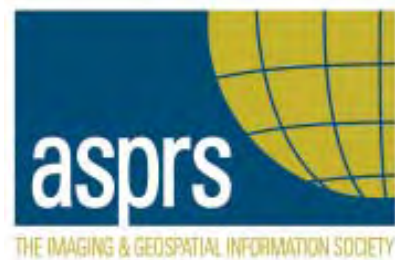


## Vision

The American Society for Photogrammetry and Remote Sensing envisions a future when geospatial information is widely available, broadly accepted and regularly used in performing analyses and making decisions necessary to sustain and improve global quality of life.

## Mission

The mission of the American Society for Photogrammetry and Remote Sensing is to advance the understanding of mapping sciences; to promote responsible application of photogrammetry, remote sensing, geographic information systems and supporting technologies; and to continue its unique and historical posture of balanced and fair representation of the interests of government, academia, and private enterprise.



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# Strategic Plan

The ASPRS membership, officers and staff continue to implement a new vision for ASPRS. The goals and objectives set forth in this Strategic Plan represent the focus of our organization and the path we will follow in the years to come.

Our measure of achievement will be how well all aspects of the organization adopt and follow these guidelines on the national, regional, and local levels. The ASPRS leadership expect this Strategic Plan to be a living document that changes with the needs of our members and the society at large.

Every ASPRS member is encouraged to review this plan and find a way to become involved in its implementation; whether as a member of a standing ASPRS committee or division, a regional representative, or national officer.



## **INCREASE OUTREACH, AWARENESS, AND USE OF IMAGING AND GEOSPATIAL INFORMATION**

- Simplify and promote the use of image-based geospatial technologies for the end-user.
- Promote collaboration between end users and geospatial experts to match data and technology to applications and solutions.
- Advocate spatial thinking through the inclusion of geospatial sciences in K-12 educational curricula.
- Promote the use of geospatial technology throughout a wide range of higher education programs.
- Create and maintain relationships with other geospatial organizations and associations.
- Increase the visibility and public awareness of ASPRS.

## **CONTRIBUTE TO THE DEVELOPMENT OF U.S. AND INTERNATIONAL GEOSPATIAL POLICY**

- Provide a clear and timely voice on policy and related issues that affect the mission of the Society.
- Encourage additional governmental funding for geospatial activities.
- Foster the use of policies for the procurement of geospatial services that recognize professional qualifications.
- Maintain a strong international presence through ISPRS and promote the transfer of geospatial data and information technology to developing nations.

## **PROMOTE PROFESSIONAL EDUCATION, CERTIFICATION AND LICENSURE**

- Expand the Partners in Education Program.
- Support development of model curricula in geomatics and geospatial sciences.
- Promote the certification program.
- Provide continuing education opportunities to serve needs of members and non-members.
- Promote the use of the NCEES Model Law where licensing is required by states.
- Develop a mentoring program for early career geospatial professionals.
- Uphold values consistent with ASPRS Code of Ethics.

## **DEVELOP STANDARDS AND GUIDELINES FOR THE USE OF EMERGING GEOSPATIAL TECHNOLOGIES**

- Document data requirements for a broad spectrum of applications and solutions.
- Maintain a leadership role in the development of guidelines and specifications for the use of sensors and data.
- Expand ASPRS participation in national and international standards development committees.
- Promote the understanding and use of published standards by creators and users of geospatial data.

## **PROMOTE AWARDS AND SCHOLARSHIPS THROUGH THE ASPRS FOUNDATION**

- Fully endow all current awards and scholarships.
- Increase the pool of qualified award and scholarship candidates.
- Expand the awards and scholarship program.
- Promote the ASPRS Foundation to individual members, sustaining members and industry leaders.

## **ENHANCE THE STRENGTH AND VALUE OF ASPRS PUBLICATIONS AND TECHNICAL PROGRAMS**

- Provide a strong professional journal and align publication topics with the information needs of the membership.
- Maintain an efficient peer review process that serves the needs of authors and ensures high technical standards.
- Ensure that all publications are widely promoted and easily accessible.
- Provide meaningful forums for technical exchange and social interaction through national and regional conferences.
- Provide a robust and diverse workshop program that serves the professional development needs of the membership and provides education and outreach to the non-member community.

## **ENSURE CONTINUED ORGANIZATIONAL STRENGTH**

- Optimize governance of Regions and Chapters to promote effective and timely communications between all levels of the organization.
- Ensure continuity of leadership of regions, divisions and committees through mentoring and succession planning.
- Foster a strong Sustaining Member's Council.
- Ensure regions, divisions and committees have appropriate staff support to accomplish goals and fulfill requirements of governance.
- Ensure the scope of staff support is well-defined and understood by all.

## **STRENGTHEN ASPRS STUDENT PROGRAMS**

- Increase awareness of student awards and scholarships.
- Support and encourage student participation in conferences.
- Enhance visibility of student authors in ASPRS publications.
- Encourage student chapters.
- Promote student mentoring.

## **INCREASE SOCIETY MEMBERSHIP**

- Promote retention through clear articulation of benefits and value or programs, activities, and services to existing members.
- Develop a clearly-defined strategy to expand membership beyond the traditional fields of photogrammetry and remote sensing.
- Ensure that membership recruitment is a top priority for all organizational elements of the Society.
- Specifically promote membership to demographically under-represented groups.

## **ENSURE CONTINUED FINANCIAL STABILITY**

- Maintain a financially self-sufficient convention program.
- Maintain an efficient headquarters staff infrastructure.
- Increase publication distribution and revenues.
- Maintain conservative budgeting and careful monitoring of cash flow.
- Manage reserve funds in accordance with the Society's Investment Policy.