

A light blue map of King County, Washington, is centered on a tan background. The map shows the county's irregular shape and includes some internal details like water bodies and major roads.

Putting GIS to Work in King County

**Creating a Successful
GIS Education Program**

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King County

GIS Center

What is the most important asset in your GIS program?

- ◆ Enterprise data
- ◆ Hardware
- ◆ Software
- ◆ Best practices / standards (procedures)
- ◆ *Educated People!*

Why GIS education?

- ◆ Share the vision
- ◆ Anyone “CAN” learn!
- ◆ Learn to teach - multiple learning styles

Find your balance

- ◆ ESRI courses
- ◆ Custom courses
- ◆ Free workshops
- ◆ Use surveys to identify unmet needs

Support Software Migration (NEW)

- ◆ Survey GIS Decision Makers
- ◆ Survey Potential Students
- ◆ Categorize Students by Educational Needs
- ◆ Create a Training Curriculum Workgroup
- ◆ Redesign Custom Courses to Support Software Migration & Continuous Professional Development

Adapt IT training facilities for GIS education

- ◆ RAM
- ◆ Operating system
- ◆ Disk space
- ◆ Video cards
- ◆ System admin procedures which install the right software
- ◆ System admin procedures which deal with student data after class

Set up a year-long schedule

- ◆ Resistance is futile - set up your full year schedule
- ◆ Reserve rooms & equipment
- ◆ Make it easy for clients to spend money & time with you
- ◆ Make it possible to fill future courses well in advance

Get the word out

- ◆ Use the Web
- ◆ Use e-mail
- ◆ Make announcements at professional meetings
- ◆ Be a living sign....

Potential students must be able to:

- ◆ **Check your website for course descriptions**
- ◆ **Check prices on a registration page**
- ◆ **Download a registration form and send it in with payment (fax or mail)**

Create a fee structure that works

Cover the Costs!

- ◆ Administration
- ◆ Room rental
- ◆ Course materials: books & photocopying custom materials
- ◆ Your certification time
- ◆ Your course prep
- ◆ Internal / external marketing
- ◆ Multiply time spent by your hourly rate
- ◆ Apply your formula
- ◆ Bamm! You've got a fee structure that covers your costs



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Support former students

- ◆ Be accessible
- ◆ Promote continuous self-education
(ie. ESRI Virtual Campus)
- ◆ Create a Knowledge Base (FAQs)
- ◆ Conduct free workshops

Be receptive to feedback

- ◆ **Surveys**
- ◆ **Phone**
- ◆ **E-mail**
- ◆ **Be ready, willing, and able to solve all registration issues**

CANI: Continuous & Never-Ending Improvement

- ◆ **Each year focus on one aspect to up level**
- ◆ **Train the trainer**
- ◆ **Take GIS / IT courses**
- ◆ **Learn from the best!**

For additional information please contact:

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