Illinois Geographic Information Systems Association (ILGISA)
Strategic Plan
2025 - 2027

Our Mission: ILGISA is Illinois' leading geospatial technology organization, facilitating education, networking opportunities, and a community for collaboration.

Our Strategies: Three-Year Priorities

1. Advance educational opportunities and the sharing of ideas
2. Increase awareness of GIS in Illinois
3. Grow membership
4. Stabilize financial standing
5. Facilitate networking

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

Quarter	Timeframe
1FY25	January – March 2025
2FY25	April – June 2025
3FY25	July – September 2025
4FY25	October – December 2025
1FY26	January – March 2026
2FY26	April – June 2026
3FY26	July – September 2026
4FY26	October – December 2026
1FY27	January – March 2027
2FY27	April – June 2027
3FY27	July – September 2027
4FY27	October – December 2027
ongoing	Continues in all quarters

1. Advance educational opportunities and the sharing of ideas

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

Goals	Date	Committee	Complete?
Host full-day or half-day short courses or workshops on specific topics of interest.	4FY26	Professional Development	
Continue hosting monthly webinar programs on relevant topics in GIS.	Ongoing	Professional Development	
Create video shorts/snippets of "how-to" do certain GIS tasks.	1FY26	Professional Development	
Develop a mentorship/job shadow program for students and/or young professionals in the industry.	3FY25	Education	
Host a minimum of 2 full-day Regional Meetings across the state of Illinois.	1FY25 & ongoing	Program	
Host an Annual Conference with 5 concurrent tracks.	4FY25 & ongoing	Program	

2. Increase awareness of GIS in Illinois

Measure Success by:
a. Send a membership survey annually with a question asking about ILGISA's efforts to increase GIS awareness.

Goals	Date	Committee	Complete?
Post on ILGISA's social media pages a minimum of 3x per month.	1FY25 & ongoing	Outreach	
Formalize connections/relationships with educational institutions. (For example, participate in career fairs/days at various universities)	3FY25	Education	
Establish Midwest GIS event calendar on ILGISA.org website.	Ongoing	Outreach	
Evaluate New ILGISA Awards. (Academic & Organization)	3FY25	Governance	

3. Grow membership

Measure Success by:
a. Increase membership numbers by 5% annually.
b. Track member retention rate, and ensure it is on an upward trajectory.

Goals	Date	Committee	Complete?
Identify and understand underrepresented segments of the industry.	2FY25 & ongoing	Outreach	
Re-evaluate organizational membership structure.	1FY26	Governance	
Convert Existing Student Members to Active Members.	2FY26 & Ongoing	Education/Outreach	
Convert Lapsed Members Back to Active Members.	1FY26 & Ongoing	Outreach/Professional Development	

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4. Facilitate networking

Measure Success by:
a. Send a membership survey annually with a question asking about ILGISA's networking opportunities.

Goals	Date	Committee	Complete?
Partner with vendor members to host pop-up events throughout the state at various universities or other venues with a primary focus on networking.	3FY25	Education	
Create an online digital forum for members to interact between in-person events.	3FY25	Outreach	
Add more 'formal' networking opportunities at the Annual Conference and Regional Meetings.	4FY25 & Ongoing	Program	
Add Special Interest Groups (SIG's) during the Annual Conference and/or Regional Meetings.	4FY25 & Ongoing	Program	

5. Stabilize financial standing

      Measure Success by:
      a.   Grow reserve account (Goal: $50,000) by 4FY27.

Goals	Date	Committee	Complete?
Explore alternate revenue streams. (Example: webinar sponsors, swag sponsors, etc.)	4FY25	Finance	
Evaluate investments.	4FY25	Finance	