Workforce Development Planning:
A People Strategy for Organizations

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This presentation is part of the GIS Manager Track

- All sessions are in SDCC Ballroom 20A
- **Wednesday**
  - 8:30-9:30AM – Enterprise GIS Strategic Planning for Success
  - 10:00-11:00 AM – Architecting the ArcGIS Platform: Best Practices
  - 1:00-2:00 PM – Communicating the Value of GIS
  - 2:30-3:30 PM – Workforce Development Planning: A People Strategy for Organizations
- **Thursday**
  - 8:30-9:30 AM – Increase GIS Adoption by Integrating Change Management
  - 10:00-11:00 AM – Supporting Government Transformation & Innovation
  - 1:00-2:00 PM – Governance for GIS
  - 2:30-3:30 PM – Moving Beyond Anecdotal GIS Success – An ROI Conversation
Agenda

- What is a Workforce Development Plan
- Patterns of GIS
- Types of Training
- Esri Training Web Site
- Q & A
Workforce Development Plans
What is a workforce development plan?

A strategy-driven learning plan that aligns training resources to your organization’s vision and goals to ensure the roles in your workforce have the skills to execute on leveraging the ArcGIS Platform.
The Road Ahead

Incremental Software Release

Continuous Online Improvements

2018
- Focused on Quality, User Needs, and Innovation

2017
- 10.6.1 Pro 2.2
- Crowdsourcing
- Real-Time Utility Networks
- Volumetric Data
- Ortho Mapping
- Spatiotemporal Microservices
- Massive Point Clouds
- Big Data
- 3D Cities
- Distributed GIS
- Very Fast Display
- Augmented Reality
- AI
- IoT
- Smart Mapping
- Machine Learning
- 3D
- Space/time Visualization
- Imaging
- GeoAnalytics
- Web Raster Analytics
- Urban Design
- Citizen Engagement
- Microservices
- Solutions
- Spatial Statistics
- Metadata
Training for Your People
Focus on Your Most Valuable Asset
Benefits of a Workforce Development Plan

- Customized Training Plans
- Defined GIS roles and responsibilities
- Training aligned with goals and objectives
- Deploy training resources effectively
- Easy access to training materials and information
- Goals identification
- Business case for GIS investment

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Basics of GIS

- Introduction to GIS Using ArcGIS (2 days)
- ArcGIS Pro: Essential Workflows (3 days)
- User Workflows for ArcGIS Online Organizations

E-Learning

- Getting Started with GIS
- Referencing Data to Real-World Locations
- Finding Geographic Data in ArcGIS
- Solving Spatial Problems Using ArcGIS

Additional Resources

- Learn ArcGIS Tutorials
Instructor-led courses
- Introduction to GIS Using ArcGIS (2 days)
- ArcGIS Pro: Essential Workflows
- Managing Geospatial Data in ArcGIS
- Spatial Analysis with ArcGIS Pro
- Get Started with Insights for ArcGIS
- Creating Story Maps with ArcGIS
- Introduction to Geoprocessing Scripts Using Python

E-Learning
- Preparing to Perform Analysis Using ArcGIS Pro
- Spatial Analysis and Modeling with ArcGIS Pro
- Spatial Analysis with ArcGIS Online
- Introduction to ArcGIS Maps for PowerBI
- Going Places with Spatial Analysis – Esri MOOC
Instructor-led Courses:
- Introduction to GIS Using ArcGIS (2 days)
- Configuring Web Apps Using Web AppBuilder for ArcGIS
- Introduction to Web Development Using ArcGIS API for JavaScript
- Introduction to Geoprocessing Scripts Using Python

E-Learning Resources:
- Python for Everyone
- ArcGIS App Strategies
- Basics of JavaScript Web Apps
- Extend ArcGIS Pro Functionality with Add-ins
- Building 3D Web Apps with ArcGIS API for JavaScript
Workforce Development Planning Process

- **Address Strategy**: Document the alignment of your GIS program and workforce roles with your organization’s mission and objectives.
- **Analyze Resources**: Evaluate options to develop the skills and knowledge needed to successfully perform each workforce role.
- **Achieve Objectives**: Create an actionable plan to build and institutionalize the workforce capabilities needed to achieve your strategic objectives.
Investment in Training and Project Success

Project success rate

- 20%  
- 50%  
- 80%

30% increase

2%  
4.75%  
6.25%

Project budget dedicated to training (%)

Three Levels of Engagement

- **Individuals**
  - Roles
  - Training Recommendations

- **Departments**
  - Project based
  - Short-term Training Plans

- **Enterprise**
  - Strategic objectives
  - Workforce Development

Planning for the Organization
Patterns of GIS
ArcGIS®

COMMON PATTERNS OF USE

Mapping & Visualization
Understand locations and relationships with maps and visual representations

Data Management
Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility
Manage and enable a mobile workforce to collect and access information in the field

Monitoring
Track, manage, and monitor assets and resources in real time

Analytics
Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning
Evaluate alternative solutions and create optimal designs

Decision Support
Gain situational awareness and enable information-driven decision making

Constituent Engagement
Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration
Empower everyone to easily discover, use, make, and share geographic information
ArcGIS Enterprise Core Curriculum

What is GIS?

