



# Workforce Development Planning: A People Strategy for Organizations

Justin Kruiuzenga, Training Consultant

Andrew Sharer, Training Consultant

**GIS  
INSPIRING  
WHAT'S  
NEXT**

# 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

The image features a dark teal background with a white title 'Workforce Development Plans' centered horizontally. The design is enhanced with abstract geometric elements: a cluster of overlapping lines in teal, blue, and red in the top-left corner; a faint, light-colored grid pattern in the bottom-right; and several thick, diagonal bars in shades of orange, yellow, and light green in the bottom-right corner. The overall aesthetic is modern and professional.

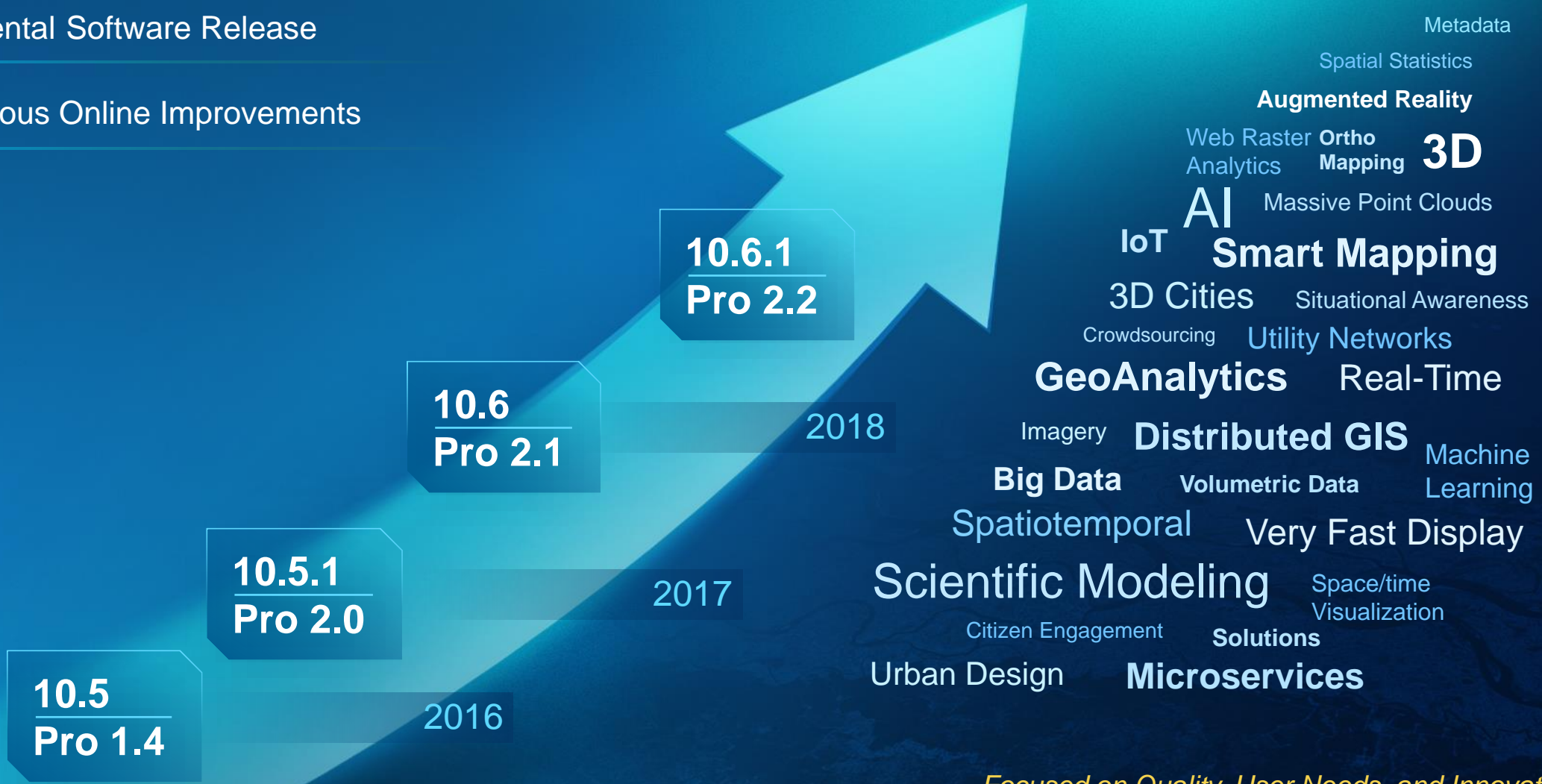
# What is a workforce development plan?

