

PA MAPPS Strategic Plan (06-11-09)

PA MAPPS Mission Statement: "To advocate, promote and unite the private geospatial profession in Pennsylvania".

PA MAPPS Value Statement:

- Foster a favorable business climate
- Create a favorable legislative & regulatory environment
- Promote professionalism in the practice/business
- Increase awareness of PA MAPPS and the geospatial profession within the Commonwealth
- Provide partnering with stakeholders
- Facilitate networking

Goal 1: Enhance and expand market opportunities and improving the business environment for member firms.

Objective A: Promote legislation and government programs that utilize geospatial technologies to solve global, national, state, and local problems.

- Support budget and appropriations for government programs and agencies that enhance the creation of geospatial data for the Commonwealth, through utilization of the private sector.

- Support legislation to create a coordinated, integrated and strategic approach to geospatial applications in the Commonwealth through a state-recognized council that includes representation of PA MAPPS on behalf of the private geospatial community.

Objective B: Promote legislation and public policy that maximizes government utilization of the private sector and reduces and minimizes government sponsored and supported competition in the geospatial market.

- Collaborate with universities, non-profit organizations and government agencies to define each sector's role and responsibilities in the geospatial community in order to assure that such organizations are not engaged in performing commercial activities that result in unfair government-sponsored competition with the private sector.

Objective C: Promote programs and activities that increase the awareness of the general public and targeted stakeholder groups of the role of geospatial technologies in solving societal programs.

- Establish media to promote PA MAPPs (web, blog, twitter, etc.)
- Create a media list and begin issuing news releases.
- Increase presence at PA GIS Conference

Goal 2: Provide effective education programs for workforce development and to increase the knowledge and competency of members' personnel.

Objective A: Educate targeted external publics on PA MAPPs and the geospatial profession.

- Create, promote and disseminate PA MAPPs career brochure.
- Support member firms' participation in school career days.
- Participate in PA's geospatial workforce development initiative.

Objective B: Implement partnerships with PA K-12 schools and universities.

- Implement internship programs for college students in PA MAPPs member firms.
- Implement a visiting, adjunct instructor program for PA MAPPs member firm principals to speak and teach at universities.

Goal 3: Advocate legislation, regulations and government policies that promote professionalism in the geospatial practice and business activities.

Objective A: Seek state legislation to implement, clarify and expand the reach of and enforce use of the qualifications based selection (QBS) process for selection of firms for geospatial services.

- Work with other organizations that support QBS on drafting legislation for introduction in the state legislature to update the mini-Brooks Act, including the definition of services covered.
- Keep member firm principals and client groups educated on the benefits of QBS.
- Implement a public relations strategy to coordinate media articles, presentations and other collateral materials and activities to promote QBS.

Objective B: Promulgate standards of practice, promote technical standards, advocate a code of ethics.

- Work with the state-recognized council to promote standards.
- Promote ethics education and awareness.

Objective C: Support a program for licensing or certification of geospatial professionals.

- Seek clarification from the State Registration Board for Professional Engineers, Land Surveyors, and Geologists on application of current law to licensing for photogrammetrists and other geospatial practitioners.
- Monitor and influence state legislation affecting licensing of geospatial professionals and assure fair and equitable grandfather provisions.
- Support NCEES task force recommendations.
- Inform members of licensing responsibilities and requirements.

Objective D: Create a favorable tax, liability and regulatory environment for geospatial firms in Pennsylvania.

- Investigate the issue of sales tax on aircraft and seek a remedy.
- Monitor administration of the state sales tax to assure continued exemption of photogrammetry-related services.

Goal 4: Encourage and enable members to interact with each other and with stakeholders.

Objective A: Provide a forum for networking and teaming among firms in PA MAPPS.

- Conduct roundtable sessions.
- Host sessions on teaming.

Objective B: Act as a conduit for inter-action between PA MAPPS member firms and universities, government agencies and other stakeholders.

- Expand and improve dialogue between MAPPS and other sectors and organizations (NSGIC, universities).
- Establish formal liaisons.

Objective C: Grow and enhance PA MAPPS as an association and improve its value to the members.

- Represent the majority of private geospatial firms in the Commonwealth through growth of PA MAPPS by actively seeking all qualified companies for membership.
- Increase frequency of PA MAPPS participation in trade shows and user conferences.
- Encourage member recruitment of new members.
- Encourage members to put MAPPS and PA MAPPS logos on their brochures, web pages, etc.