

**IWG – OCM Meeting Notes  
September 11 – 13, 2007**

**September 11, 2007 8:30 am – 5:00 pm**

**Interagency Working Group – Ocean and Coastal Mapping Workshop**

**Hosts:** NOAA Coastal Services Center, Tony LaVoi & David Stein

**Conveners:** IWG-OCM Co-chairs – John Haines (USGS), Roger Parsons (NOAA), Steve Kopach (MMS), and Jeff Lillycrop (USACE)

**Facilitation Team:** Tricia Gibbons and Kathleen Cleary, LEAD Alliance, Inc.

**Workshop Participants:**

Aslaksen, Mike	NOAA/NOS/NCCOS
Battista, Tim	NOAA/NOS/NCCOS
Burgess, William	NSGIC
Case, James	CCOM/JHC
Cleary, Kathleen	LEAD Alliance
Cretini, Chris	USGS
Cross, Scott	NOAA/NESDIS/NCDDC
Dopsovic, Rose	USACE
Fischman, David	NOAA/NESDIS/NGDC
Froemer, Norman	MMS
Fulmer, James	MMS
Gesch, Dean	USGS
Gibbons, Tricia	LEAD Alliance
Glang, Gerd	NOAA/NOS/OCS
Gordon, Dave	USFWS
Haines, John	USGS
Kenny, Maureen	NOAA/NOS/OCS
Kopach, Stephen	MMS
Lavoi, Tony	NOAA/NOS/CSC
Lightsom, Fran	USGS
Lillycrop, Jeff	USACE
Marshall, Jason	NOAA/CSC
McDonough, John	NOAA Exploration
Miller, Greg	USGS
Moser, Marc	NOAA/CCOM
Parrish, Chris	NOAA/NOS/NGS
Parsons, Roger	NOAA/NOS
Rasmus, Paul	MMS
Sandhaus, Dan	GOS
Stein, David	NOAA/NOS/CSC
Thomas, James	NOAA, NMFS
Vandegraft, Doug	USFWS
Waskes, Will	MMS
Wiggins, Eddie	USACE
Wilen, Bill	USFWS
Williams, James	MMS
Wilson, Robert	NOAA/NOS/Special Projects

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**Session 1 – Clarifying our goal: What is the inventory going to look like?**

**Welcome:** Margaret Davidson, Director of the Coastal Services Center welcomed participants. She encouraged them to get in front of the wave – not behind it – and do good work!

**Start-up:** Tricia Gibbons referred to the packet of information to review objectives and outcomes, the agenda, roles, and structure of the workshop.

- Objectives & Outcomes – in packet
- Agenda – blue
- Roles – facilitators, reporters, discussion leaders, content experts, recorders
- Rules – on tent cards
- Structure – variety including small groups, plenary, mini-presentations

**Workshop Objectives:**

- a. Review existing agency and interagency data management tools.
- b. Establish requirements for a comprehensive data inventory.
- c. Develop a design for the proposed inventory, including alternative strategies for development and implementation.
- d. Identify agency resources available for development and implementation.
- e. Recommend an implementation program, including timelines and priorities, with the objective of rapidly implementing the inventory framework consistent with future expansion and enhancement.

**Introductions:** Participants introduced themselves while Tricia recorded contributions on the flipcharts.

Brief introductions of participants:

- Who you are
- Organization and role
- Contribution you might make

**Contributions of Participants:**

- Seamless data base; goes from inland to near coastal and available edges match
- Metadata development
- Ability to bring agency (MMS) closer to others; “work seamless and harvest”
- User perspective – what and how
- Connection – data and technology
- Facilitate discussion between business and technology
- Increase the high-quality data, awareness; better at integrating with others, provide access to this data
- Opportunity for access/coordination
- Opportunity – access and coordination – buy once, use many times
- Share experiences – PHINS
- Dissemination of information from multiple agencies, where, what stage, and when
- Re-enforce “Center for Excellence”

