ACTION PLAN

OBJECTIVE: By 2005, compile and develop a series of business cases documenting the value of collaborative development and access to geographic data and services to government, business, and academia.

Champion_____

PRIORITY/ACTIONS NEEDED (What)	PROCEDURES/RESOURCES (How)	KEY PLAYERS	RESPONSIBILITY (Who)	TIMEFRAME (Start - End Dates)
Select business case team Identify champion	• Develop business case team, and assign lead from FGDC CWG or active FGDC Stakeholders. • Contract for professional writer.	FGDC, TNM, GOS and Agency Staffs	FGDC Director	9/1/04
Review literature and identify current related activities (case studies, use/business cases, cost-benefit)	• Research, synthesize and collect available case studies and reviews. • Partner with stakeholder groups	FGDC Stakeholders, GOS Board, NSGIC, NACo, Private sector, OGC, GITA	Business Case Team	10/15/04 – 11/30/04
Conduct user community survey	• Develop and review survey • Identify communities to be surveyed • Send out survey • Compile survey results	FGDC Stakeholders, GITA	Business Case Team	10/30/04 – 1/30/04

Select governmental and private sector case studies that help illustrate cost-benefit and ROI of spatial data within/ between operations	• Get recommendations for authors from FGDC CWG, GOS Board and Stakeholders		Business Case Team	11/1/04 – 12/15/04
Collaborate with the FGDC-sponsored multi-organizational enterprise architecture activities	• Understand and document how activities can promote access to geographic data and services	FGDC Stakeholders	Business Case Team	10/15/04 – 1/30/04
Collaborate with GITA Research Committee involved with their GIS ROI Research Project	• Hold a conference call to understand overlaps and differences between efforts and determine opportunities for collaboration	FGDC stakeholders, GITA	Business Case Team	11/1/04 – 3/31/05
Develop and present draft direction/findings to Coordination Group	• Hold a conference call to identify and develop draft direction material • Develop presentation material • Present findings/direction at Coordination Group meeting	FGDC stakeholders	Business Case Team	11/15/04 – 12/7/04
Write and publish business case	• Articulate the value of geographic data and services within operations in order to support better	FGDC stakeholders	Business Case Team	1/1/05 – 3/1/05

	investment decision-making			
Build strategy or project plan for delivering the message.	• Hold conference calls to identify and develop draft strategy or project plan • Develop strategy or project plan • Review draft strategy or project plan with Action Team • Revise draft strategy or project plan based on Action Team comments • Present draft strategy or project plan at Coordination Group meeting	Communications Team	Business Case Team	3/1/05 – 3/31/05

Performance Indicators: TBD