WinGIS Strategic Plan

STRATEGIC FUNCTION GOALS		STRATEGIC GOAL OBJECTIVES
Data Acquisition & Maintenance		
1. Ensure that WinGIS data is accurate.	1.1	Establish and enforce standards for spatial accuracy for each dataset. Make spatial accuracy conform to established or acceptable levels through editing or replacement of the dataset.
	1.2	Establish and enforce standards for attribute accuracy and completeness for each dataset.
	1.3	Implement quality control (QC) procedures for each dataset. Wherever possible, the QC procedure should be built into the data-maintenance process for continual monitoring of spatial and attribute accuracy.
	1.4	Implement topological relationships between spatially-related datasets.
2. Ensure that WinGIS data is current.	2.1	Establish and enforce standards of currency for each dataset based on the use of the data, abailable funding, and workload required to maintain currency.
	2.2	Where feasible, maintain feature level metadata documenting the last update.
3. Continue to acquire relavant datasets.	3.1	Work to identify and provide new datasets that benefit WinGIS partners.
	3.2	Encourage the integration of existing partner datasets into the enterprise GIS.
	3.3	When necessary, work with partners in making their datasets compatible with the enterprise GIS.
4. Increase the efficiency of agency workflows that support or produce WinGIS data.	4.1	Evaluate the workflow procedures that produce and maintain spatial and tabular data used by WinGIS and identify redundant efforts, inefficient procedures, and manual procedures that adversely effect data quality.
	4.2	Maximize automation of the processes identified above.
	4.3	Ensure the documentation of all workflows.
5. Ensure that WinGIS data are properly documented.	5.1	Require organizations that maintain shared data to create and maintain metadata.
	5.2	Continue to update and distribute metadata.
	5.3	Educate partners in acceptable ways to create and maintain documentation of source and quality of data (metadata).
6. Ensure data custodianship.	6.1	Determine and document mutually agreed upon data custodianship of each data layer.
Data Distribution		
7. Maximize accessibility of data through Intranet, Internet, WAN and media.	7.1	Continue efforts to make data available through the Intranet.
	7.2	Continue efforts to make data available through the Internet.
	7.3	Continue efforts to make data available through the Wide Area Network (WAN).
	7.4	Continue efforts to make data available through other storage media.
8. Ensure a streamlined data distribution and data licensing process.	8.1	Continue efforts to efficiently distribute data.
	8.2	Continue efforts to provide license agreements and invoices in a timely fashion.
	8.3	Continue to inform partners of software upgrades as they become available and/or necessary.
9. Ensure that WinGIS data is available in a variety of industry-standard formats.	9.1	Continue to offer data in a variety of industry-standard formats.
	9.2	Evaluate and implement appropriate new spatial data transfer standards.

10. Ensure consistency and clarity in data distribution and pricing policies.	**10.1**	Encourage all WinGIS agencies to adopt consistent pricing and distribution policies.
	10.2	Document all pricing and distribution policies for WinGIS agencies.
11. Provide professional services in an efficient manner.	**11.1**	Maximize distribution, use and collection of data among WinGIS members through professional services.
	11.2	Provide professional services to non-WinGIS agencies according to documented policies.
	11.3	Document all professional service policies.
Data Use		
12. Develop applications and tools that simplify data viewing and analysis for WinGIS partner agencies.	**12.1**	Continue needs analysis interviews annually at WinGIS partner agencies.
	12.2	Continue to develop applications to meet WinGIS partner agency needs.
	12.3	Continue to evaluate and implement new technologies that support GIS integration and distribution.
13. Develop applications and tools that simplify data viewing and analysis for the public.	**13.1**	Develop and promote a public web interface that is easily accessible and user friendly.
	13.2	Develop and promote a public Internet Mapping Service (IMS).
	13.3	Encourage feedback through user surveys to improve applications and available datasets.
	13.4	Public Internet content must be approved by WinGIS Steering Committees.
14. Develop procedures and manuals to document custom applications and their use.	**14.1**	Ensure documentation of code.
	14.2	Ensure documentation of applications and distribution to users where appropriate.
Data Integration		
15. Integrate existing data from WinGIS partner agency business systems and processes into existing enterprise-wide GIS.	**15.1**	Continue to identify pertinent partner agency data for integration.
	15.2	Develop work plans for data integration projects.
	15.3	Develop data integration strategies and standards.
	15.4	Monitor integration processes on an ongoing basis.
16. Evaluate emerging technologies to enhance integration operations.	**16.1**	Continue to research and evaluate new technologies and methods to improve processes.
17. Document protocols and procedures for data integration.	**17.1**	Ensure documentation of code.
	17.2	Ensure documentation of integration procedures.
Organization		
18. Obtain stable financial and organizational resources to support WinGIS operations.	**18.1**	Continue to seek annual budget approval for financial support from WinGIS agencies.
19. Obtain sufficient financial and organizational resources to support WinGIS programmatic/project objectives.	**19.1**	Continue to seek budgetary approval for project support.
	19.2	Continue to seek other funding sources and grants for project support.
20. Provide adequate, safe, high-quality space, equipment and software, for staff and data.	**20.1**	Maintain existing procedures and develop new ones to ensure staff safety.
	20.2	Maintain adequate storage space for data and equipment.
	20.3	Continue maintenance agreements on software/hardware and upgrade as necessary.
	20.4	Ensure proper backup of data and document backup procedures.