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- Data management, e-Web enabling data multi-agency aspect – metadata discussion
- Metadata discussion and connection to other programs
- Informing the community better
- Learn about metadata components from others' perspectives
- National coastal data bank – assist in integration
- Bring message back to MMS – IT perspective
- Share perspectives and knowledge – elevation data
- Share GOS experiences – how others organize and categorize data
- Share “RAMONA” perspectives and state perspective
- Information about metadata components from user perspective
- Reminder – we do not throw data away; if this is my ONLY contribution it's worth it
- Working with partnership – hoping to get other ideas to apply to interagency
- Real time metadata collection standards “many hats”
- Talk about NCDB – assist in interface development
- First step to attack this important issue is to move along
- Help OCM “take off” to be better stewards of our habitats
- Representing “users” of data as well as provider perspective, customize data
- Representing “user of data” – data collection, management and analysis
- Data collection, management and analysis – hoping to contribute
- Usefulness of data – inter-agencies
- Coordination, inter-agencies' perspectives and experiences, e.g., Geospatial LoB
- Help invigorate – collect once, use many times
- Bring the science (data) into the decision process
- Commitment to share the data
- Great opportunity to integrate some of this database
- “He's the man”

**Message from the IWG-OCM Co-chairs:**

Roger Parsons – Key Points

- Need to bring all the resources together to accomplish the needed mapping of ocean and coastal zones
- Development of an inventory
- Approach from a true interagency perspective – it's time to take off your agency hats
- Inventory a common theme – more efficient and effective
- Story of dual mapping off of Washington State – resources are too strained, we cannot afford to do that again
- We need smart business practices
- Integration and cooperation very important
- Develop an inventory to reduce duplications of efforts
- Registry of activities
- Mapping activities – ocean and coastal mapping, not narrow and need to be inclusive as well
- Federally funded and coordination of activities
- Focus: registry and searchable inventory

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- Future priority: real-time data, interactive models, non-federal mapping
- Demonstrate the value of the integrated data
- We need to leave the workshop with plan or strategy in hand

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Jeff Lillycrop

- COE – trying to make data useful
- What we can achieve through partnering needs to be pursued to see what we can do.
- Put on your agency hat for a moment and think how we can make this collaboration and sharing possible.
- Just mandating its use does not work. How can we make this system utilized?
- This is the first step – research and development.

Steve Kopach

- Very ambitious undertaking
- Taking off his tie ☺ ... “It’s time to get to work!”

Q&A:

- How many inventories does the government need?
  - Not trying to re-invent the wheel. We are not going to re-build.

After the networking break, participants were asked to identify a personal Fun Fact and write it on a 4x6 card. Fun Facts were shared throughout the meeting.

### **Data Users Perspectives: Fishbowl Discussion**

**Moderator:** Doug Vandegraft (FWS)

**Participants:** John McDonough (NOAA), Greg Miller (USGS), Norm Froomer (MMS), and Jeff Lillycrop (USACE)

**Purpose of the activity:** Identify features, capabilities and domain of use from the user’s perspective.

### **Focus of the discussion:**

- How would the inventory be used? Most will go through Google. Might be like Amazon...If you like this one, you’ll like this other one. Big discussion on Google and how it interferes/assists the inventory.
- Provides some standards – the light bulb analogy; don’t need full information, just the key points
- Need historical data along with fresh data, compare and contrast
- We’re talking about two branches – inventory of this data **and** activities. Activities the harder one
- What we **MUST** have and what would be nice to have?
- Government Sanctioned Authority – what does this mean? Should we use this for our data?
- Fishbowl shows different perspectives – HUGE to see and hear
- Looking at one data set but through different portals
- Google – participant likes the idea because it’s the reality

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- Inventory along with data base discussion – good healthy discussion
- Do we collect non-authoritative data? Definition of “authoritative” should be limited to the source.
- Approaching from an activity base – then agencies can look at the overlapping areas
- How can a user have confidence in the data?
- This is a work in process – agencies do need this data to be authoritative in some cases.

