



# 2019-20 URISA Strategic Plan

Effective 3/3/20

## Our Mission

URISA is a multi-disciplinary geospatial organization that provides professional education and training, a vibrant and connected community, advocacy for geospatial challenges and issues, and essential resources. URISA fosters excellence in GIS and engages geospatial professionals throughout their careers.

## Vision

URISA is the premier organization that connects people and resources in the geospatial community.

## Strategic Goals and Organization Objectives

- **Goal 1:** Sustain and strengthen the organization
  - a. Ensure financial and staff resources are available to support the organization
  - b. Evaluate and integrate new technologies to support the organization
  - c. Conduct effective marketing to promote the organization
  - d. Offer opportunities for volunteer engagement
  - e. Grow and support membership and chapters
- **Goal 2:** Promote, protect and grow the profession
  - a. Monitor and inform policies and practices related to the profession and society at large
  - b. Facilitate professional conferences and events
  - c. Provide resources that support professional certification
  - d. Contribute to the development and maintenance of best practices
  - e. Promote a diverse and inclusive culture and environment
- **Goal 3:** Support geospatial professionals at all stages of their careers with education and resources
  - a. Support young and emerging professionals and students
  - b. Develop and deliver professional education
  - c. Support leadership and managerial career development

## Competitive Advantage

- Respected identity
- Extensive network domestically and internationally
- Extensive knowledge base
- Experienced and long term staff
- Commitment to diversity, equity and inclusion

## Key Performance Indicators (how we measure success)

- Membership growth and retention
- Increased participation in events
- Increased volunteer participation
- Increase quantity and availability of professional and educational offerings
- Continued fiscal responsibility

## Implementation

- Empower and support committees and task forces as they design and implement operation plans consistent with the Strategic Plan
- Commit to leadership and volunteer accountability
- Identify and develop future leadership
- Monitor progress toward goals and take action to mitigate issues as they arise