

ASSESSING AND ANALYZING

RECOMMENDED TASK 9

VISION, MISSION AND GOALS

1. Purpose

The Integrated Geospatial Information Framework has Vision and Mission statements and eight Goals. These may be adopted by countries for their own purposes to align with their geospatial information strategies and national priorities.

Alternatively, countries may have existing goals they would prefer to use or would like to establish their own specific goals for integrated geospatial information management.

Countries will wish to establish their own vision, mission and goals when:

- the vision, mission and goals need to be aligned specifically to the strategic initiatives and priorities of government. This is important. The vision and mission statements, and goals need to inspire and motivate united action.
- the goals need to be realistic, manageable, achievable and appropriate to a country's current situation. This may mean breaking goals down into shorter term goals that can be accomplished more easily and more frequently.

Country-specific Vision, Mission and Goals form part of a Country's Geospatial Strategy.

Vision, Mission and Goal statements are best developed in a workshop setting that include a broad cross-section of stakeholders. The final version should be shared with the stakeholders and if possible, posted so that anyone can see them.

The following information is provided to assist countries in developing their own goals, and vision and mission statements.

2. Vision Statement

The objective of writing a Vision Statement is to provide purpose and a source of inspiration for what you are trying to achieve.

Vision statements are typically short and engaging. They reflect what you want to achieve, core community values and socio-economic priorities and how the vision will be achieved. Some examples are provided below.

Our Vision is to:

- Achieve sustainable development through the effective use of geospatial information for improved evidence-based decision making; or
- Empower decision-making and innovation by connecting people with geospatial information anywhere, anytime, and on any device; or
- Towards a safer [Country] – Reducing the impact of disasters using geospatial information; or
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3. Mission Statement

The objective of writing a Mission Statement is to broadly explain how you achieve your Vision.

Mission statements are typically concise and specific. They should reflect your core values that shape the behavior of what you are going to do. Some examples are provided below.

Our Mission is to:

- Provide the leadership and cooperation to create and sustain the value of geospatial information for future generations; or
- Promote and support innovation through the leadership and standards necessary to achieve integrated geospatial information so that it can be leveraged to find sustainable solutions to meet emerging needs and opportunities; or
- Working together to bring geospatial information to the wider community; or
- We will continuously update and maintain address and geospatial data through a robust partnership program with federal, state, local and tribal governments. Data and processes will be improved through increased quality assessment and feedback will be delivered within the defined guidelines and constraints; or
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4. Strategic Goals

The objective of writing a Goal Statements reflect the means to achieve your Vision.

Goals are typically general statements of desired outcomes that require actions.

Goals can be written using the S.M.A.R.T format (i.e., Specific, Measurable, Attainable, Realistic, Time Bound). There are four basic steps in the process:

The first part of the goal starts off with an action-verb..."increase, develop, obtain, complete, etc." This is then followed by a statement of nouns – what it is you will impact. Next, you include a time-bounded statement of accountability, and finally, add a statement about what the outcome will achieve for you.

Examples are provided below:

Our Goal is to:

- To increase the value of geospatial information to the community each year by progressively improving data quality and interoperability; or
- To increase the availability of geospatial information by 2025 through the establishment of a policy framework that promotes data sharing for evidence-based decision making; or
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Goals can then be broken down into objectives linked to a strategic pathway. Examples are provided in the Country Action Plan Template.