

# Louisiana Geographic Information System Council 1999 Strategic Planning Session Summary

## INTRODUCTION

The Louisiana Geographic Information System Council (LGISC) held its 1999 Strategic Planning Session Tuesday, March 2, 1999, 10:00 a.m. - 4:30 p.m. at the Bluebonnet Swamp Nature Center, in Baton Rouge, Louisiana. The purpose of the Planning Session was to set long-term goals and 1999 operational objectives..

The following agencies/organizations were represented at the Planning Session:

### Council Members and Alternates

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#### Administration

- Glen Daigre

#### Culture Recreation and Tourism

- Jay Isacks

#### Economic Development

- Gene Stephens

#### Environmental Quality

- Joe Holmes, LGISC Vice-Chair

#### Natural Resources

- Bo Blackmon
- Mark Legarde

#### Police Jury Association

- Scott Leachman, LGISC Chair

#### Transportation and Development

- Sharon Balfour
- Kay Henderson

#### Wildlife and Fisheries

- Jim Patton
- Jim Hanifen

### LAGIC Staff and Technical Committee Members:

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- DeWitt Braud, Facilitator
- Lynda Wayne, Facilitator
- John Freeman
- Sastry Chundury

### Other Participants:

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#### East Baton Rouge Office of Community Development

- Mattie Coxé

#### LSU Agriculture Center

- Pat Skinner

#### Oil Spill Coordinator's Office

- David Gisclair

#### Tulane / Xavier University

- Stephanie Smith

#### US Geological Survey

- Pat O'Neil,  
Federal Coordinator

#### Office of the Database Commission

- Ed Leachman

#### LSU Environmental Studies

- Jim Mitchell

#### LSU CCEER

- Rob Cunningham

# Strategic Planning Process

The 1999 Strategic Planning Session was organized into four parts:

1. Overview of Strategic Planning Elements
2. Review of 1998 Objectives and Generated Goals
3. Brain writing Objectives
4. Time bounding Objectives

## Part One: Overview of Strategic Planning Elements

To prepare for the planning process, participants were led through an overview of the following strategic planning elements:

### **GOAL: *what purpose?***

General end **purpose** toward which effort is directed.

Broad statement that describes desired outcome...direction...not...ways to get there.

Reflect primary concerns...remain essentially unchanged...long period...if a goal can be accomplished in less than 3 years, it is probably an objective.

Examples

- Improve air quality of Louisiana
- Increase efficiency and effectiveness through automation

### **OBJECTIVE: *what results?***

A specific and measurable target for accomplishment

Specify **exact results** or outcomes sought...specific, quantified, and timebound... milestones...performance standards

Complete the “where do we want to be” part of the strategic planning process.

Examples

- Reduce levels of criteria air pollution to attain federal standards by 199X
- Reduce air toxics emissions by 50% by 1994

### **STRATEGY: *what methods?***

**Method** used to accomplish goals and objectives...“how do we get there?”

Example:

- Research, develop, and implement a comprehensive Air Toxics Program
- Implement EPA's post-1987 ozone policy

### **ACTION PLAN: *what tasks?***

Detailed description of how a strategy will be implemented – **tasks** and responsibilities

Example:

- Program director to setup Air Toxics Program training session with EPA
- Program analyst to compare EPA ozone policy to LA ozone policy and report similarities and contrasts

- excerpted from *Manageware – A practical guide to managing for results*. Office of Planning and Budget, Division of Administration, State of Louisiana.

## **Part Two: Review of 1998 Objectives and Generated Goals**

The 1998 LGISC Strategic Planning Session focused on the development of operational objectives (Appendix 1). The one-day program format did not allow sufficient time for development of overall LGISC goals. With similar time-constraints facing the 1999 Planning Session, the facilitators, in advance of the session, organized the 1998 objectives into a set of draft goal statements (Appendix 2). Facilitators lead the group through a careful review of the proposed statements and suggested organization. A guided discussion was then held among participants to determine needed:

1. revisions to the goal statements,
2. additional goal statements, and
3. revisions to the organization of the 1998 objectives within the goal statements.