### **Key User Requirements:**

- Authoritative data needs to be in there but not be required; non-authoritative does not imply bad data
- FGDC-compliant metadata, and contents standard; FGDC, OGC, ISO
- Complete (within public domain), public data, populating, improving, federal agencies have to submit
- Easy to access; level of accessibility to public and others
- Activity – look at the entire timeline
  - Current
  - Future (funded vs. just hopeful)
  - Historical
- Make sure it is useful for our own agencies – as users and providers (integrate our data and organization)
- Used to respond to data calls
- Geographic/spatial search
- Key word search
- Description of common data sets (to differentiate)
- Web-based – does not need special software; can use a common browser
- Multi agency – federal and non-federal user and participating
- Find way of getting data – direct link/contact info
- Evaluation or review (by users)
- Quality control standards – process
- Recognize folks will come in through Google

### **Other features to consider:**

- Focus on framework of priority data sets, focus – think big, start small
- Organized (by category). Stage it over time. A-16 – starting point possible
- Indexing metadata

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**Session 2 – Reviewing existing agency data systems and inventories to identify requirements**

**Pre-workshop Survey Results**

Dave Stein provided a brief presentation on the results of the pre-workshop survey. The purpose of the survey was to provide a snapshot of the current situation of agencies' mapping activities, data sets, and data systems, related to requirements for contributing to the inventory. There were 32 different responses. Although not nearly complete, it starts to give us a picture of the environment. See PowerPoint Presentation.

<http://www.iocm.noaa.gov/iwg/>

**Featured Inventories**

**Purpose of the activity:** Investigate existing inventories to identify features and requirements from data provider perspectives. Seven different inventories were featured. PowerPoint presentations are posted for all. <http://www.iocm.noaa.gov/iwg/>

<b>Inventory</b>	<b>Presenter</b>
Priority Habitat Information Systems (PHINS)	Chris Cretini
National Digital Elevation Program (NDEP)	Dean Gesch
Ramona	Bill Burgess
Geospatial One-Stop (GOS)	Dan Sandhaus
NOS Data Explorer	Jason Marshall
National Coastal Data Bank (NCDB)	Rose Dopsovic
National Geophysical Data Center (NGDC)	Dave Fischman

**Table Group Discussions**

**Purpose of the activity:** Identify key features from the perspective of linkages to other inventories and those that would be desired for the OCM Inventory. Whole group discussion followed to identify key features.

<b>Desired Features</b>	<b>Existing Applications</b>
Metadata-driven required fields	Most to some degree
Balance: full compliance to FGDC metadata requirements vs. take what we can get <ul style="list-style-type: none"> <li>• Minimum standard</li> <li>• Post it IF FGDC compliant</li> <li>• Hold in archive if not</li> <li>• Different requirements for proposed activities</li> </ul>	
QA & QC through automated system <ul style="list-style-type: none"> <li>• Upload files</li> </ul>	NDEP, Mermaid, GOS
Online entry, edit and bulk submissions	Mermaid

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<b>Desired Features</b>	<b>Existing Applications</b>
Search and discovery <ul style="list-style-type: none"> <li>• Planned projects</li> <li>• Templates</li> <li>• Project planning</li> </ul>	NDEP
Common link to associate data sets	Maureen's idea Ramona has capability?
Common terminology	Adopt/adapt MMI? Ramona
High volume/high capacity <ul style="list-style-type: none"> <li>• Back up and archive data</li> </ul>	NGDC
Wide data type support All search and display Extract feature Distributed data sets	Most sample inventories
Customized interface	Ramona
Organization of systems	
User profile concept – registered users	
Reminders	NDEP
Facilitate putting in the metadata (template)	
Ability to export search results into multiple formats	Ramona
Ability to access and display data	PHINS, NGDC Google Earth tool
GOS functionality <ul style="list-style-type: none"> <li>– Dumped metadata</li> <li>– Drives search engines to data</li> <li>– Google-like capability</li> </ul>	
Regional model	PHINS
Geoprocessing function	

Several good systems. Work with existing systems. Key is what are the user needs?