**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



... Focused on Quality, User Needs, and Innovation



# Training for Your People

Focus on Your Most Valuable Asset



# Benefits of a Workforce Development Plan







## New to GIS

### 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



# GIS Analyst

## 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



# GIS Developer

## 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

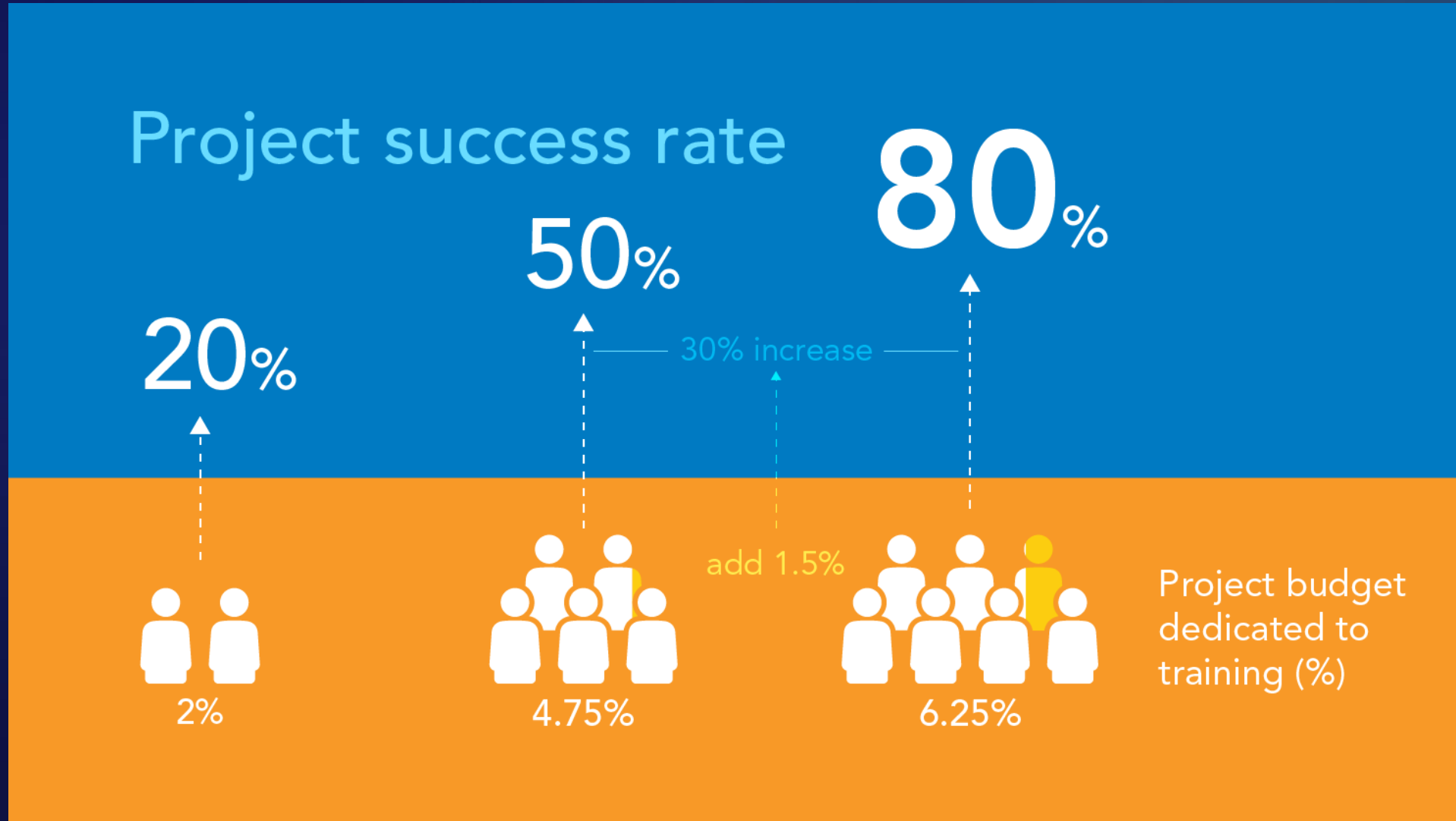
Create an actionable plan to build and institutionalize the workforce capabilities needed to achieve your strategic objectives.



