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ISO/TC 211 Geographic information/Geomatics

- Title:** ISO/TC 211 Advisory group on outreach: Draft outreach plan
- Source:** ISO/TC 211 AG on outreach
- Status:** Outreach plan for comments
- Target date:** 2002-08-15
- Required action:** Members are invited to give their comments to the draft outreach plan as soon as possible, and no later than 2002-08-15. Comments shall be sent directly to the co-chairs of the AG on outreach:
- **Dr. Hans Knoop**, e-mail: hans.knoop@gmx.de / hans.knoop@t-online.de
- **Mr. Henry Tom**, e-mail: Tomcaros@cs.com.
Members are also encouraged to
- nominate members to the advisory group (to the secretariat),
- identify events within their own countries that ISO/TC 211 efforts would be welcomed and funded.
- File names:** 211n1296.doc – 211n1296.pdf
- Distribution:** P, O and L members
Chairman
WG Convenors
Mr. Keith Brannon, ISO CS

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June 8, 2002

ISO/TC 211 Advisory Group on Outreach

Outreach Plan

Mission: Promote the awareness, adoption, and advocacy of ISO/TC 211 standards in user communities.

Currently, work items are reaching publication as International Standards; ISO/TC 211 has initiated an outreach activity to user communities to enable them to take advantage of the considerable international investment in the development of these standards.

Awareness of ISO/TC 211 standards is known within many but not all global geographic communities, however, awareness is absent among most potential user communities.

The full realization of the benefits of ISO/TC 211 standards will only occur when they are adopted for all forms of human endeavor when using geographic information.

As a strategic investment to ensure the long-term viability of ISO/TC 211 standards, there is a need for advocacy – to establish agreements between ISO/TC 211 and global organizations that will recognize ISO/TC 211 standards as the foundation for the standardization of their geographic information.

Consequently, the ISO/TC 211 outreach activity seeks to promote the awareness, adoption, and advocacy of ISO/TC 211 standards.

Terms of Reference:

- Create awareness
- Enable education and training
- Facilitate adoption and implementation
- Capture user requirements and feedback
- Generate outreach resources
- Maintain the ISO/TC 211 Business Plan

Action Plan:

Create awareness –

Creating awareness and raising the visibility of ISO/TC 211 standards within global geographic organizations and among potential user communities is vital for its outreach efforts.

- Complete Overview document
- Conference presentations
- Create information material (posters, fact sheets, articles, PPT presentations)
- Encourage liaisons to write articles, interviews
- Motivate ambassadors
- Liaison assistance and support
- ISO/TC 211 Outreach Web page

Enable education and training –

Technology and information is changing so fast, that professionals have to learn all the time. ISO/TC 211 standards are a key for the interoperability of geographic information. Therefore, it is very important to educate and train GIS users, data producers, data integrators, system vendors, service providers, and academia about the valuable work done in the series of ISO 19100 standards.

In order to have good information material for education and training, there should be a power point presentation available for each standard. This presentation should contain the basic concepts and technical information in an understandable and well-prepared form. It should be available for everybody who gives courses, workshops or papers at conferences. The material should be available in several languages. Technical experts are encouraged to write monographs on the topic of standardization of spatial information – the ISO/TC 211 standards series.

- Workshops and seminars, PPT presentation for each standard
- University short courses
- Case studies
- Monographs
- Standards implementation training

Facilitate adoption and implementation –

There are several methods for ensuring the adoption and proper implementation of ISO/TC 211 standards. One method would be through the provision of an ISO/TC 211 Help Desk. This will be via an email address - that would be noted in an all ISO/TC 211 outreach material. A Help Desk Manager will be responsible for managing this email inbox and ensuring that all email queries received – are answered in a timely fashion by appropriate experts.

Another method would be to maintain a suite of case studies on the ISO/TC 211 Outreach Web page. These will be in a variety of forms, including technical papers and presentations. They should ideally include links to downloadable executable files that demonstrate successful implementations. The case studies should include a spread of applications, market sectors and geographic areas.