What's the Heartburn?

Devil is in the details

- Too many details and not everyone will understand. Days at the technical level.

How the system evolves – phased development

1. Search and discovery
2. Links – to data
3. NOS data explorer functions
4. Geoprocessing capability

Inventory needs to be useful and productive right away.

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What's the business gap we're trying to solve?

- We need to define the problem before we get the solution. What's the problem and what's the goal?

### **Challenges:**

- Institutional barriers
- Buy-in from the user community
- Risk assessment and management

Build on existing one

- Query to current systems – what is process for the evaluation? If we were including OCM data what modifications could be made?
- Need something that produces right away
- Flexibility

### **Focus for Day 2:**

1 - Refine and discuss purpose

- Problem statement
- Purpose of the inventory
- Benefits

2 - Cross-walk desired features to user requirements

3 - Prioritize functions/features

### **Wrap-up. Words for the Day:**

- Metadata
- Authoritative
- Controlled chaos
- Chaos
- Scintillating
- Draining
- Impressed (with what already exists)
- Learning
- Interagency
- Tired

### **Debrief:**

- Start on Wednesday with review of the statement of the purpose
- Present problem statement – no single portal presents all OCM activities/data
- Group to validate the problem statement
- Challenge – the interagency piece, coordinate activities
- Discuss options

### **Problem Statement:**

- No readily accessible registry or inventory of ocean and coastal mapping data and metadata

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- Experiencing duplication of effort
- Need an interagency approach/single portal to leverage agency resources

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**Wednesday, September 12, 2007 8:30 am – 5:00 pm**

**Session 3 – Developing concrete recommendations for moving forward**

Jeff Lillycrop opened the meeting by outlining our objectives for today.

- 1) Review accomplishments and agreements.
- 2) Define the problem statement – why we need an inventory.
- 3) Prioritize requirements. Set the stage for WG task.

**Day 1 Summary - Key ideas/learning from yesterday:**

- Good existing Web sites we can look at/borrow on
- No one site has all the features
- Interagency thing and not focused on one agency
- **Collect once, use many times**
- To prevent duplication, we need to build partnerships early on “proposed activities”
- Making progress to/doing OCM requirements
- Getting greater appreciation for the usefulness of FGDC metadata – and how hard it is to get people to do it
- Demonstrate the need to be above the weeds
- Indirectly saw how the metadata needs to be part of the business practice
- The word “authoritative is controversial, maybe the word “Google” too
- We need to structure it so Google finds it
- Building it for ourselves and it needs to be flexible
- Something that will work sooner rather than later
- Possible transition/phased inventory – put in step
- Good assemblage of partners but certainly not all partners
- No glory in re-inventing the wheel
- Good job of keeping our agency hats off
- John will buy tonight – wine and crab cakes/salmon at the Inn

John Haines, USGS and IWG-OCM Co-chair, joined the group today. John’s comments after hearing summary of the first day:

- Conceived at the 1000-foot level, this is something we had to do.
- This is going to pay off for us; this is going to work. After looking over the first day he believes this.
- The right thing for us to do; kind of a visionary thing
- He wants to hear of commitment and feeling “this is going to work.”
- Thanks for coming and putting your time in.

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**Analysis - Existing Inventories & User Needs**

Eddie and Tricia facilitated the discussion and attempted to make table below; started, but it didn't work.

