

# Manitoba GIS User Group (MGUG) Strategic Plan

2013 - 2015

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MGUG President



**MGUG**

Meeting Place for the GIS Community

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## **Introduction**

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In 2012, the Board of Directors of the Manitoba GIS User Group (MGUG) organized a strategic planning session to initiate discussion and gather ideas for the development of a strategic plan for the organization. This three-year plan is a result of that session. It outlines the strategic priorities of MGUG over the next three years (2013-2015), considering the history, objectives, activities and policies of the Group.

## **History of MGUG**

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In 2006, two independent groups were separately exploring ways to improve communication amongst the GIS community in Manitoba. One group was working on establishing an annual GIS conference in Manitoba while the second larger group had a vision for a GIS users group with multiple meetings per year. As the two groups became aware of each other, it was agreed that Manitoba's GIS community would benefit from a single organization dedicated to improving communication amongst GIS users. The result was the creation of the Manitoba GIS User Group or MGUG in 2006.

The original five person user group organizing committee quickly grew into a formal board of directors composed of nine who became the first official members of MGUG. The formation of MGUG was announced to the public at the Esri Regional User Conference on October 19, 2006 and at the Geomatics Industry Association of Canada (GIAC) workshop held in Winnipeg on November 21, 2006.

A written constitution was developed in late 2006 and helped formalize MGUG and guide its future direction. MGUG successfully hosted its first workshop on January 11, 2007 at Red River College with 61 people attending. The MGUG logo was developed shortly afterwards by the MGUG Board and the Canadian Armed Forces.

Building on the foundation established by earlier Boards, MGUG has continued to grow and evolve. The dedicated commitment and energy of recent Boards, combined with increased sponsorship funds from Manitoba's geomatics community, has broadened MGUG membership to over 700 and has permitted MGUG to host Manitoba's premier geospatial conference event.

## **MGUG Objectives, Activities and Policies**

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The purpose of MGUG is to facilitate communication amongst the geomatics (GIS, GPS, CAD, surveying and remote sensing) community in Manitoba. The geomatics community is defined here as the companies and individuals providing products and services related to geomatics, as well as other stakeholders such as industry associations, academia, government and non-government organizations.

The objectives of MGUG are:

- To promote communication and exchange of information among the membership;

- To focus on interests that impact Manitoba;
- To provide opportunities for networking;
- To provide opportunities for professional development;
- To organize and hold one or more conference-type meetings per year; and
- To promote the Manitoba geomatics community.

In order to meet these objectives, MGUG may undertake the following activities:

- The development and maintenance of a website for use by members;
- The holding of and participation in Conferences and Workshops;
- The publication of regular or special newsletters;
- The development and maintenance of a Manitoba Geomatics Directory;
- The dissemination of information on GIS and geomatics topics of interest to its members;
- Working or partnering with like-minded groups or organizations; and
- Such other activities and undertakings as may seem appropriate and consistent with the Group's Purpose and Objectives.

Guiding all the objectives and actions of MGUG are the following policies:

- That membership be open to all people interested in geomatics;
- To be vendor neutral; and
- To behave in a socially responsible manner.

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## **Strategic Priorities**

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### **Strategic Priority 1**

***Provide expanded networking opportunities in support of communication and information exchange for members.***

#### **Strategies:**

- Facilitate and support the organization of regular social gatherings by members (e.g. pub nights, bowling, evening talks, movie nights, alma mater meetings, etc.)
- Build upon the success of recent MGUG Conferences to organize Manitoba's premier geospatial event
- Promote and encourage the use of social media tools such as LinkedIn and Twitter

## **Strategic Priority 2**

***Evolve MGUG into a more formalized organization.***

### **Strategies:**

- Organize an Annual General Meeting for members
- Update the MGUG Constitution from 2006
- Develop a strategic plan for MGUG
- Register MGUG as a non-profit organization (NPO)

## **Strategic Priority 3**

***Encourage and promote a financially healthy Manitoba geomatics community.***

### **Strategies:**

- Expand and promote the MGUG geomatics directory
- Encourage and support open data initiatives
- Provide opportunities for Manitoba businesses to participate in MGUG events

## **Strategic Priority 4**

***Ensure MGUG continues to grow and be financially secure to meet member needs.***

### **Strategies:**

- Retain and grow MGUG membership within and beyond Manitoba
- Provide existing and new donors with clear value for their sponsorship funds

## **Strategic Priority 5**

***Provide and support GIS educational initiatives for teachers and students.***

### **Strategies:**

- Support MGUG's student membership
- Develop mechanisms to support teachers with the delivery of GIS projects and curriculum

## Action Planning

The following actions will be undertaken to achieve MGUG's strategies in 2013-2015.

