

## ACTION PLAN

OBJECTIVE: By 2005, a comprehensive business case that demonstrates the value of geographic data to government, business and academia is compiled and articulated. Champion\_\_\_\_\_

PRIORITY/ACTIONS NEEDED (What)	PROCEDURES/RESOURCES (How)	KEY PLAYERS	RESPONSIBILITY (Who)	TIMEFRAME (When)
Select business case team Identify champion	<ul style="list-style-type: none"> <li>• Develop business case team, and assign lead from FGDC CWG or active FGDC Stakeholders.</li> <li>• Contract for professional writer.</li> </ul>	FGDC, TNM, GOS and Agency Staffs	FGDC Director	7/1/04
Review literature and identify current related activities (case studies, cost-benefit)	<ul style="list-style-type: none"> <li>• Research, synthesize and collect available case studies and reviews.</li> <li>• Partner with stakeholder groups</li> </ul>	FGDC Stakeholders, GOS Board, NSGIC, NACo, Private sector, OGC, GITA	Business Case Team	8/1/04
Select governmental and private sector case studies that help illustrate cost-benefit and ROI of spatial data within operations	<ul style="list-style-type: none"> <li>• Get recommendations for authors from FGDC CWG, GOS Board and Stakeholders.</li> </ul>		Business Case Team	9/1/04
Write and publish business case	Articulate the value of spatial data within operations.		Business Case Team	1/31/05
Build strategy or project plan for delivering the message.		Communications Team	Business Case Team	2/28/05

Performance Indicators