Data Management

Mapping and Visualization

Sharing & Collaboration

Scripting and Development

Design & Planning

Field Mobility

Migration to ArcGIS Pro

Building Apps

ArcGIS Enterprise Capabilities

New users

Existing ArcGIS Desktop users

Developers

esri.com/training
**General Courses for Collaboration**

- Sharing Content on the Web
- User Workflows for ArcGIS Online Organizations

**Manage the Enterprise**

- ArcGIS Enterprise: Configuring a Base Deployment
- ArcGIS for Server: Site Configuration and Administration
Types of Training
Types of Training Resources

Instructor-led Courses
• 1, 2, or 3-day training course with instructor
• Public or private, onsite or online

Web Courses
• Self-paced online, available 24/7
• Hands-on activities and exercises

Training Seminars
• 60-minute recorded technical presentations
Understand business priorities and key initiatives

Capture current workflows that leverage maps and GIS

Understand current GIS deployments and related technical architectures

Review future plans/ideas for maps and GIS
Training Resources Available to Your Organization

- 500+ Resources
- Live Instructor – online or onsite, public or private
  - Web Courses – self-paced, 24/7
- Training Seminars – 45/60 min video presentations
- Create, copy, share, and assign learning plans
Engaging with Esri Training
Value of Esri Certification

- 66% of managers believe that certifications improve the level of support and service of IT end-users and customers. (CompTIA Survey, June 2009)

- 77% of certified individuals are likely to pursue another Esri Technical Certification. (Esri Certified Survey, June 2017)

- 76% of certified individuals believe their Esri Technical Certification positioned them for career advancement. (Esri Certified Survey, June 2017)
Validate Your Skills Today

- **Omni Hotel San Diego**
  675 L St.
  Room: Gaslamp 1
  San Diego, CA, 92101
  Phone: (619) 231-6664

- Tuesday, July 10 8AM – 5PM
- Wednesday, July 11 8AM – 5PM
- Thursday, July 12 8AM – 3PM
Online Course Catalog

Benefits of a Workforce Development Plan
Questions?
Please Take Our Survey on the App

Download the Esri Events app and find your event.

Select the session you attended.

Scroll down to find the feedback section.

Complete answers and select “Submit.”
Training Services Sessions

• **Tuesday – July 10, 2018**
  - 5:15-5:35 PM - Engage the Entire Enterprise with GIS Esri Showcase: Implementing ArcGIS Spotlight Theater

• **Wednesday – July 11, 2018**
  - 10:00-11:00 AM - Driving GIS Adoption through Organizational Change Management: Room 17 B
  - 1:00-1:20 PM - Understanding the Value of Esri Technical Certification: Esri Showcase: Implementing ArcGIS Spotlight Theater
  - 2:30-3:30PM - Workforce Development Planning: A People Strategy for Organizations : Ballroom 20A
  - 4:00-4:20 PM - Why Now? Establishing Urgency for Training: Esri Services Expo Spotlight Theater

• **Thursday – July 12, 2018**
  - 8:30-9:30 AM - Increase GIS Adoption by Integrating Change Management: Ballroom 20 A
  - 4:00-5:00 PM - Driving GIS Adoption through Organizational Change Management: Room 14 A
Training Pass Days

- A convenient, cost-effective method to purchase GIS training from Esri.
- Simplifies budget planning, secures guaranteed pricing, and eliminates the need to obtain individual purchase approvals throughout the term.
- Flexibility allows organizations to efficiently prepare teams for upcoming projects, equip their workforce with important knowledge and skills, and achieve the full business benefits of the ArcGIS platform.

**Build a Training Plan**
Work with an Esri training consultant to determine the right number of training days for your organization needs.

**Streamline Purchasing**
A Training Pass secures guaranteed pricing for all the training you need. You pay once simplifying budget planning and eliminating the need for individual purchase approvals.

**Access Training**
Redeem your training days for instructor-led classes, coaching services, and Esri Technical Certification exam vouchers.