

Illinois Geographic Information Systems Association (ILGISA) Strategic Plan 2017 - 2019

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

Our Thrusts: Three-Year Priorities

1. Strengthen ILGISA's financial standing
2. Grow membership
3. Provide relevant and up to date educational opportunities
4. Raise GIS awareness throughout state
5. Continually improve membership value

Our Goals (Annual Priorities) and Rocks (Actions taken quarterly to achieve Goals)

Quarter	Timeframe
1FY17	January - March 2017
2FY17	April - June 2017
3FY17	July - September 2017
4FY17	October - December 2017
1FY18	January - March 2018
2FY18	April - June 2018
3FY18	July - September 2018
4FY18	October - December 2018
1FY19	January - March 2019
2FY19	April - June 2019
3FY19	July - September 2019
4FY19	October - December 2019
ongoing	Continues in all quarters

1. Strengthen ILGISA's financial standing

Measure success by:

- a. Balance the budget
- b. Build Equity

Rock	Date	Committee	Complete?
Obtain increased number of sponsorships from commercial or governmental organizations	4FY17 & ongoing	Membership	
Sell advertising space on website and in GIS notes	4FY17 & ongoing	Outreach	
Sell 50/50 raffle tickets at Annual Conference	4FY17 & ongoing	Program	
Develop recommendation to Board on dues structure, amounts, incentives, etc.	2FY18	Membership	
Develop recommendation to Board regarding vendor sponsorships at Regional Meetings	2FY17	Program	
Develop plan regarding sponsored webinars	4FY18	Education	
Add donations page to ILGISA website	2FY18	Outreach	

2. Grow membership

Measure Success by:

- a. Increase overall membership numbers by at least 5% annually

Rock	Date	Committee	Complete?
Create list of other IL state organization for ILGISA to partner with	4FY18	Membership	
Evaluate list of potential partners; prioritize and discuss partnerships with them	4FY19	Membership	
Develop incentive program for current members to recruit new members	3FY18	Membership	
Target areas of Illinois without ILGISA members and/or who don't use GIS	4FY17 & ongoing	Membership	
Target large agencies and companies for opportunities to grow membership	4FY17 & ongoing	Membership	
Evaluate Board of Directors structure	4FY17 & ongoing	Governance	

3. Provide relevant and up to date educational opportunities

Measure Success by:

- a. Send evaluations after each event, and maintain an overall approval rate of over 75%

Rock	Date	Committee	Complete?
Create topic specific events to promote GIS	4FY17 & ongoing	Education Program	
Host at least 4 Regional Meetings per year throughout the state of IL	4FY17 & ongoing	Program	
Research training programs to offer to members, and plan 1 training event per year (i.e. TeachMeGIS, Esri, URISA)	4FY17 & ongoing	Education	
Further develop Education page on ILGISA website	2FY18	Outreach	
Survey membership to determine topics of interest (every other year)	1FY18	Program	
Develop webinars	4FY18	Education	

4. Raise GIS awareness throughout state

Measure Success by:

- a. Increase new member numbers by 5% annually

Rock	Date	Committee	Complete?
Create presentation(s) for promoting GIS at K-12 schools	2FY18	Education	
Make ILGISA events open to high school students	4FY17	Program	
Develop competition for High School students involving geography/GIS/STEM	2FY19	Membership	
Invite local politicians to Regional Meetings to raise awareness	4FY18	Outreach	
Create GIS presentation for municipal associations	2FY18	Education	
Ad-Hoc Data Standards Committee to develop plan regarding data sharing & standards in IL	4FY17	Ad-Hoc Data Standards	

5. Continually improve membership value

Measure Success by:

- a. Develop social media plan
- b. Increase size of Committees
- c. Increase number of Board nominees

Rock	Date	Committee	Complete?
Further develop ILGISA expert directory	2FY18	Outreach	
Develop Lunch & Learn program	4FY18	Education	
Increase ILGISA's digital presence (i.e. social media, website, webinars)	4FY17 & ongoing	Outreach	
Encourage wider, more active membership participation	4FY17 & ongoing	Membership	
Further develop "members only" section of the website	4FY17	Outreach	