

# MAPPS Strategic Plan – 2014

(adopted 1998, revised 2002, 2006, 2010, 2014)

**MAPPS Mission Statement:** "To promote the geospatial business and professionalism in its practice".

**MAPPS Value Statement:** The foundation of MAPPS as the premier association of private sector firms in the contemporary geospatial profession rests on an essential set of core values that define, inform, and guide our professional practice. These values reflect the history and ongoing development of the profession and have been advanced, expanded, and refined by numerous public policy positions and internal operational activities of MAPPS. Among these are:

- ◆ Provide an **opportunity for networking** and information sharing among and between member firm principals, owners, partners and senior executives.
- ◆ Facilitate **cooperative working relationship** among firms in the marketplace and competition in the free market based on mutual respect and professionalism within applicable laws.
- ◆ Promote **education and lifelong learning**.
- ◆ Promote a **strong, vibrant and capable market** of private geospatial firms in the economy and the provision of services, data and products to government agencies at all levels.
- ◆ Expand the **economic opportunity** for member firms.
- ◆ Promote **professionalism and ethical conduct** by members.
- ◆ Provide **service to the profession**, its clients and the general public.
- ◆ Encourage **social responsibility** in the provision of geospatial services, data and products to improve the quality of life of all citizens and solve societal problems.

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

**Objective A:** 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.

- Work for enactment of the Freedom from Government Competition Act.
- Work for full implementation of the Federal Activities Inventory Reform (FAIR) Act.
- Support the Federal Prison Industries Competition in Contracting Act.
- Strengthen National Highway System Act provision on use of the private sector.
- Expand market opportunities for licensed data products, seek legislation and government policies that recognize private, copyrighted, licensed geospatial data, and enable the use of such data by public entities and the regulation thereof that protects the intellectual property rights of business, monitor and influence intellectual property rights legislation.
- Strengthen the MAPPS Legal Fund to provide a source for political issues advocacy, to retain consultants for special projects, and to take legal action on significant issues.

**Objective B:** Promote legislation and government programs that maximize the utilization of private sector geospatial data, services, and technology to solve global, national, state, and local problems.

- Seek amendments to increase role of geospatial data in government programs (e.g. Endangered Species Act, Clean Water Act).
- Support budget and appropriations of government agencies for programs that have successful track records of utilization of the private sector geospatial firms through QBS contracting.
- Establish, strengthen and promote liaison relationships with government agencies to work cooperatively in implementing the goals and objective of MAPPS in the missions and activities of such agencies.
- Seek a full accounting of Federal government expenditures for geospatial activities and support initiatives to bring economy and efficiency to these activities.
- Seek a market study to determine the size and characteristics of the U.S. and global geospatial market and its impact on the U.S. economy.
- Work for enactment of the Federal Land Asset Inventory Reform (FLAIR) Act, the Map It Once, Use It Many Times Act, Digital Coast Act, and other legislation to authorize the utilization of geospatial data, services, and applications.
- Develop and advocate improvements to Federal geospatial programs, such as the FEMA flood mapping program, National Agriculture Imagery Program (NAIP), and others.
- Seek private sector seats on state GIS councils.
- Seek a reorganization of Federal geospatial activities to better coordinate and utilize geospatial technologies, particularly those from the private sector.
- Support legislation that permits the collection, dissemination, storage, use and application of geospatial data that protects individual citizen privacy without burdensome restriction or regulation.

**Objective C:** Promote programs and activities that increase member firms' ability to compete in commercial and global markets.

- Provide programs to keep member firms informed of and assure access to emerging commercial markets, global markets, existing U.S. Government trade activities and non-governmental organizations (NGO) program.
- Establish a liaison with World Bank, Agency for International Development, Trade Development Agency, United Nations, etc.
- Create MAPPS chapters or affiliates in other countries or continents.