Strategy	Actions	Responsibility	Time Frame
1.1 Facilitate and support the organization of regular social gatherings by members (e.g. pub nights, bowling, evening talks, movie nights, alma mater meetings, etc.).	Engage the membership to organize quarterly MGUG socials.	MGUG Board	One social event every quarter (3 months).
1.2 Build upon the success of recent MGUG Conferences to organize Manitoba's premier geospatial event.	<ul style="list-style-type: none"> <li>Secure conference date and venue as soon as possible.</li> <li>Engage potential sponsors early on.</li> <li>Attract interesting and unique keynotes and presentations.</li> <li>Promote the event within and beyond Manitoba using traditional media and social networking.</li> </ul>	MGUG Conference organizing committee.	2013-2015
1.3 Promote and encourage the use of social media tools such as LinkedIn and Twitter.	Expand the use and followers associated with MGUG's Twitter and LinkedIn accounts.	MGUG Director	2013-2015
2.1 Organize an Annual General Meeting for members.	Schedule and promote a MGUG AGM each year.	MGUG Board	1 <sup>st</sup> Quarter 2013,2014,2015
2.2 Update the MGUG Constitution from 2006.	Revise and approve the existing MGUG constitution from 2006.	MGUG President	1 <sup>st</sup> Quarter 2013
2.3 Develop a strategic plan for MGUG.	Draft a strategic plan document for the MGUG membership to comment on.	MGUG President	1 <sup>st</sup> Quarter 2013
2.4 Register MGUG as a non-profit organization (NPO).	Acquire legal and accounting services as appropriate to establish MGUG as a NPO.	MGUG Director	1 <sup>st</sup> Quarter 2013
3.1 Expand and promote the MGUG Geomatics Directory.	<ul style="list-style-type: none"> <li>Engage Manitoba's geomatics community to provide information for inclusion within the Geomatics Directory.</li> <li>Develop a Manitoba Geomatics Directory insert as part of the 2013 MGUG Fall Conference Program.</li> </ul>	MGUG Director	2 <sup>nd</sup> Quarter

<p>3.2 Encourage and support open data initiatives.</p>	<ul style="list-style-type: none"> <li>• Promote the availability of Manitoba data on MGUG’s website and using social media tools.</li> <li>• Engage governments, as appropriate, to expand public access to government data unless restricted by law, contract or policy.</li> </ul>	<p>MGUG Board</p>	<p>2013-2015</p>
<p>3.3 Provide opportunities for Manitoba businesses to participate in MGUG events.</p>	<p>Actively encourage the participation of Manitoba businesses within the Geomatics Directory and MGUG events.</p>	<p>MGUG Board</p>	<p>2013-2015</p>
<p>4.1 Retain and grow MGUG membership within and beyond Manitoba.</p>	<ul style="list-style-type: none"> <li>• Promote the MGUG Fall Conference within and beyond Manitoba.</li> <li>• Develop relationships with like-minded groups and organizations.</li> <li>• Promote the MGUG brand</li> </ul>	<p>MGUG Board</p>	<p>2013-2015</p>
<p>4.2 Provide existing and new donors with clear value for their sponsorship funds.</p>	<ul style="list-style-type: none"> <li>• Clearly identify MGUG sponsorship benefits.</li> <li>• Canvass MGUG sponsors for feedback.</li> </ul>	<p>MGUG Director</p>	<p>2013</p>
<p>5.1 Support MGUG’s student membership.</p>	<ul style="list-style-type: none"> <li>• Continue to recognize post-secondary students for excellence in GIS through awards.</li> <li>• Actively participate in Skills Manitoba Competition.</li> <li>• Encourage student members to volunteer and participate in MGUG events.</li> </ul>	<p>MGUG Director</p>	<p>2013-2015</p>
<p>5.2 Develop mechanisms to support teachers with the delivery of GIS projects and curriculum.</p>	<p>Work with interested organizations to improve the GIS training of teachers and promote the use of GIS in schools (e.g. organize a GIS Training Academy).</p>	<p>MGUG Directors</p>	<p>2013-2015</p>



## Authorization of Strategic Plan

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Trish Buhler: \_\_\_\_\_ Date Signed: \_\_\_\_\_

