



WISCONSIN
LAND INFORMATION
ASSOCIATION

Strategic Plan

Last Update December 2016

Adopted by the Association Membership February 2017

1. Wisconsin Land Information Association – Mission and History

- a. **Who we are:** Founded in 1987, the Wisconsin Land Information Association (herein WLIA) is a grassroots organization with the mission of representing a collection of diverse professionals working to foster the understanding, development and use of integrated land information systems to benefit the citizens of Wisconsin. As the political and technological landscape changes in the State, WLIA must be able to react to the changing environment so it can continue to carry out its mission. The WLIA Strategic Plan is a tool developed to help ensure the organization is meeting the needs of its membership. It also provides the organization the ability to align its organization and budget structure within the organizational priorities, missions, and objectives. The Strategic Plan will be updated on an annual basis.

b. **How we started:**

The concept of an association of land information professionals and concerned citizens had its beginnings as early as 1984 under the "Consortium for the Modernization of Land Records in Wisconsin". The Consortium proposed a statement to Governor Anthony Earl resulting in Executive Order No. 79 signed on August 13, 1985, officially establishing the Wisconsin Land Records Committee (WLRC), which published the "Final Report of The Wisconsin Land Records Committee: Modernizing Wisconsin's Land Records". Two of the recommendations of the WLRC's Final Report were the establishment of the Wisconsin Land Information Board (WLIB) to oversee the State modernization process, also the formation of an Association (WLIA). The Board is no longer in place. In 2015, the administrative rule established the Wisconsin Land Information Council to serve an advisory role to DOA on matters relating to the Wisconsin Land Information Program.

c. **The mission of WLIA is carried out by the following guiding principles:**

- i. **A professional perspective:** Guides the organization to advocate for policies, programs, and decisions that advance the use of land information/geospatial systems statewide.
- ii. **An active ADVOCACY policy:** Support policies and practices that enhance resource sharing and oppose policies and practices that inhibit it.
- iii. **Statewide foundational elements:** Support the development and maintenance of statewide foundational elements that advance the use of land information/geospatial systems.
- iv. **A geospatial network:** Provide guidance and assistance to build and maintain statewide land information/geospatial systems.
- v. **Education:** Support and supply opportunities for members to educate themselves technically and professionally.
- vi. **An independent voluntary association:** Provide a forum in which all land information/geospatial professionals can participate, learn and share ideas.

d. **Membership**

Since 1987, the stakeholders of WLIA have evolved. This evolution has taken place as land information/geospatial systems throughout the state have continued to expand their content and use by many professions. The list includes but is not limited to Federal Agencies, State Agencies, private citizens, private companies, county land information staff, city-town-village representatives, regional agencies, tribal government, elected officials, academia and students.

Goals and Strategies

The following list defines the major strategic goals and associated strategies of WLIA.

Goal: To enhance and continue training on geospatial technology and concepts.

- a. **Strategic Initiatives:** Continue to provide more training and education at the annual conference and regional meetings; Continue to recruit individuals that are experts at a given topic to enhance the training and education sessions. Enhance the training capabilities of the organization by providing more access to technology at the annual conference (i.e., web access); Provide and coordinate access to external training or continuing education; Review out of state training activities and provide information to the membership; Assist in obtaining grant dollars or donations to help offset cost of educational programs. Annually target key events to display the WLIA booth and/or educational materials; continue communicating accomplishments through committee efforts; Continue to support and coordinate training through other organizations in the state.

Goal: Develop a method to evaluate the progress of the Association in meeting its goals.

- a. **Strategic Initiatives:** Development of review process/committee to document progress; Based on the organizational structure, initiatives and budget for the year, update the Strategic Plan annually; Continue the use of structured questionnaires/surveys for input from the membership.

Goal: Retain and recruit membership, and expand participation of the membership.

- a. **Strategic Initiatives:** Develop strategies for each membership area to ensure WLIA is providing or meeting the needs of the membership; Develop programs or incentives to attract new members; Target different focused professional areas on an annual basis to attract new members; Enhance the promotion of the Association to young professionals through scholarships, training, and education.

Goal: Continue to proactively build on our Legislative Advocacy Agenda.

- a. **Strategic Initiatives:** Develop key tasks to for the Legislative Committee; develop guides to help members educate their respective legislators; Track Bills, which affect land information/geospatial activities and respond where appropriate. Develop a document, which highlights the benefits of the Association; Locate and secure legislative champions that help promote the Association's goals. Participate in marketing campaigns such as GIS Day at the Capitol or around the state to educate local and state legislators on the technology. Collaborate with other organizations that have similar legislative activity/needs; Provide recognition for legislators who support the Association; Continue to budget for and utilize a lobbyist for our organization; maintain marketing documents of current priorities for lobbyist to share with legislators; Provide updates or activity reports to the membership on lobbying efforts.

Goal: Deliver professional communication and collaboration both internally and externally.

- a. **Strategic Initiatives:** Provide standard reports in the Association Newsletter; provide a forum for meetings for collaboration with the membership; provide a dynamic and informative website for the membership, our special interest groups, and the public in general.

Goal: Provide support to and advocate for the Wisconsin Land Information Program (WLIP).

- a. **Strategic Initiatives:** Develop, in cooperation with other organizations, strategies that help promote statewide land information/geospatial systems. Develop, or guide the development of, a vision for the State of Wisconsin Land Information Program; Support the Land Information Officers Network and other groups with meeting space at annual and regional meetings; Promote the importance of the WLIP through development of marketing material to show examples of WLIP successes including local government and private sector examples. Encourage continuation of the WLIP Annual Survey at the Department of Administration; communicate with the WLIC.

Goal: Develop a framework, which better enables the use of state geospatial data and systems.

- a. **Strategic Initiatives:** Through the technical committee efforts, develop 'How to Guides' or documentation on key standards and emerging technologies; Continue to address the need for better standards; Identify funding sources to help fund the development and implementation of new data and standards; Continue to be the leader in initiatives for development of usable systems and processes throughout the state.

Goal: Assist in the development and maintenance of a Statewide Data Integration Plan.

- a. **Strategic Initiatives:** Initiate the process of developing a Statewide Data Integration Plan; Develop the outline of the plan; Incorporate all key stakeholders in the development of the Plan; Publish the plan and promote the contents through legislative and executive advocacy; The Plan should take the efforts of the statewide parcel map layer and continue that effort through all of the foundational layers.

Goal: Support the coordination of statewide efforts through cooperation and collaboration with Wisconsin Department of Administration and the Wisconsin Land Information Council.

- a. **Strategic Initiative:** Assist in the continuance of securing the WLIP funding; develop/pursue new funding sources for statewide efforts and continuing the efforts of the Wisconsin Land Information Council through legislation or administrative rule.

The strategic goals of this organization are the basis of its operations and success. These goals need to be met and periodically updated as new initiatives and needs develop. WLIA will survive and endure for years to come if the goals are met and the membership continue to see and reap the benefits of being a member of this great organization.