
2020 - 2025 GIS Colorado Strategic Plan

March 2021



Vision

Your Geospatial Connection!

Mission

GIS Colorado provides a collaborative environment to communicate and educate in the support and exchange of geospatial information, resources, and technology.



Goals

→ **Communicate**

Increase visibility, exposure, and broaden awareness of GIS Colorado and the geospatial community through proactive and strategic communication.

→ **Educate**

Educate the geospatial community to promote the integration and application of geospatial knowledge.

→ **Engage and Inspire**

Engage and inspire a vibrant geospatial community through the exchange of ideas, networking, and outreach



Objectives

Goal 1: Communicate

Develop a communication and outreach strategy that targets the broader geospatial community, including non-member.

Provide website resources for the geospatial community

Develop a marketing strategy to increase sponsors and memberships.

Objectives

Goal 2: Educate

Continue involvement in regional GIS conferences and events with a focus on educational opportunities.

Promote continuing education opportunities.

Expand existing training program to include remote communities and remote access.

Provide scholarship opportunities.

Objectives

Goal 3: Engage and Inspire

Strengthen the engagement between the geospatial community and GIS Colorado.

Collaborate with other organizations.

Promote and enable community interaction thru listserv, website, and in person events.

Actions

2020 - 2021

Develop a foundational communication action plan

Modernize website and connections to social media

Increase membership and sponsorships

Provide online and in-person trainings

Engage student and young professional members

Participate in local user meetings

2020 Accomplishments

- Elevations Geospatial Summer Series 2020 in Partnership with WyGEO
- GIS Colorado YouTube Channel (www.youtube.com/channel/UCOUAqYLRgAatchHRLum-oKwQ)
- Annual Scholarships
- Career Colloquium (February)
- Training
 - ◆ In-Person: ArcGIS Pro
 - ◆ Virtual: Spatial and DataMark
- Listserv Migration (giscolorado.org/listserv)
- GIS in the Rockies Panel



2021 - What is Coming

- Elevations Geospatial Summer Series 2021 in Partnership with WyGEO (elevationsgeospatialsummit.org)
- New Website Coming!
- Updating GIS Colorado Branding
- Increasing Social Media Presence
- Increasing Training Frequency



GIS Colorado

Communicate

Educate

**Your Geospatial
Connection**

Engage and
Inspire

Contact Us

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www.giscolorado.org

