

# President's High Growth Job Training Initiative

## *Geospatial Sector Awareness and Opportunities*

**Grant Amount:** \$695,362

**Grantee:** Geospatial Information & Technology Association (GITA)

**Key Partners:** Association of American Geographers (AAG), National Association of Workforce Boards, National Association of State Workforce Agencies, The University of Southern Mississippi, the University of Pennsylvania's Wharton School of Business, American Association of Community Colleges, private sector members of GITA and AAG including Northrop Grumman, ESRI, NavTeq, and Smart Data Strategies.

**Leveraged Amount:** \$670,927

**Location of Grant Activities:** Aurora, CO and Washington, D.C.

### **Challenge:**

Because the geospatial technology sector is an emerging field, its segments are not well-defined. Definitions that do exist have little consensus behind them. Amid such uncertainty, it has been very difficult to gather and track sectoral employment and business data. Geospatial technology stakeholders also have expressed concerns about public perceptions of their sector.

### **Addressing the Challenge:**

GITA will work with employers, community college and public workforce investment system partners to develop a consensus definition that enables a solid and positive understanding of the economic and career opportunities with the geospatial technology sector and its segments. GITA will: 1) develop standard definitions of the geospatial sector, vet the definitions through key stakeholders, and disseminate the results; 2) develop content for an online workforce information clearinghouse on the sector, jobs, education facilities, and program information; 3) create a national image and outreach campaign; and 4) work with community colleges, employers, and workforce development organizations in a selected region to test the use of the Geospatial Industry Workforce Information System (an information network developed and funded by the sector), housing occupational information, educational facilities and programs, and the outreach materials to help local One-Stops and educators meet local geospatial technology needs.

### **Projected Outcomes:**

- Development and compilation of authoritative sectoral information, job needs, job segments and sub-segments as well as standard definitions of these segments
- Development of a media, educational outreach and information program, including a communications plan, presentations and brochures, content for education channels, magazine articles, and geospatial technology profiles
- Content development for Career Voyages, Workforce3One, and O\*NET, including geospatial profiles and success stories regarding geospatial careers.

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*\* The term "geospatial industry" is not all-inclusive. It may refer to mapmakers, academics, and others engaged in such activities.*