**Objective D:** Increase market awareness of MAPPS member firms' capabilities through various means of communication.

- Continue to improve and promote Web site & capabilities profiles.
- Increase frequency of news releases, improve other media outreach, expand use of digital/social media.

**Objective E:** Advocate improvement in the operational environment for aerial survey missions.

- Work with FAA and TSA to assure continued recognition and fair treatment of aerial survey operations.
- Seek fair and equitable treatment of private sector interests in the operation of unmanned aerial vehicles in U.S. airspace.
- Seek a fair and efficient FAA regulatory process for LIDAR installations and operations.
- Educate members and promote safety in aerial operations, including but not limited to safety management systems

**Goal 2:** Advocate legislation, regulations and government policies that promote and enforce use of the qualifications based selection (QBS) process for selection of firms for geospatial services.

**Objective A:** Educate legislators, government employees, end users and the market on QBS.

- Provide assistance to member firms on enforcement of existing QBS laws and regulations.
- Take appropriate legislative, administrative or legal action to assure proper enforcement of QBS.
- Work with other like-minded organizations in state QBS facilitator programs and participate in other activities to promote QBS.
- Implement a public relations strategy to coordinate media articles, presentations and other collateral materials and activities to promote QBS.
- Develop education and training materials for public agency personnel to further the understanding and utilization of the QBS process.

**Objective B:** Work with agencies on enforcement of existing QBS law and regulation.

- Seek revision to the GSA Schedules to remove QBS violations and enforce proper use of schedule contracts.
- Seek a QBS compliant schedule for A/E, including geospatial, services.

**Objective C:** Seek Federal and State legislation to implement, clarify and expand the reach of QBS for geospatial services.

- Work with COFPAES on drafting legislation for introduction in Congress to update the Brooks Act, including the definition of services covered.
- Promote legislation to include QBS in legislation affecting Federal agencies not fully utilizing or embracing QBS.
- Initiate and support legislation requiring QBS by state and local recipients in Federal grant programs.
- Promote and support legislation to require QBS when prime contractors select geospatial firms as subcontractors.
- Keep member firm principals informed, and work with other organizations, to promote mini-Brooks Act legislation in the state legislatures.

**Goal 3:** Advocate improvement of the business practices of members.

**Objective A:** Promulgate standards of practice and technical standards, enforce the code of ethics, and publish surveys and other information on the geospatial business.

- Explore methods for enforcing code of ethics.
- Promote MAPPS standard contract language as a resource for member firms.
- Maintain third party partner with MAPPS on business data surveys for publication and sale every 3 years.
- Promote ethics education and awareness.

- Promote QBS and implement the actions of Goal 2.

## **Goal 4:** Improve business and professional image of member firms and MAPPS.

### **Objective A:** Support a program for licensing of geospatial professionals.

- Monitor and influence state legislation affecting licensing of geospatial professionals and assure fair and equitable grandfather provisions, keep members informed of such legislation, monitor and keep members informed of licensing opportunities in states once legislation is enacted, and assure that implementation of such licensing programs are fair and equitable.
- Support NCEES task force recommendations.
- Seek a uniform, national license for photogrammetrists and other geospatial practitioners.
- Inform members of licensing responsibilities and requirements.

### **Objective B:** Implement programs to recognize exemplary practice in geospatial.

- Grow and expand the Awards Program, with active support and volunteer help from the membership.
- Encourage member firms to publish in trade press on projects, standards of practice, etc.

### **Objective C:** Educate targeted external publics on MAPPS and the geospatial profession.

- Support member firms' participation in school career days.
- Participate in Labor Department's geospatial workforce development initiative.
- Develop web site content promoting the profession and applications.

### **Objective D:** Promote MAPPS and its activities as constructive contributors to the overall profession and society.

- Promote the education, networking and other work of value conducted at MAPPS meetings.
- Promote the benefits of full and open competition under QBS as providing the best return on investment for clients.
- Seek opportunities to work with other geospatial associations.

