Strategic Planning for Enterprise GIS

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Outline

- Strategic thinking
- Strategic plan
- Strategic plan development process
- Mission and vision
- Goals
- Enterprise GIS structure
- Critical success factors and risks
- Initiatives/projects
- Collaboration
Strategic thinking

Strategic thinking:
• Vision
• Opportunities to serve better
• Problem solving for the organization

Set stage:
• Collaboration to have ideas and organizational buying-in
• Analyze and understand business environment and strategic objectives

Apply the skills to generate results:
• Identify relationship, patterns and trends
• Think creatively unleash the imagination
• Analyze efficiently
• Set priorities – establish clear realistic timelines
• Make trade-offs
Develop strategic plan to:

- Serve as a guide for present and future implementations related with GIS at SARA
- Set and update the direction for GIS at SARA inline with the organizational mission, vision, and direction, and changes
- Outline needs, goals, objectives, and actions (realized through initiatives, projects, and other activities) for GIS and to provide future perspective
Strategic plan

A document that summarizes:
• Why an organization exists
• What it is trying to accomplish
• How it will go about doing so
SARA GIS Master planning process

- Start-up
- Preliminary planning
- Strategizing
- Authoring
- Implementation, monitoring/control and marketing
Enterprise GIS

Enterprise system for GIS:

- Address collaborative data use, sharing and standardization
- Achieves the best use of resources in a time/cost efficient manner
- Integrates spatial data and technology and others
- Combines centralized management with decentralized use
Contents of the master plan

- Introduction
- Executive Summary
- Preface, background and definitions
- Mission & vision statements
- Goals and objectives
- Critical strategies, success factors, risks
- Initiatives and projects
- Collaboration
- Appendices
Question for the SARA GIS

What GIS is for at SARA?
Mission & vision statements

- Mission Statement
  - What we do today
- Vision Statement
  - Where we want to be in the future
  - You define future – 1 year, 3 years, 5 years...
Mission statement

- Indicate who is forming SARA GIS, What GIS do, What you stand for (purpose, business, and values).
- Best developed with input from all the SARA GIS users.
- Tend to be 3-4 sentences long.
- Should be able to tell your organization’s GIS story and ideals in less than 30 seconds.
SARA GIS mission statement

SARA GIS will:
implement, maintain an eGIS

With:
Associated database
Applications
Other components

Using:
Accurate, reliable and consistent geospatial data

Through:
The coordination with the departments, and to the extent possible county and city and other government entities

As:
A strategic resource for the authority, area citizens, industries, local, state, and federal governments
Vision statement

**Vision** (the envisioned goal) and other components of a Strategic Plan provide the critical direction to the SARA GIS for operational planning and implementation
SARA’s GIS **vision** is encompassed by SARA’s beliefs, which:

- Meet organizational goals
- Are a statement of GIS values inline with SARA values
- Are a public/visible declaration of SARA GIS’s expected outcomes
- Precise and practical
- Guide the actions of all involved
- Reflect the knowledge, philosophy, and actions of all
- Key component of strategic planning
Developing the vision statement

Brainstorming with the team

• What you would like to accomplish in the future
• Discuss and write down the values that are shared in pursuing that vision
• Ask one or two volunteers to take the information and write the vision statement
• Review and agree on the results
SARA GIS vision statement

SARA GIS

Will:
Integrate eGIS into the SARA departmental workflows and business processes

To:
Support effective and efficient decision making within the authority

By:
making GIS data and technologies available at various levels for the authority personnel and for the public

Will:
Evolve and enhance the eGIS to make the SARA a regional and a national leader in leveraging eGIS to benefit the authority, area organizations, state, federal agencies, and the public
Aligning GIS with the SARA Strategic Plan

- Identify in what ways your GIS impacts or can impact the SARA goals through current and new programs, products, and services
  
- Enhance community appreciation for the environmental resources of the San Antonio River and its tributaries
- Promoting recreational value of the river
- Deliver valued public service
- Ensuring our responsiveness to basin communities
- Providing exceptional service
Aligning GIS with the SARA Strategic Plan

- Advance a sustainable environment
- Supporting human and environmental needs
- Promoting quality of life
- Exemplify environmental leadership, stewardship and expertise

- Leading by example:
  - Applying our specialized knowledge as environmental stewards
- Develop successful employees

- Working together
- Learning from each other
Goals

- Provide overall direction, vision, general structure, organization, standards, tools, training for eGIS inline with SARA’s mission, vision, and goals
- Provide timely, accurate, and meaningful eGIS data, analysis, mapping capabilities, database, and applications
- Improve/enhance access to SARA eGIS
- Use and integrate eGIS technology at various levels to continuously improve efficiency and increase productivity
- Provide guidance, leadership to implement and support the SARA eGIS
- Coordinate activities and projects within SARA related to eGIS and provide support for these projects
- Provide training and technical/user support on eGIS and its applications for SARA departments
- Attract, retain, and develop a core-group of specialized GIS professionals and help provide career development opportunities
Enterprise GIS structure

GIS PROGRAM

- WATERSHED MANAGEMENT
- PLANNING AND DEVELOPMENT
- UTILITIES
- ENVIRONMENTAL SERVICES
- REAL ESTATE
- ENGINEERING
Strategies, critical success factors and risks

- GIS and related data usable and reliable
- Centralized GIS functions
- Customer driven – Business need driven
- Long-term business model and strategy
- Leverage automation and technology
- Stakeholder based decision making process
Initiatives and projects

- ArcGIS server implementation
- Downstream GIS application
- Virtual watershed
- User coordination, support and training
- Others
Collaboration

Collaboration with:

- Local entities
- State entities
- Federal entities
- Others
Thank you!!!

Any questions???

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