<b>User Req.</b>	<b>PHINS</b>	<b>NDEP</b>	<b>Ramona</b>	<b>GOS</b>	<b>NOSDE</b>	<b>NCDB</b>	<b>NGDC</b>
Useful for own agency (6)	yes	yes	yes	yes	yes	yes	yes
Metadata-based (2) or should it be data based?		Yes No historical Proposed and planned	Yes Planning & progress and complete	Yes Marketplace & proposed			
Activity-past, present, future (5)							
Geographic/spatial search (8)	Text form						
Easy to access/link to data (4 & 13)	easy		Has link but not always used	yes	easy	easy	easy
Key work search (9) – relevant? Drop-down words?		Yes – limited word search	Yes – only 400+ words (EPA model)				''
Federal/non-federal (12)							

**Suggestions:**

- Build site for inventory and archive in NGDC
- Should the focus be on GOS as public tool?
  - Agencies feed into GOS
  - Evolution – look at potential
- Build into process/attach phases along with our priorities

**Issues:**

- Metadata model vs. the database model
- Ontology and controlled vocabulary

**Ideas:**

- Build this into fiscal process
- Metadata to make data discoverable

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Jeff presented and discussed the problem statement:

**Problem Statement – Why we need an OCM Inventory:**

- No readily accessible registry or inventory of ocean and coastal mapping data and metadata
- Experiencing duplication of effort
- Need an interagency approach/single portal to leverage agency resources

**Agreements:**

**We need a tool:** for planning purposes – knowing what’s collected and what’s planned

**Requirement:** Some level of requirement for attractor to the community

All Feds need to produce FGDC metadata; use metadata for data discovery; mandate to submit to GOS

- Does GOS have added capability?

Given: We (Feds) need to enter the portal.

Work through GOS – push better features – plug-in feature

At the end of day, we need to show more of our coastal information in GOS.

- Is there a lead in the OCM Community to help GOS work for us?

We may have to change the way we do business now.

What if we considered GOS?

<b>GOS Pluses</b>	<b>GOS Deltas</b>
<ul style="list-style-type: none"> <li>• More than willing to work with GOS</li> <li>• GOS does vast majority of what we need</li> <li>• Holds a lot of promise</li> <li>• Potential, underutilized</li> <li>• Randy Warren – steward of ocean community</li> <li>• DOI commitment; 2 clicks to contact</li> <li>• A lot of records/content</li> <li>• This community to re-engage</li> <li>• Not going away – funded through 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Some level of normalization with metadata/data</li> <li>• Consistency relies on us – dependent upon quality of metadata records</li> <li>• Can’t consistently get good information from GOS</li> <li>• Marketplace has not panned out</li> <li>• Mantra of <b>2 clicks to contact</b> is NOT true</li> <li>• Working with contractor (ESRI)</li> </ul>

**Challenges:**

- What needs to be in the inventory?
- What goes into the management perspective?
- Stakeholder use a question
- Commitment from agencies
- Reputation of GOS
- Money needed from this community for desired features or requirements
- Guide and drive direction of GOS

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The OCM Inventory should be built using Geospatial One-Stop. A room vote was taken. Everyone in room was in agreement – GOS (with a push toward adding/modifying features) is the portal to start with to build the OCM Inventory. Show of hands demonstrated a unanimous decision to move forward with GOS.

### **Pearls of Wisdom:**

We needed to clean the closet to find our clothes!

We may have to change the way we do business to make this work.

### **Concurrent Working Groups:**

Concurrent working groups met for 90 minutes before breaking for lunch.

Immediately after lunch there was a quick debrief to identify progress of the groups.

### **Quick Debrief:**

Metadata/Technology Combined Key Points – David and Jim

- Assumption: We must use GOS
- Need WG: IWG-OCM Tech Team (to work with GOS)
- Metadata team
  - Ontology
  - Explore MMI
  - Guidance/best practices
- Identify what needs to be built into GOS to meet OCM requirements
- Requirements:
  - More accurate display of data (G-ring shape file)
  - Community-based metadata tool
  - User-friendly help tools with detailed information on categories
  - Direct link to data
- Design issues:
  - Built entirely with GOS vs. Web pages linked off at GOS

Management Group Key Points – Steve and John

- Structure: Formation of a subcommittee; what about a project team?
- Communication Plan
  - Vehicles
  - Audience
  - Messages
- Manage engagement with FGDC and GOS (data discovery/access)
- Develop three-month timeline of actions
  - Community level
  - Agency level – priority actions

Working groups met for another 90 minutes to refine thinking and share issues. The result of each group follows. Technical and Metadata groups reported at the end of the day. Meeting adjourned at 4:30 pm.