21. Promote and maintain a professional team environment suitable for achieving individual and group objectives.	**21.1**	Minimize staff turnover.
	21.2	Encourage professional growth and job satisfaction.
	21.3	Continue to develop the skill sets of staff by making funding available for professional development and training.
	21.4	Promote teamwork and communication.
	21.5	Encourage non-traditional problem solving.
22. Evaluate and optimize internal operational procedures.	**22.1**	Continue to evaluate and improve business procedures.
	22.2	Continue to document business procedures.
23. Continue to collaborate annually with the WinGIS Steering Committees to develop and maintain planning documents.	**23.1**	Strategic Plan – philosophical document highlighting consortium's mission and vision
	23.2	Current Work Plan – organizational objectives to be pursued during current budget cycle
	23.3	Short Range Plan – organizational objectives to be pursued months 12 – 24
	23.4	Long Range Plan – organizational objectives to be pursued beyond 24 months
24. Effectively Communicate with WinGIS Partner Agencies and Steering Committees.	**24.1**	Continue to provide meetings for Tech and Policy Committees in accordance with WinGIS Intergovernmental Agreement.
	24.2	Continue to provide meeting minutes and supplemental documentation necessary for achieving goals of all WinGIS committees and subcommittees.
	24.3	Continue to provide pertinent organizational communications through the Intranet and Internet.
	24.4	Continue to develop and distribute WinGIS Annual Report.
	24.5	Continue to develop and distribute a periodic newsletter.
	24.6	Continue to develop and distribute WinGIS informational and promotional materials.
25. Continue to pursue additional agencies for WinGIS membership.	**25.1**	Continue to review membership tier structures.
	25.2	Continue efforts to contact non-member municipalities and agencies for membership.
Education (External)		
26. Provide ongoing technical support to WinGIS agencies.	**26.1**	Encourage members to contact WinGIS staff directly.
	26.2	Encourage members to utilize Intranet and Internet resources.
27. Provide an ongoing forum for collaboration and problem solving.	**27.1**	Encourage members to participate in WinGIS User Group.
	27.2	Develop an online forum for users to help each other.
28. Promote and coordinate training opportunities.	**28.1**	Encourage GIS users to participate in ESRI training classes.
	28.2	Continue offering group in-house collaborative training classes.
	28.3	Encourage GIS users to participate in ILGISA and other GIS-related conferences and workshops.
29. Provide training for in-house developed applications.	**29.1**	Continue development and promotion of training documents and help files.
	29.2	Continue coordination and promotion of group and one-on-one training sessions.
30. Continue educational and promotional efforts to raise the level of GIS awareness within the Winnebago County area.	**30.1**	Continue participation and promotion of annual GIS Day activities.
	30.2	Develop and promote a user-friendly public WinGIS Internet site.
	30.3	Develop educational materials, train teachers, and teach the public about the relevance and benefits of utilizing GIS in problem solving and planning.