

## Strategic Planning Committee

(01 August 2014?)

### VISION:

Global development and application of imaging and geospatial information improves decision-making, sustains communities, and enhances quality of life.

### MISSION:

To promote and advocate imaging and geospatial science for informed, scientifically-valid, and technologically sound observations of Earth conditions and trends that lead to improved and effective decision-making.

### CORE VALUES:

- Adoption and practice of the scientific method advances imaging and geospatial science and technology.
- Development and dissemination of guidelines and standards facilitates accessible and reliable use of imaging and geospatial information.
- Development of new imaging sensors and platforms improves applications by practitioners.
- Expansion of a diverse community of geospatially literate students and professionals sustains our community.
- Adherence to ethical standards strengthens student learning and professional practice.
- Advocacy of relevant imaging and geospatially-relevant policies promotes sustainable development and use of Earth resources.

### GOALS

#### **I. ADVANCE KNOWLEDGE AND UNDERSTANDING OF IMAGING AND GEOSPATIAL SCIENCE AND TECHNOLOGY**

#### Action Items:

- Assess member evaluation of technical publications, educational programs, and communications on annual or semi-annual basis.
- Support and strengthen the full educational progression from K-12 and post-secondary education to professional certification.
- Maintain, promote, and improve the value, accessibility, and sustainability of technical publications, educational programs, and communications.
- Organize periodic technical exchanges, networking, and social interactions.
- Adopt ISPRS style of peer-reviewed conference publications.
- Encourage innovation and invention within the imaging and geospatial community.
- Investigate publishing a web-based, non-peer reviewed periodical attractive to advertisers.

#### Performance Metrics:

- Surveys will be used and actions implemented based on survey data analyses.

- Journal citation metrics for *Photogrammetric Engineering and Remote Sensing* (PE&RS) will stabilize and moderately increase.
- Publication advertising and sales will increase among a broader audience using a web-based, non-peer reviewed periodical.
- Increased number of quality contributions and more interest in attendance at ASPRS-sponsored meetings.
- Advanced web-enabled technologies promotes national, regional, division, and committee activities.

**II. PROMOTE THE ETHICAL DEVELOPMENT AND APPLICATION OF IMAGING AND GEOSPATIAL DATA AND INFORMATION**

Action Items:

- Increase outreach, awareness, and use of imaging and geospatial data and information.
- Promote and strengthen student and professional education, certification, and licensure.
- Develop standards and guidelines for the use of geospatial technologies.

Performance Metrics:

- Webinars and workshops will be developed and delivered by technical divisions.
- Certification, recertification, and geospatial internships will increase.
- Guidelines will be published and standards promoted by appropriate divisions.

**III. ENHANCE PUBLIC AWARENESS, APPRECIATION, AND ADOPTION OF IMAGING AND GEOSPATIAL INFORMATION**

Action Items:

- Constructively engage in the development and promotion of U.S. and international geospatial policies.
- Cooperate and collaborate with associated geospatial organizations.
- Promote and encourage awards and scholarships through individual and collective action of national and regional entities of the organization.

Performance Metrics:

- Leadership encouragement and support will be provided for ASPRS members to serve on one or more ISPRS commissions and the ISPRS Council.
- Volunteer and staff leadership will actively represent ASPRS through participation in quadrennial ISPRS Congresses.
- Members will contribute to geospatial organizations directly relevant to ASPRS mission.
- Award and scholarship process will be conducted by national staff in cooperation with national and regional volunteers.
- Annual contributions from ASPRS to the ASPRS Foundation will be used to encourage membership contributions, especially emeritus members, to the Foundation.

#### **IV. PROMOTE REPRESENTATION OF INDUSTRY, GOVERNMENT, AND ACADEMIC INTERESTS IN IMAGING AND GEOSPATIAL SCIENCE AND TECHNOLOGY**

##### Action Items:

- Promote governance and leadership of national and locally based entities of organization.
- Stabilize, then grow, membership and membership participation in organization.
- Optimize financial stability and growth of organization.

##### Performance Metrics:

- Recruitment and retention of student and professional members will improve from **(2014?)** baseline.
- Student, regular, and sustaining membership will be stabilized then sustained at **1%** growth per year or higher.
- Maintain, or exceed, Society financial reserves at **70%** of annual operating costs.
- Tangibly empower support staff to advance goals of the organization.