

CaGIS Strategic Plan

Adopted 20 March 2005

The Cartography and Geographic Information Society (CaGIS) has a proud heritage as a professional society for cartographers and (more recently) GIS professionals in the United States. The Society has long been involved in activities that support the cartography and GIS community, first as the Cartography Division of the American Congress on Surveying and Mapping (ACSM), then as the American Cartographic Association, then under its current form. However, the Society also has some challenges to overcome.

The Society has frequently looked at its own future through the creation of a strategic plan; the last strategic plan was adopted in 1996 (under the tenure of Barbara Battenfield as president). However, a great deal has changed in our field and its context since then. In fact, that plan suggested a revision be done in about 10 years. Also, the recent restructuring of ACSM has given us the opportunity to chart our own direction for the future and be able to implement that vision. Our aim in creating this strategic plan is to leverage our strengths and identify new activities that will build a better Society, that will help create a better profession and community.

Based on the experience of previous CaGIS strategic plans, the current objectives of CaGIS (Article II in the by-laws), and the plans of other professional societies, this strategic plan consists of several parts:

- **A Mission Statement:** a short statement of who we are and why we exist
- **Strategic Goals:** a vision of what CaGIS should look like in 5-10 years; a rubric for judging our “success”
- **Membership:** who will best serve and be served as members of CaGIS
- **Objectives:** major types of activities carried out by the society to achieve the mission and goals
- **Activities:** specific actions to meet these objectives, with some indication of priority

In the coming year, a tactical plan will be created to implement our strategic goals, and it is expected that this plan will be revised as needed, and revisited in about 10 years.

Mission of CaGIS

The Cartography and Geographic Information Society supports research, education and practice to improve the understanding, creation, analysis, and use of maps and geographic information to support effective decision-making and improve the quality of life.

Strategic Goals

The goals of the Society are to:

1. Represent mapping and geographic information activities in the U.S. to the International Cartographic Association (ICA),
2. Bridge the activities of academia, government and private industry to facilitate the transfer of Cartographic and Geographic Information knowledge between and within these sectors,
3. Promote research and academic practices in Cartography and GIScience,
4. Collaborate with national, state, regional and local governments and organizations that use mapping and GIScience,
5. Promote the scholarship and professional career development of students in mapping and GIScience,
6. Promote best professional practices, standards and tools to create, use, and visualize geographic information.

Membership

CaGIS members are scholars, practitioners and policy makers who rely on and care about the quality of mapping and geographic information, including researchers, professionals and students in Cartography

and GIScience.

Objectives

1. Research Services: facilitate theoretical and applied research in Cartography and GIScience
2. Professional Services: help members improve the design, production, analysis, and application of geographic information.
3. Student Services: Assist undergraduate and graduate students in preparing for and transitioning into careers in cartography and GIScience.
4. Outreach Services: Increase the awareness, literacy, and use of cartography and geographic information in greater society.
5. Institutional Framework: Organize and manage the Society to ensure the efficient and permanent delivery of the above services.

Activities

Generally, CaGIS should focus on activities that leverage our existing strengths; require the critical mass of a national society; meet the needs of existing and potential members; and can be feasibly implemented. As CaGIS strengthens and grows, more activities will meet these qualifications.

The activities below are arranged by the five objectives. The bullets indicate priorities as follows:

- * Activities that CaGIS already does
- + High-priority new activities (based on the characteristics above)
- Long term activities that cannot be implemented immediately

Research Services

- * CaGIS Journal and other scholarly publications, with continued improvement
- * Research workshops and conferences (e.g., Auto-Carto)
- * Networking with international researchers through ICA and its commissions
- + Sponsorship and participation in inter- and non-denominational conferences (e.g. GIScience)
- + Encourage government and private research funding
- + Communication of funding opportunities
- + Mentoring young scholars and involving them in Society service
- Governmental initiatives conference
- Collaborative networking (e.g. web forums, social events, inter-sector partnerships)

Professional Services

- * Map design competitions
- * National/international leadership opportunities
- + Awards for lifetime achievement
- + Development of cartographic standards and best practices
- + Publication and presentation of best practices in cartography and GIScience
- + Leadership or official participation in geospatial standards initiatives
- + Leadership or official participation in certification, accreditation, and licensure initiatives
- + Continuing education on best practices (Workshops, training, seminars, virtual courses)
- Develop a code of professional quality and educate the community about our standards
- Fellowships/Endowments
- Community technical support (e.g. web forums, but focused on technique, not software)

Student Services

- * Student memberships
- * Student map and research competitions
- * Scholarships and travel awards
- * Reduced costs for student participation in Society activities
- + Student activities at society events
- + Update and enhance career brochure and related career-planning materials
 - CaGIS student chapters

Outreach Services

- * Advocate federal/state/local government activities in mapping and geographic information
 - Support educational (K-life) outreach programs for students and educators beyond traditional GIS education programs
 - Public outreach and awareness activities, such as media events, GIS Day
- Technical assistance for non-profit organizations and non-traditional GIS users
- Participate in K-12 education initiatives

Institutional Framework

- * Maintain and expand the membership
- * Society newsletter (through ACSM bulletin)
- * Maintain and strengthen connections with international organizations (U.S. National Committee to ICA)
- * Participate fully in ACSM activities
- * Develop and distribute promotional materials (e.g. posters, handouts, brochures)
- + Sustain a self-sufficient conference program
- + Recruitment activities, especially for under-represented groups
 - + Explore possible partnerships and federations with other organizations (societies, associations, and consortia) to take on activities too large for CaGIS alone
 - Committees and special interest groups
- Explore the possibility of institutional affiliates

CaGIS Strategic Planning ad-hoc Committee

Brandon Plewe, Brigham Young University, Committee Chair, 2005-2006 CaGIS President
 Eric Anderson, USGS, ACSM Congress Delegate
 Barbara Battenfield, U. of Colorado, CaGIS Past President, ACSM Fellow
 Steven Johnson, City of Orem, Utah
 Doug Vandegraft, USF&WS, 2005-2006 CaGIS Vice President
 Paul Young, USGS, CaGIS Secretary-Treasurer

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