordinate
- Undefined priorities
- Confusion about major initiative (GOS, TNM, FGDC, etc..)
- Small Steps
- Big picture gets lost
- Resource constraints

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- Effort viewed as Federal not National
- Maintain Status Quo – Easy to do, need to make progress
- Loss of OMB Champions
- Leadership – Lack of NSDI awareness
- Inability to describe value of NSDI

Group 2 Participants – Lesley Ogrosky, Alison Kiernan, Al Stevens, Rob Dollison, Hank Garie, David Painter, and Kathy Covert.

Opportunities

- Publicize successes
- Articulate value of coordination
- Get a widely used portal
- Portal provides geospatial metrics
- Framework Standards accepted & implemented
- Data Standards – Agency providers data set/agreements
- Agencies provide OMB unified message re: coordination
- Reaffirm national direction for NSDI
- Legislation
- OGC pilots/standards, implementation
- NSDI used as global concept
- Grants include other agencies/pool resources – DHS/USGS/etc.
- Defense/Homeland Security threats, maintain high level of awareness, this is more political
- Can help guide GOS's organizational position through GAO/OMB

Threats

- Standards not accepted/resistance to implementation
- Agencies threatened by possible reprogramming
- Lack of resources
- Legislation
- FGDC NSDI could disappear if we don't advertise our value
- GAO report; recommendations, time taken away by staff
- State budgets/mapping budgets (less dollars)
- Defense/Homeland Security threat, face of NSDI could change
- Perceived ESRI bias
- Fee for service (Agency taxed) E-Gov program portal
- FHGC could influence all

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FGDC / GOS Staff Priority Action Plan

Actions Needed (WHAT)	Procedures & Resources (HOW)	Justification (WHY)	Responsibility (WHO)	Timeframe (WHEN)
Develop a strategic approach /plan for <ul style="list-style-type: none"> ○ Marketing ○ Outreach ○ Communications ○ Training & Education 	<ul style="list-style-type: none"> • Team in progress • Need some guidance from leaders • Incorporate performance metrics • Tie into other initiatives (framework, messages, etc.) 	<ul style="list-style-type: none"> ○ Need a more proactive and strategic approach ○ Will require the resources of both staffs 	Leslie, Lesley, Sharon, Bonnie, Al, _____	Draft by_____
Implement Framework Standards	<ul style="list-style-type: none"> • Make them real • Connect to training • Incorporate performance metrics 	<ul style="list-style-type: none"> ○ Ricks - inaction VS movement ○ Set-up for framework 	Kathy, Julie, Doug, Milo, David, _____	Begin planning by _____
Launch portal	<ul style="list-style-type: none"> • Just do it! 	<ul style="list-style-type: none"> ○ Need to demonstrate a real success NOW 	Hank, Rob, Doug, Donna, _____	?
Leverage Grant Program	<ul style="list-style-type: none"> • Explore • Reach out & build relationships for future 	<ul style="list-style-type: none"> ○ Increase monies, build relationships 	David, Milo, Alison, Bruce, Hank	Begin_____

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Message Discussion:

After Hank and Ivan drafted their thoughts, Lesley and Leslie distilled the message. All thought they did a great job.

FGDC and GOS - Working together to build the NSDI

FGDC's ongoing role is to coordinate geospatial activities leading to the NSDI, with a primary focus on spatial data standards, policies, clearinghouse technology, education, and outreach.

Working collaboratively with the FGDC and with intergovernmental partners, Geospatial One-Stop (GOS) is a major Presidential initiative, designed to make it easier, faster, and cheaper for all sectors to locate and access geospatial information. GOS builds upon national capabilities and ongoing agency programs to accelerate the implementation of the NSDI.

Specifically, GOS is working with FGDC to establish a new "clearinghouse front-end" or web-based portal for one-stop access to maps and other geospatial data and services, including a comprehensive inventory of planned and currently available data collected by Federal agencies. In addition, GOS and FGDC are working to further advance the realization of a national 'Framework' of geospatial data with the completion, acceptance and drive for implementation of standards for framework data.

Comments:

Short, explains it me...I can explain it to others.

A lot of words, can we condense more? Use just the first 2 paragraphs for the elevator message.

Need to spell out FGDC, GOS, NSDI when first introduced.

We like it. A lot closer than we were.

? A Geospatial Strategy for the Nation OR A National Geospatial Strategy OR explain NSDI in context

Action - Leslie and Lesley will refine a little further based on the groups comments,