Executive/Elected Official Sponsorship of GIS

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Special Guests

- Katrina Scarborough – Osceola Co., FL Property Appraiser
- Tyson Fettes – Racine Co., WI Register of Deeds
- Eddie Canon – Cobb Co., GA Support Services Agency Director
Themes

• Executive/Elected Official sponsorship of GIS is one of the critical ingredients to a successful enterprise GIS.
• They must understand the value GIS brings to the organization.
• They can be GIS users.
• They want your help and need your help, they may not know that.
• Often they do not know what to ask for, so you need to provide them with apps, then get direction.
Understand how GIS can contribute to your organization’s success

• How does your organization define success?
  - Strategic Plan
  - Initiatives
  - Goals, Objectives, Policies
  - Performance Management (Key Performance Indicators)
  - Smart Community

• Talk to leaders
  - Vision
  - Pain
  - Learn their business and deploy solutions that further vision and reduce pain

• Make executives GIS users (think dashboards…)
Questions

- When, and how, did you first become aware of GIS?
- Are you personally involved with your GIS operations?
- What value does GIS bring to your organization?
- What sold you on the value of GIS?
- How should the value of GIS be explained to others?
- What else do you want to accomplish with GIS?
- Is it critical to connect GIS projects with ROI?