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**Technical Breakout Briefing Notes**

**Membership:** Jim Fulmer, Robby Wilson, Dean Gesch, Chris Cretini, Rose Dopsovic, Paul Rasmus, David Fischman, Norman Froomer, Jason Marshall, and Mike Aslaksen

**Planning Team Organizers:** Jim Fulmer and Robby Wilson

**Technical Working Group – Discussion Focus:**

- Architecture
- Front-end components/user interface
- Back-end components
- Parameters – within existing resources and/or funding as option
- Critical needs/nice to have
- Align with user/provider requirements
- Linkages and Next Steps

**Projected Output:** Recommend options for design and components to meet high-priority requirements of the OCM Inventory.

**Interdependencies:**

- GOS
- Reporting/approve to JSTST
- Each other/skills assessment
- Existing inventory systems (beg, borrow or steal)
- Owners of inventory presentations go into GOS
- Use case scenarios

**Issues to be resolved:**

- Capabilities and limits of GOS
- Final user requirements
  - Who are the “users”?
  - Casual
  - Pulling data out/putting data in
  - Use case/user roles
- What are the minimal metadata standards?
- Current workloads

**Resources required:**

- Agency in-kind services
- ESRI builds from our system requirements
- Build using portal tool kit API
- 10 internal resources

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**Milestones** (three months):

- Evaluate GOS
- Individual accounts/log-in/search on own data
- Meet with GOS/Rob
- Assessment
- Develop use case/user roles
- List of requirements needed

**Recommendations:**

- Form a tech team
- Team lead – management decision, TBD
- Identify users

**Experts:**

- FGDC/metadata
- IT
- Outside consultants
- Coordinate with ERSI

**Top priorities:**

- See milestones
- Buy-in from managers

**Pearls of Wisdom:**

- It is doable
- It's the right thing to do
- Commitment/discipline
- Team communications, x-pollen
- Management engagement
- Re-use/recycle
- See value internally

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**Metadata Working Group Notes**

**Membership:** Eddie Wiggins, Dave Stein, Marc Moser, Chris Parrish, Jim Case, Greg Miller, Maureen Kenny, Gerd Glang, Dan Sandhaus, Jim Williams, and Scott Cross

**Planning Team Organizers:** Eddie Wiggins, Dave Stein

**Metadata Working Group – Discussion Focus:**

- FGDC compliant
- Minimal requirements
- Preferred requirements
- Tags?
- Critical needs/nice to have
- Legacy, existing and planned acquisitions
- Format
- Defining taxonomy
- Align with user/provider requirements
- Linkages and Next Steps

**Projected Output:** Recommendations for metadata standards and requirements – preferred and minimal

**Key Discussion Points:**

Confirmed that everyone in room is currently contributing to GOS

#1 ground rule for this session: **Don't get down into the weeds**

**Milestones:**

- FGDC and GOS: planned, update the GOS Ocean & Coast Community list serve
- Use discussion tab on GOS

**Ontology/thesauri**

- Need to make a classification of users – evaluation of user base/e.g. weekend warrior or seasoned user?
- Definition of ontology: classification of words, controlled vocabulary and the relationships between the terms
- Working business practices should be explored (MMI)

Rely on the ontology/vocabulary to filter results:

- We need controlled vocabulary....
- Cross-walk among the words
- GOS to incorporate vocabulary for cross-walk during search

Working Group needed to make/review vocabulary. Standards become important.

