Introduction

MSGIC has been a coordinating body for GIS professionals for over 25 years and a certified non-profit organization since 2012. During that time, much has changed in GIS technology and in the implementation of that technology. GIS has gone from a highly technical profession used by a limited number of people and agencies, to a technology that permeates almost every aspect of our daily lives. MSGIC has evolved with these massive changes in GIS. This document has been developed to set a path for MSGIC for the next 1-3 years. The first portion of the document will assess MSGIC's strategic plan for that time period and later portions of the document will set objectives and goals that will be monitored yearly to evaluate MSGIC progress toward meeting its strategic objectives.

Mission

Be *THE* GIS professional organization for identifying and coordinating GIS activity in the State of Maryland.

Vision

- MSGIC will connect the dots of information around the state and take increased actions to ensure information is shared and the best interests of the GIS community are voiced.
- Become recognized, statewide and regionally, as the starting point for identifying and inquiring about all GIS related information, initiatives, and activities.
- Proactively inform Maryland's GIS community of emerging technologies and trends, what's coming in the industry, what training is available to support these changes, and effectively voice how these changes may impact users throughout the state.

Goals

In keeping with the organizational vision, the 2021-2023 Strategic Goals are aimed at focusing on the continued maturation of the organization, improving organizational standards, and the use of technology to better meet members' needs.

*Initiatives for Year 1 are highlighted in **bold**

Goal 1: Continued enhancement of communication, engagement, and education and training goals from 2018-2020

Communication & Engagement
- **Complete the transition to G-Suite**
- **Ensure monthly communications with members from MSGIC leadership**
- **Establish a location where information about MSGIC activities can be shared with the membership to foster more participation**
- Encourage regular communication between caucus chairs and caucus members, subcommittee chairs and subcommittee members, and working group leads and working group members
- Increase MSGIC's presence on social media platforms and ensure the website is updated <u>at least</u> on a monthly basis

- Identify and promote opportunities for members to network with one another while social distancing measures are in place
- Create a volunteer program to support local partners

Education & Training
- **Create standardized procedures for payment of trainers**
- **Hold monthly meetings for training discussion and planning**
- **Obtain input from membership regarding training priorities**
- Develop and release an annual training schedule at the beginning of each calendar year
- Create a targeted training program in conjunction with the Emerging Professionals Working Group

Goal 2: Empower Executive Committee members to be more effective in their roles

- **Review bylaws and consider updating the responsibilities for the caucus and subcommittee chairs**
- **Audit working groups on an annual basis for participation and relevance. Dissolve outdated groups and form new working groups based on member interests**
- Encourage caucus chairs and sub-committee chairs to take ownership of their groups by setting goals at the start of each year, meeting with members outside of quarterly meetings, and reporting progress during monthly EC meetings

Goal 3: Focus on Diversity & Inclusion - Evaluate how MSGIC can perform better outreach to marginalized communities within the GIS field and do a better job of representing membership

- **Incorporate aspirational ideas into MSGIC's bylaws and other documentation related to diversity and inclusion**
- **Encourage more diversity among presenters and trainers involved in MSGIC sponsored events**
- **Recruit individuals from underrepresented groups to get involved in MSGIC leadership**
- Identify ways to create more awareness about and take action on diversity, inclusion, and equity within MSGIC
- Take action to diversify the MSGIC membership