Additionally, creating and maintaining cookbooks, which progressively work through steps leading to proper implementations, is another valuable service for the adoption and implementation of ISO/TC 211 standards. Cookbooks can focus on particular market sectors; an early development will be adding a chapter to the GSDI Cookbook.

- Help Desk
- Cookbook – GSDI et al
- Case studies
- Downloadable executables (from Standards in Action Workshops)

Capture user requirements and feedback –

Knowledge of the implementation priority of ISO/TC 211 standards by national bodies and by other global organizations would be valuable information for outreach efforts as well as for vendor and commercial implementers of the ISO/TC 211 standards. Capturing feedback on existing ISO/TC 211 standards and user requirements for new work item proposals provides valuable inputs into the standardization process.

- National body survey
- Sector specific requirements analysis
 - User survey
 - Industry survey
 - Interviews and questionnaires

Generate outreach resources –

Important to the success of the activities of Advisory Group on Outreach is to generate outreach resources. These resources can be comprised of financial support, personnel contributions, especially, the support of global geographic organizations that constitute the existing and future user groups for ISO/TC 211 standards. This would include ISO/TC 211 Class A Liaisons and their meetings, events, and exhibitions as opportunities for outreach efforts. This would include doing joint outreach efforts with other related and user global organizations.

As the number of members of the Advisory Group on Outreach is small and not specialized enough, it is necessary to seek national resources for support. Another possibility is to focus outreach efforts on conferences and meetings that overlap, to enlarge their forum and reduce travel costs for their members, for maximizing the efforts of the Advisory Group on Outreach.

- National standards bodies, multinational banks, industry, and professional organizations
- Enable national experts to participate
- Overlap and align meetings

Maintain ISO/TC 211 Business Plan –

An important part of an organization's business plan includes a portion that relates to the marketing and consumption of their products and services by their customers. The absence of such content in the business plan would seriously jeopardize the success and ultimate survival of the organization.

- Update ISO/TC 211 business plan
- Incorporate outreach elements

Short Term Action Plan
Completion by ISO/TC 211 Plenary, South Korea, November, 2002

- 1 Overview
- 2 Fact sheets (some)
- 3 National body survey
- 4 Plan - Standards in Action Workshop for Plenary in Gyeongju, South Korea
- 5 Plan -
 - Help Desk (single point of contact)
 - Design of the Outreach Web page – linked to ISO/TC 211 homepage
 - List of commercial products implementing ISO/TC 211 standards
 - Examples of standards presentations
- 6 Engage Outreach Web page sponsor
- 7 Establish Class A Liaison hot links to Outreach Web page
- 8 Update ISO/TC 211 Business Plan
- 9 Conferences:
 - UN Geographic Information Working Group Meeting
June 17-19, 2002, Washington, DC, USA

 - GIS Standards Workshop, University of Illinois
August 5-8, 2002, Champaign, IL, USA

 - Standards in Action Workshop
Global Spatial Data Infrastructure (GSDI) –6
September 16-19, 2002, Budapest, Hungary

 - International Steering Committee for Global Mapping (ISCGM)
September 20, 2002, Budapest, Hungary

Short Term Actions – People responsible for completing actions by end of July, 2002

Chris Gower & Naoko Kinoshita	1, 2, 3
Henry Tom & John Kim	4,
Hans Knoop	5,
Olaf Ostensen & Hans Knoop	6,
Iain Greenway	7,
Henry Tom	8, 9

Advisory Group on Outreach – Roles

Programme Manager – responsible for maintaining the action plan, reviewing progress against it, and convening Group meetings & ensuring ISO/TC 211 resources for activities.

Lead Ambassador – provides coordination with relevant external organizations, raises the profile of ISO/TC 211, prioritizes commitments of requests received for outreach activity

Web Master – maintains the outreach Web pages

Information Manager – develops, maintains, and updates the range of ISO/TC 211 publicity and outreach material (fact sheets, presentations, etc)

Help Desk Manager – receives questions on ISO/TC 211 standards and ensures a timely and adequate response

In addition, various outreach projects and actions will require leadership and input from members of the Advisory Group on Outreach.