## **Part Three: Brain writing Objectives**

The participants were next lead into a 'brainwriting' exercise aimed at updating and revising the 1998 objectives. During 'brainwriting', participants are asked to focus on one goal at a time and to revise and update the related objectives. To facilitate input by all participants, each of the four goals was posted onto a separate table with its associated objectives. The participants were then asked to disperse among the table, forming small groups of 2-6 people, and to collectively review and revise the selected goal set. Every 20 minutes, participants were asked to individually move to another table and review/revise a different goal set. This process continued until all participants had reviewed each of the four goal sets.

The facilitators then compiled the information generated for each goal set and presented the information to the group as a whole. Participants then addressed each goal set individually and were asked to discuss the comments and revisions generated during the brainwriting session. During the discussion, participant:

- expanded upon the individual comments recorded during the brainwriting session,
- combined related suggestions, and
- eliminated items that did not receive group support.

Through this discussion, the group was brought to consensus as to the final wording and organization of the objectives as presented in Table 1.

## **Part Four: Time bounding Objectives**

Once the final objectives were determined and organized into related goal statements, the group prioritized each objective using the following time bounds:

Year One – objective to be achieved during 1999

Year One / Ongoing – annual, recurring objective

Year Two – objective to be achieved during 2000

Long Term – objective to be achieved within five years.

Time bound assignments for each objective are included in Table 1.

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**Table One: Summary of LGISC 1999 Goals and Objectives**

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<b>Goal One: Improve coordination of GIS use and data development among local, state, and federal governments</b>	<b>PRIORITY</b>
Objectives:	
1A Satisfy the geospatial data needs of the Louisiana Database Commission <i>PI LDBC formal acceptance of the LGISC Chairman's end-of-year report</i>	Year One / Ongoing
1B LGISC members ensure implementation of LGISC policies, within their respective agencies <i>PI Percent member agencies reporting successful implementation including:</i> <ul style="list-style-type: none"><li>- documented data exchanges and web-based data distribution</li><li>- no data sharing disputes</li><li>- compliance with metadata resolution</li></ul>	Year One / Ongoing
1C Ensure that statewide GIS interests are represented at the national level <ul style="list-style-type: none"><li>• participate in the Louisiana State/Federal Geographic Information Working Group</li><li>• participate in National States Geographic Information Council</li><li>• participate in the Federal Geographic Data Committee as a Cooperating Partner</li></ul> <i>PI Representation of the LGISC at related meetings and activities</i>	Year One / Ongoing
1D Adopt a plan, by July 2000, for the development of a state GIS data framework <i>PI Date of plan adoption</i>	Year Two
1E Ensure that all LGISC member agencies participate in a minimum of five meetings per year <i>PI Attendance by member agency</i>	Year One / Ongoing
1F Establish contact with each of the regional planning commission and metropolitan planning organizations <i>PI Percentage of regional planning commission and metropolitan planning organizations contacted</i>	Year One / Ongoing

**Goal Two: Promote the use of GIS technology within the state**

**PRIORITY**

Objectives:

- |    |   |                    |
|----|---|--------------------|
| 2A | Ensure that all legislators are provided information about GIS activities in Louisiana by January 2001<br><i>PI Number of legislators provided information</i>    | Year Two / Ongoing |
| 2B | Develop a GIS Education program plan by September 1999<br><i>PI Completion of the education program plan</i>  | Year One           |
| 2C | Ensure that the LGISC is informed of current GIS-related trends<br><i>PI Number of briefings provided to the LGISC</i>  | Year One / Ongoing |
| 2D | Contact Superintendent of Education regarding the role of GIS in K-12 education by January 2000<br><i>PI Contact established with Superintendent of Education</i> | Year One           |

**Goal Three: Serve as the forum for state GIS communications**

Objectives:

