

# Maryland Spatial Data Infrastructure

## Strategic and Business Plans for GIS Coordination in Maryland

### Communications Plan Draft

*Inform* to raise Awareness. *Educate* to enable Understanding.

*Involve* to gain Acceptance.

*Motivate Action and Support* through Change.

(paraphrased from [http://www.jisc.ac.uk/uploaded\\_documents/Creatingaplan060603.doc](http://www.jisc.ac.uk/uploaded_documents/Creatingaplan060603.doc))

### Goals and Objectives

1. Inform committee members and stakeholders of progress and results.
  - a. Achieve 100% of Committee members using the MSDI portal to receive and communicate announcements, and to edit and contribute to documents and contact lists.
  - b. Update the Maryland Mapping Resource Guide Web site to incorporate and disseminate MSDI information.
2. Generate awareness of, support for, and commitment to the project among key decision makers in Maryland.
  - a. Raise awareness of the issues among the GIS community and equip them with a consistent message.
  - b. Promote enthusiasm for the solution among Maryland's stakeholders.
  - c. Persuade each member of each target audience to believe in the plan and promote the final coordination body design.

### Target Audience

1. GIS Practitioners
  - a. MSGIC
  - b. State agency GIS staff
  - c. County GIS staff
  - d. Municipal GIS staff
2. IT Community
  - a. State Government CIOs
  - b. Local Government CIOs
3. State, County, Municipal Executives
  - a. Members of ABLÉ group
  - b. Secretaries/Directors of state agencies/departments
  - c. Chiefs of divisions/units



- d. County and Municipal executives
4. Elected Officials
  - a. Liaison with Maryland legislature via Jennifer Gajewski, legislative contact for Towson University

## **Branding**

1. Create a MSDI logo.
2. Create a Slogan or tagline (See Appendix for brainstorming).
3. Develop brief overview text, i.e., the “elevator conversation” that can quickly inform influential people of the project, its value, and the reason it should be supported.
4. Create a consistent, recognizable design for documents and Web pages.

## **Key Messages**

1. Create a statement of principles and important points for each target audience that should be repeated throughout all or most communications.
2. Produce progress reports.
3. Focus on the who, what, where, when, and why of the issue.

## **WHO**

Primary beneficiaries of the GIS coordinating body include:

1. GIS community in Maryland.
2. State agencies.
3. Local and municipal government.

**WHAT** the coordinating body will accomplish:

1. Better communication on GIS issues.
2. Cost reduction.
3. Increased efficiency through economy of scale.
4. Authority to engage in contracts.
5. Funding commitment and sustainability.
6. More federal funding by researching opportunities and streamlining the proposal and application processes.
7. Reduction of redundancy, partly by identifying where duplication of effort exists.
8. Conservation of agency staff resources and allowing agencies to focus on their mission.
9. Sharing of resources.
10. Greater collaboration among agencies and organizations.

## WHERE

1. Statewide

## WHEN

1. Strategic Plan must be drafted by 9/2006.
2. Business Plan must be completed by 2/2007.

## WHY

1. Public Safety/Homeland Security.
2. More effective management of natural, economic, and cultural resources.
3. Unified government operations.
4. Improved management of infrastructure.
5. Economic development.
6. Attract more grant funding through increased "readiness."
7. More effective use of limited funding resources.
8. Increased efficiency within government operations.
9. Improved "e-government."

## **Strategies**

Should be SMART: Specific, Measurable, Achievable, Realistic, Timely.

### Methods of Delivery

- MS Sharepoint collaboration site
  - Disseminate meeting minutes
  - Maintain calendar of events and deadlines
  - Working document library
  - Lists of key contacts
  - Reference links to resources
- Content
  - Shared Documents
    - Project Administration
    - Meeting Minutes
    - Strategic Plan Documents
    - Business Plan Documents
    - Communications Documents
    - Reference Documents
  - Other State Strategic Plans
- Pictures
  - Logo(s)
  - Sample maps
  - Diagrams
- MSDI portion of MMRG
  - Project overview
  - 50 States Initiative

- Overview of MSDI components
  - The National Map activities
  - NSDI Clearinghouse
  - MEGIN
  - MSGIC
  - Orthophoto Co-op
  - Cooperative Centerline

- Newsletter page (monthly or bi-monthly) / Current high level status
  - Featured successes (i.e. Centerline pilot, or ortho)
  - Pending issues
  - Approved draft documentation
  - Upcoming events

- Reference links to resources
  - NSGIC link
  - MSGIC link
  - PowerPoint presentations by Strategic Planning Committee Members
  - 50 states documentation

- Communication tools and talking points
  - Organize and describe content from other areas
  - Target Audience Documents
    - “How to communicate to your executives” resources
    - “How to influence your elected official”
    - “IT issues for GIS”

- Contacts
  - Key project contacts
    - Feedback email ([msdi@towson.edu](mailto:msdi@towson.edu))
  - Newsletter
    - Will be sent to MSGIC contact list and additional stakeholders
    - Will be a “digested” version of the Web newsletter
    - Drive people to MSDI portion of MMRG
    - Make sure that we have an “opt out” option
    - Lead with item of interest (e.g., MEGIN update for SIEC or 50-States Initiative Grant for ABLE, etc., successes at the county level...

- Standing columns
  - Message from director
  - Public Safety/EM update
  - Statewide GIS Coordination

- Time management principles
  - Develop a timeline for communications.
  - Post meeting minutes asap.
  - Establish deadlines for reporting to NSDI.
  - Set a schedule for reporting to Advisor group.
  - Monthly meeting with Strategic Planning Committee.



## **Activities (not all-inclusive)**

Specific actions that will match up with goals and strategies include:

Develop a fact sheet.

Develop talking points.

Focus facts and talking points to a stakeholder or power group based on their interest and expertise, if appropriate.

Compare where Maryland is to where Maryland could be.

Compare where Maryland is to where Maryland was before MSGIC.

Develop a distinctive logo.

Create a slogan or catchphrase.

Research the successes of other states' coordinating bodies and include the before/after stories on the fact sheet.

## **Evaluation**

Evaluate the success or failure of each activity and each communication product/vehicle via survey and response achieved versus response expected.

Evaluate for relevance, clarity, credibility, response, satisfaction.

Gather feedback about success at monthly planning committee meetings.

Summarize and include in interim and final reports.

## Appendix

### Slogan or tagline

- a. Guiding (lighthouse theme)
- b. Guiding Maryland's Geospatial Framework
- c. Guiding Maryland's Mapping Framework
- d. Building Maryland's Geospatial Framework
- e. Connecting Communities, Maryland's Geospatial Data Initiative
- f. Making Maryland's Maps Better
- g. Maryland's Improved Mapping Initiative
- h. Sharing Data, <relevant tagline>

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