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.

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

Strategic Goals and Organizational Objectives

Goal 1. Sustain and strengthen the organization
a. Ensure financial and staff resources are able 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 geospatial professionals at all stages of their careers with education and resources
b. Develop and deliver professional education
c. Support leadership and managerial career development

Competitive Advantage
- Respected identity
- Extensive domestic and international network
- 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 quality 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
- Identify and develop future leadership
- Commit to leadership and volunteer accountability
- Monitor progress towards goals and take action to mitigate issues as they arise

Effective March 2020