- |    |  |                    |
|----|--|--------------------|
| 3A | Maintain current information on the LGISC homepage<br><i>PI Number of comments received about out of date information</i>                    | Year One / Ongoing |
| 3B | Promote and advertise LGISC<br><i>PI Number of presentations made at meetings and conferences and development of informational materials</i> | Year One / Ongoing |
| 3C | Establish the LGISC archive by September 1999<br><i>PI Archive established and selected items posted to the web site</i>                     | Year One / Ongoing |

**Goal Four: Attract funding for state GIS efforts**

Objectives:

- |    |  |                    |
|----|--|--------------------|
| 4A | Ensure that LAGIC is sufficiently funded to conduct all efforts required by LGISC<br><i>PI Percentage of sufficient funds acquired</i>                               | Year One / Ongoing |
| 4B | Identify and publish funding sources for state, regional, and local governments to expand the NSDI by December 1999<br><i>PI Number of funding sources published</i> | Year One / Ongoing |

## **CONCLUSIONS**

The Louisiana Geographic Information Systems Council will use the goal statements and objectives generated during the 1999 Strategic Planning Session to guide LGISC activities for the coming year. The priorities and initiatives established during the planning session will serve as an operational framework that can be used to monitor and assess LGISC performance during 1999.

## ***Appendix 1***

### ***Original List Of Ranked 1998 Objectives***

#### **Ranked objectives generated at the LGISC 1998 Strategic Planning Session**

1. Initiate and compile the inventory of available data sets
2. Promote the interface with database commission through common issues
3. Obtain a reliable source of funding for the GIS council
4. LGISC members promote their agency's cooperation with LAGIC
5. Expand federal, state, and local agency participation
6. Continue to monitor surveyor legislation proposals
7. Develop a policy for resolving interagency data sharing disputes
8. Support funding for completion of DOQQ's
9. Expand the Rotunda Day and limit distractions
10. Improve LGISC home page to share data and put out a press release
11. Create a group of GIS technical specialist consultants
12. Continue national involvement
13. Establish an official archive for LGISC documents & records
14. Develop blessed data sets & metadata
15. Revisit committee structure of LGISC
16. Investigate data conversion and transfer
17. Develop education programs for uninitiated state & local agencies
18. Produce a brochure about the council promoting LGISC activities
19. Plan a state GIS conference
20. Workshops on latest trends in GIS
21. Investigate ways to get GIS education into K-12 schools
22. Get everybody's email address
23. Investigate the legality of previous council actions

## **Appendix 2**

### **1998 Objectives reorganized into Draft Goals, Objectives, Strategies/Tasks**

#### **GOALS:**

#### ***Coordinate GIS use and data development among local, state, and federal government***

##### **Objectives:**

- Promote the interface with database commission through common issues(2)
- LGISC members promote their agency's cooperation with LAGIC (4)  
strategies
  - Develop a policy for resolving interagency data sharing disputes (7)
  - Investigate data conversion and transfer (16)
- Expand federal, state, and local agency participation (5)  
strategies
  - Continue to monitor surveyor legislation proposals (6)
- Continue national involvement (12)
- Develop blessed data sets & metadata (14)  
strategies
  - Initiate and compile the inventory of available data sets (1)
  - Support funding for completion of DOQQ's (8)

#### ***Promote the use of GIS technology within the state***

##### **Objectives:**

- Expand the Rotunda Day and limit distractions (9)
- Develop education programs for uninitiated state & local agencies (17)  
strategies
  - Create a group of GIS technical specialist consultants (11)
- Plan a state GIS conference (19)
- Workshops on latest trends in GIS (20)
- Investigate ways to get GIS education into K-12 schools (21)

#### ***Operate in accordance with enabling legislation and state law***

##### **Objectives:**

- Establish an official archive for LGISC documents & records (13)
- Obtain a reliable source of funding for the GIS council (3)
- Investigate the legality of previous council actions (23)
- Revisit committee structure of LGISC (15)

#### ***Serve as a conduit for state GIS communications***

##### **Objectives:**

- Improve LGISC home page to share data and put out a press release (10)  
strategies
  - Get everybody's email address (22)
- Produce a brochure about the council promoting LGISC activities (18)