Document the alignment of your GIS program and workforce roles with your organization's mission and objectives.

Evaluate options to develop the skills and knowledge needed to successfully perform each workforce role.

# Training: Investment in Training and Project Success



# 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

The background features a dark blue gradient with abstract geometric patterns. On the left, there are thin, overlapping lines in shades of teal and orange. On the right, there are larger, more complex shapes, including a prominent orange and red area with a grid-like pattern, and several dark blue and teal rectangular blocks. The overall aesthetic is modern and technical, consistent with the GIS theme.

# 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







## **Data Collection and Management**

### **Working with Data**

- ➔ Creating and Editing Data with ArcGIS Pro
- ➔ Managing Geospatial Data in ArcGIS
- ➔ Field Data Collection and Management Using ArcGIS

### **Managing Enterprise Geodatabases**

- ➔ Deploying and Maintaining a Multiuser Geodatabase
- ➔ Implementing Versioned Workflows in a Multiuser Geodatabase
- ➔ Distributing Data Using Geodatabase Replication



## Collaboration and Sharing

### 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

The background is a gradient of dark blue to teal. On the left, there are several diagonal lines in shades of teal and orange. On the right, there are more complex geometric shapes, including a large orange shape with a grid pattern, and several diagonal lines in teal, orange, and yellow.



# 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

# Training

## Workforce Development Planning - Goals

- ✓ 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





## Esri Training 2017–2018

Your Location for Lifelong Learning | Instructor-Led Courses  
Esri Course Catalog



# Engaging with Esri Training

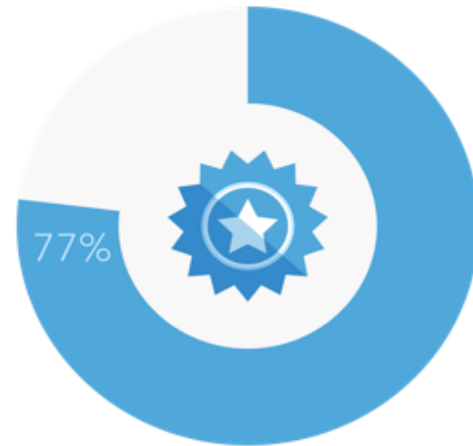


# Value of Esri Certification



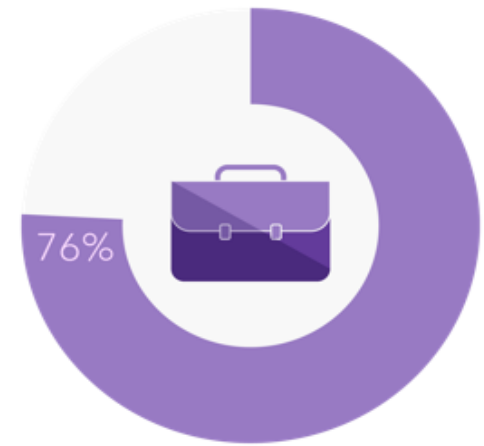
of managers believe that certifications improve the level of support and service of IT end-users and customers.

*CompTIA Survey, June 2009*



of certified individuals are likely to pursue another Esri Technical Certification.

