



State Cartographer's Office Strategic Framework

This strategic framework was developed by the SCO in 2023-24. It is used as a guide to help ensure that activities align to strategic priorities.

The Wisconsin Idea

Goal. Embody the Wisconsin Idea by expanding the use of maps and GIS in all corners of the state, including private citizens, government agencies, non-profits, educational institutions and the private sector.

Methods. Educate and assist new and non-traditional users of maps and GIS; Support existing users to further enhance their capabilities; Share information on mapping/GIS methods and techniques; Participate and lead educational sessions and events; Promote the expansion of mapping/GIS in new application areas; Develop relationships with partners who share our ideals; Help others understand and appreciate the value of the Wisconsin Idea.

Educational Content

Goal. Develop and deliver educational content to ensure map and GIS users have the information and resources they need to work effectively.

Methods. Share information on innovations in mapping/GIS technology; Participate in and lead educational events; Deliver educational content online; Provide educational content appropriate to different audiences; Mentor the students in our Student Internship Program to help them develop needed skills and experience; Learn and teach.

Data Development and Access

Goal. Facilitate the creation, discovery, distribution and utilization of geospatial data needed by users.

Methods. Develop or assist in the development of important geospatial datasets of Wisconsin; Encourage the creation of new types of geospatial data and show their utility through pilot projects; Facilitate discovery and access to geospatial data through online portals and catalogs; Advocate for open data policies.

Student Development

Goal. Help educate the next generation of map and GIS professionals.

Methods. Provide opportunities for students to work on meaningful real-world projects through our Student Internship Program; Communicate with undergraduate and graduate students in Geography; Expose students at all levels (from K-12 to graduate students, in any field of study, and at any educational institution) to maps and GIS; Assist students from other disciplines to incorporate maps/GIS into their studies.

Coordination and Leadership

Goal. Encourage the effective functioning of the mapping/GIS community in the state through coordination and leadership.

Methods. Provide leadership for professional associations, task forces, councils, committees and organizations; Help coordinate mapping/GIS activities and events; Facilitate collaboration and communication to bridge the gaps between academic and non-academic communities, between surveyors and GIS professionals, and between the public and private sectors; Collaborate with the Wisconsin Geographic Information Office and other university and state agencies involved in mapping/GIS; Support policies that improve the state's geospatial community.

Collaboration and Capacity Building

Goal. Support the mutual strengthening of mapping/GIS skills and expertise through collaborations with other people, groups and organizations. In this way, build capacity within the office and the community simultaneously to allow us to take on more challenging efforts in the future.

Methods. Collaborate on funded projects with other partners; Explore new ideas and methods to stretch skills and test new approaches; Be entrepreneurial and seek funding opportunities; Author or co-author grant proposals; Leverage relationships into collaborative activities; Leverage knowledge gained on one project for future efforts; Build connections with people, groups and agencies around the state; Help non-traditional audiences understand how we can mutually benefit from collaboration.

Organizational Enhancement

Goal. Do our jobs effectively and efficiently, in a working environment we enjoy, to produce results that have a meaningful impact on the lives of Wisconsin's citizens.

Methods. Communicate and share information internally; Take an active role in education, training and professional development; Focus on understanding the needs of our clients and customers; Develop ideas for new initiatives and projects that reflect the changing needs of the community; Focus strategically on the office's longevity and continued relevance.

www.sco.wisc.edu
(608) 262-3065
help@sco.wisc.edu