Illinois Geographic Information Systems Association (ILGISA)
Strategic Plan
2022 - 2024

Our Mission: ILGISA is Illinois' leading geospatial technology resource delivering education, networking opportunities and a platform for collaboration.

Our Strategies: Three-Year Priorities

1. Provide robust and diverse educational opportunities
2. Increase awareness of GIS in Illinois
3. Coordinate and collaborate with other GIS professional organizations
4. Ensure ILGISA is a stable and functioning organization

Our Strategies (three-year priorities) and Goals actions taken quarterly to achieve strategies)

Quarter	Timeframe
1FY22	January – March 2022
2FY22	April – June 2022
3FY22	July – September 2022
4FY22	October – December 2022
1FY23	January – March 2023
2FY23	April – June 2023
3FY23	July – September 2023
4FY23	October – December 2023
1FY24	January – March 2024
2FY24	April – June 2024
3FY24	July – September 2024
4FY24	October – December 2024
ongoing	Continues in all quarters

1. **Provide robust and diverse educational opportunities**

   Measure success by:
   a. Send evaluations after each event, and maintain an overall approval rate of over 75%

Goals	Date	Committee	Complete?
Provide a conference or networking opportunity in Southern Illinois.	2FY23	Program	
Implement bi-monthly webinar programs with other GIS organizations.	1FY24	Education	
Hold virtual, themed panel discussions on a bi-monthly basis.	2FY24	Education	
Develop higher quality content for the Annual Conference (possibly implement a peer reviewed track).	4FY22	Program	
Set up a student track at the Annual Conference.	4FY22	Education & Program	

2. Increase awareness of GIS throughout the State and beyond

Measure Success by:
  a. Increase new member numbers by 10% annually
  b. Grow K-12 membership by 15%

Goals	Date	Committee	Complete?
Create a new website with forums, easier navigation, and better automation for membership renewals.	4FY22	Outreach	
Develop contact list of K-12 educators in Illinois.	4FY22	Education	
Develop/update our contact list for universities and colleges with GIS programs in Illinois.	4FY22 & ongoing	Education	
Develop tools for educators (best practices, PowerPoint etc.).	2FY23	Education	
Develop 'road show' presentation that can be given by ILGISA members at schools/colleges.	4FY24	Governance	
Develop flyers that can be distributed to universities in Illinois promoting ILGISA and/or ILGISA events.	3FY22 & ongoing	Outreach	
Provide job shadowing opportunities for students.	1FY23	Education	

3. Coordinate and collaborate with other GIS professional organizations

Measure Success by:
a. Becoming a stakeholder at the state level
b. Receive funding from the state

Goals	Date	Committee	Complete?
Have ILGISA representation at 3 other conferences/events annually (Including IT managers conference).	4FY22 & ongoing	Outreach	
Establish relationships with 5 other GIS professional organizations.	4FY23	Outreach	
Establish 'seat at the table' at the state level (IPEMA, GIO, NG911, etc.).	4FY22	Exec. Board	

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4. Ensure ILGISA is a stable and functioning organization

Measure Success by:
  b. Balance the budget
  c. Build equity

Goals	Date	Committee	Complete?
Stabilize ILGISA's financials	4FY22 & ongoing	Finance	
Increase membership by 25% by marketing to underdeveloped sectors.	4FY22 & ongoing	Membership	
Host a vendor showcase. Co-host the event with other GIS professional organizations.	3FY23	Program	
Change Annual Conference location rotation to 2 upstate, 1 downstate to focus on larger population in Chicagoland area.	Ongoing	Program	
Explore alternative locations for Annual Conference (schools instead of hotels).	4FY22	Program	
Re-evaluate Regional Meetings. Consider returning to hosting a Spring and Fall Conference instead of hosting Regional Meetings.	4FY23	Program	