David Enns: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Christopher Ganas: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Keith Hartley: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Ronald Hempel: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Jocelynn Johnson: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Gabrielle Leo: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Ariel Lupu: \_\_\_\_\_ Date Signed: \_\_\_\_\_

James Matthewson: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Wilson Phillips: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Evan Rodgers: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Chris Storie: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Tony Viveiros: \_\_\_\_\_ Date Signed: \_\_\_\_\_

David Walker: \_\_\_\_\_ Date Signed: \_\_\_\_\_

## **Appendix: Strategic Planning Meeting**

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The 2012 MGUG Annual General Meeting and Workshop was held February 10 at the University of Winnipeg. The 42 MGUG members listed in Table 1 participated in a morning Strategic Planning Meeting, the details of which are provided below. The results of this meeting were used to inform the development of this Strategic Planning document.

### STRATEGIC PLANNING MEETING PURPOSE

The purpose of this strategic planning meeting is to engage Manitoba GIS User Group members for ideas on MGUG's strategic direction. It is envisioned that current and future MGUG Boards will use input from this strategic session to guide priorities of the Group over the next 2-3 years.

### MGUG's PURPOSE and OBJECTIVES

Participants are being asked to consider MGUG's Purpose and Objectives when responding to the four questions that will guide strategic planning discussions.

The Purpose of MGUG is to facilitate communication amongst the geomatics (GIS, GPS, surveying and remote sensing) community in Manitoba.

The Objectives of MGUG are:

- To promote communication and exchange of information among the membership;
- To focus on interests that impact Manitoba;
- To provide opportunities for networking;
- To provide opportunities for professional development;
- To organize and hold one or more conference-type meetings per year;
- To promote the Manitoba geomatics community.

### STRATEGIC PLANNING MEETING QUESTIONS

Participants are being asked to answer the following questions:

1. *How do you think MGUG can best promote communication and information exchange amongst its membership?*
2. *What Manitoba geomatics interests or issues would you like MGUG to focus on?*
3. *What opportunities for networking and professional development do you think MGUG can provide?*
4. *How do you think MGUG can best promote Manitoba's geomatics community?*

**TABLE 1: STRATEGIC PLANNING MEETING PARTICIPANTS**

<b>LAST NAME</b>	<b>FIRST NAME</b>	<b>ORGANIZATION</b>
Brooker	Daniel	ATLIS Geomatics Inc.
Bruce	Bob	Manitoba Conservation
Buck	Louise	Assiniboine Community College (ACC)
Buhler	Trish	Department of National Defence (DND)
Carlson	Greg	Manitoba Conservation
Closen	Patrick	City of Winnipeg
Conrod	Matt	Manitoba Conservation
Demski	Allyson	Manitoba Water Stewardship
Douglas	James	W.I.R.E. Services
Dufour	Dustin	
Ganas	Christopher	MTS Allstream Inc.
Garner	Sarah	ESRI Canada Ltd.
Gerry	Rob	Manitoba Hydro
Gifford	Marlene	Sequoia Energy Inc.
Hama	Mascilline	City of Winnipeg
Hartley	Keith	Barnes & Duncan Land Surveying
Kellough	James	MMM Group Ltd.
Kroupa	George	Stantec Inc.
Labonte	Scott	ESRI Canada Ltd.
Lebedynski	Richard	Manitoba Hydro
Leo	Gabrielle	University of Manitoba Student
Lewis	Greg	Aerial Insight Inc.
Lidgett	Jennifer	Manitoba Hydro
Liebrecht	Lacie	Manitoba Infrastructure & Transportation
Lupu	Ariel	Hatch Ltd.
MacLean	Steve	Greenridge/MNP
McFadyen	Bryan	MMM Group Ltd.
McMahon	Robert	Manitoba Conservation
Perkins	Karen	City of Winnipeg
Phillips	Wilson	Phillips & Stevens Surveyors
Rodgers	Evan	Agriculture & Agri-Food Canada
Sagin	Jay	Red River Basin
Sargent	Kurt	Manitoba Local Government
Shaikh	Javed	Manitoba Infrastructure & Transportation
Storie	Christopher	University of Winnipeg
Strike	Gary	University of Manitoba
Teillet	John	Manitoba Infrastructure & Transportation
Turner	Jim	Pacific GeoTech Systems Ltd.
Viveiros	Tony	Manitoba Conservation
Walker	David	University of Manitoba
Wanless	Darren	Cansel
Wiseman	Dion	Brandon University