## **Goal 5:** Encourage and enable members to interact with each other and with stakeholders.

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

- Implement effective roundtable sessions when appropriate.
- Host sessions on teaming.
- Promote networking, teaming and business-to-business relationships among MAPPS members, including between small and large business member firms.
- Partner with other geospatial associations to create a larger national conference and exposition that is independent of any individual firm's user conference.
- Review MAPPS conferences to assure their responsiveness to member needs.

### **Objective B:** Act as a conduit for inter-action between MAPPS member firms and universities and government agencies.

- Expand and improve dialogue between MAPPS and other sectors and organizations (COGO, NSGIC, UCGIS, universities).
- Expand and improve agency liaison committees.

## **Goal 6:** Provide effective education programs for members to increase the knowledge and competency of their personnel.

### **Objective A:** Implement programs to keep members informed of emerging technologies and methods.

- Sponsor programs and partner with other organizations to educate member firm principals on technology, markets and management methods.
- Enhance sessions at MAPPS meetings and seek additional subjects for specialty conferences.
- Solicit member input on speakers and topics at MAPPS meetings.
- Increase participation of MAPPS Associate Members in presentations and education programs at MAPPS meetings.
- Encourage more member involvement in sharing knowledge and contributing to the body of knowledge in the membership as speakers at MAPPS meetings.
- Explore developing a continuing education program for members who are licensed professionals that would be accepted by all states for the members' required continuing education units (CEUs) to maintain their professional license.

### **Objective B:** Implement partnerships with universities on post secondary and continuing education and on defining the respective roles of universities and private firms.

- Implement internship programs for college students in MAPPS member firms and recognize firms that do so.
- Implement a visiting, adjunct instructor program for MAPPS member firm principals to speak and teach at universities.
- Mitigate university activities that unfairly compete with private geospatial firms and work with universities to develop understandings as to the proper, respective roles of universities and the private sector in geospatial activities.
- Promote "best practices" models of university programs that abide by the proper roles of universities and private firms.
- Encourage MAPPS member firm principals to sit on university advisory committees.

**Objective C:** Attract the future leaders of firms and MAPPS in the association through professional development programs

- Develop a program to engage middle management employees of member firms to become active participants in MAPPS
- Establish a leadership development program to prepare younger middle managers for a pathway to principal in their firms and as future leaders in MAPPS.

**Goal 7:** Grow and enhance MAPPS as an association and improve its value to the members.

**Objective A:** Represent the majority of private geospatial firms through growth of MAPPS by actively seeking all qualified companies for membership.

- Increase frequency of MAPPS exhibits at trade shows and user conferences.
- Encourage member recruitment of new members.
- Maintain a "member-get-a-member" campaign.
- Encourage members to put MAPPS logo on their brochures, web pages, etc.
- Promote "Buy MAPPS" to encourage business-to-business commerce between members.
- Develop prospect lists and create and maintain a comprehensive database of geospatial firms.
- Highlight members' success stories and testimonials on benefits of membership.
- Continue to broaden membership to firms in all geospatial disciplines and recruit more members and associate members in these disciplines.
- Improve the process of welcoming and integrating new members into the organization.
- Increase the number of, membership in, and effectiveness of MAPPS state or regional chapters.
- Use social media, website, webinars and other forums to engage members.
- Review the membership structure to provide fairness and equity and to recognize changes and trends in the nature and structure of firms in the community.
- Conduct a comprehensive review of all MAPPS programs, structure and activities to remain relevant and valuable to members.

**Objective B:** Increase non-dues income.

- Explore benefits programs/business services (e.g. E&O insurance, aviation insurance).

**Objective C:** Strengthen MAPPS committees and provide increased opportunities for member participation.

- Provide more information to members on committees, members, and activities
- Seek member input on new committee and task forces that are needed to address issues affecting the membership.
- Set annual goals for member contributions to the MAPPS PAC.
- Promote participation in the MAPPS Aviation Legal Plan.