*Esri Certified Survey, June 2017*



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?**

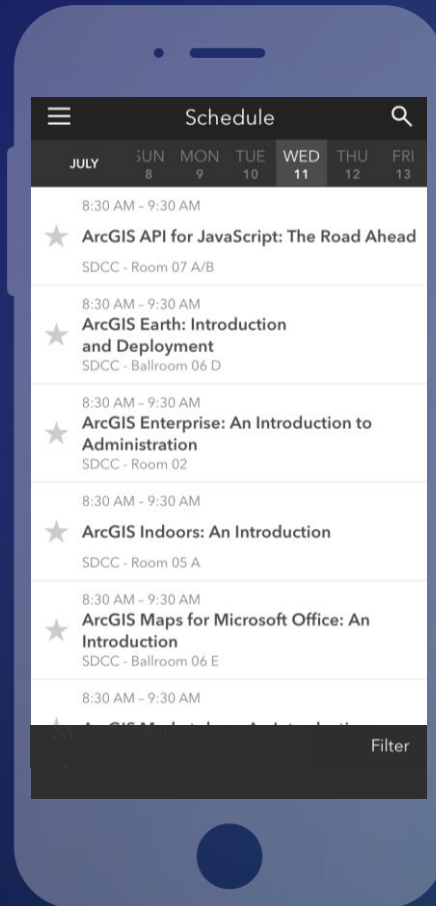


# Please Take Our Survey on the App

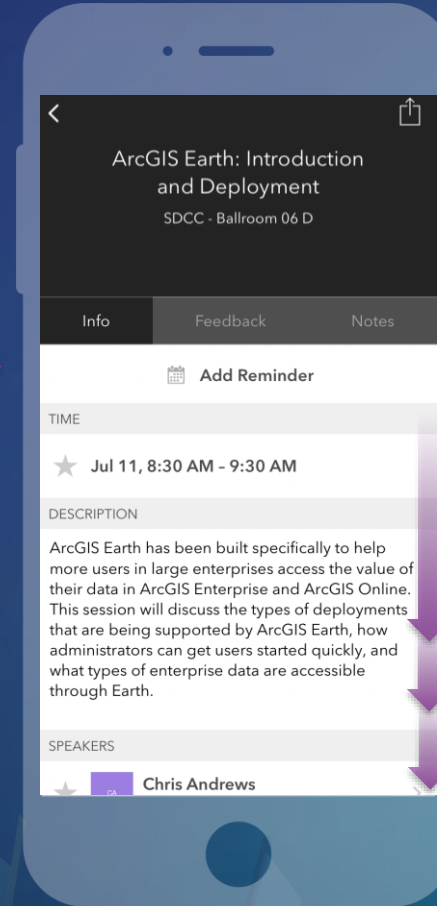
Download the Esri Events app and find your event



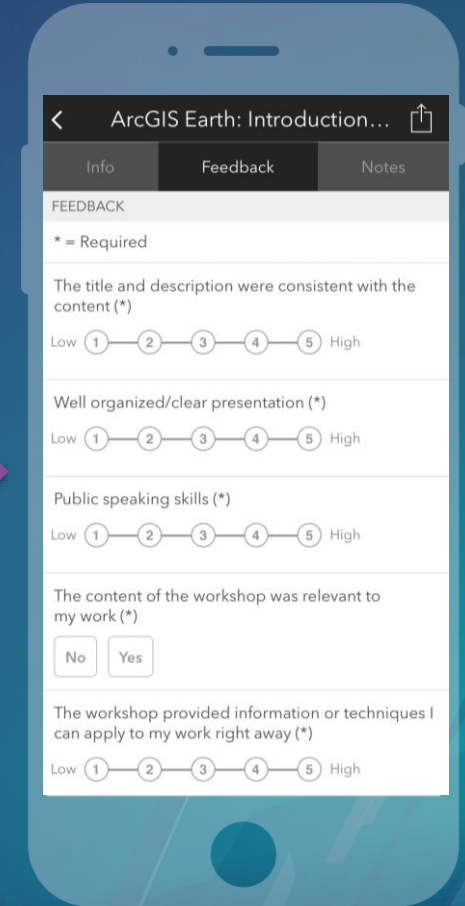
Select the session you attended



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.



esri

THE  
SCIENCE  
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WHERE