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### **Business Practices:**

- To include certain details to be identified by working group
- “Save searches” to be used – maybe repeated at automated interval
- Team to establish OCM minimum requirement to be submitted and to be useful
- For all submissions – fill out all 7 sections where applicable
- Explore validation needs
- No new tags
- Key word line – unique identification in a standard field of the metadata record

### **Actions:**

- Update the GOS Ocean & Coast Community list server
- Working business practices need to be explored
- Jim Case to talk to Bob about ontology
- Team to establish OCM minimum requirement to be submitted and to be useful
- Explore validation needs
- All agencies ensure appropriate submissions are in GOS
- Compile existing Best Practice documents

### **Metadata Briefing**

#### **Agreements:**

- All seven sections should be filled out if applicable (FGDC)
- Common ID – within FGDC with no need to add additional tags to record structures. Might insert words into Key Words
- Need for common vocabulary

#### **Recommendations:**

- All agencies will share best practices
- Form a metadata team; might be sub-teams

#### **Issues to resolve:**

- Vocabulary
- Business practices to ensure all common vocabulary is used and submitted to GOS

#### **Who else to involve:**

- Other agencies not here, through the communications plan
- Experts from MMI – Bob Arcko

#### **Resources required:**

- Money
- Training
- Help desk solutions
- Mentoring
- FAQ pages

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- GOS already has location where this can go

**Milestones:**

- Contact Bob Arcko
- Update GOS community page
- Ensure all agencies are up to date – up to the GOS level

**Interdependencies:**

- MMI tie-in – working business practices

**Pearls of Wisdom:** ☺

- To avoid duplication – used Technology breakout pearls of wisdom ☺

**Next Steps:**

- Provide vocabulary for drop lists
- Contact Bob Arko
- Discovery of what tools are out there to avoid duplication
- Explore validation tool

**Wrap-up and Workshop Evaluation:**

Day 2 Pluses	Day 2 Deltas
<ul style="list-style-type: none"> <li>• It stretches me</li> <li>• Focused today</li> <li>• Making a decision on GOS</li> <li>• Did not hear “A” word once</li> <li>• Today’s word “G”</li> <li>• Commitment to make this happen</li> <li>• More consensus of approach than yesterday</li> <li>• Almost seems doable</li> <li>• We’re going to make it work</li> <li>• Help improve GOS (from GOS perspective)</li> </ul>	<ul style="list-style-type: none"> <li>• Putting eggs in one basket</li> <li>• One less bachelor; he’s biting the dust</li> <li>• Almost?</li> </ul>

**To Do List:**

- Create e-mail lists for sub committees
- Community of practice – might be able to use the GOS Community
- Management WG report out in the morning
- Need permission from presenters to post PowerPoint. Okay from all.

The session was adjourned at 4:30 pm.

:

**Planning Team/Co-chairs Debrief**

- Enthusiasm for going with GOS
- Help with funding, not starting with something new

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- Did not feel the interagency friction – not the norm
- Need the buy-in for GOS to work
- Start in the morning with Management report out

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**Thursday, September 13, 2007 8:30 am – 1:00 pm**

Welcome and Start-up – Roger

- TW red shirts being worn today – just like Tiger
- Forever will be known as “The day we made the GOS decision”
- Buy-in from all the agencies to engage GOS, we are in 100% agreement

Management Team Report Out – John Haines

- We must do this. The push is from us.
- “We need a letter from you to tell us to do what we are supposed to do” won’t happen.
- John did volunteer to go face-to-face with some leadership to push this agenda. He does not want to ask for a letter.
- Will go with statement of commitment. We are taking the leadership role we ought to take.
- Dave can follow up the electronic newsletter – to FGDC.

**Management Working Group**

**Membership:** Dave Gordon, Tim Battista, Will Waskes, John McDonough, Bill Wilen, Tony Lavoie, Jim Thomas, Fran Lightsom, Doug Vandegraft, Steve Kopach, Roger Parsons, Jeff Lillycrop, and Bill Burgess

**Planning Team Organizers:** Steve Kopach and Fran Lightsom

**Project Management Working Group – Discussion Focus:**

- Involving others – who and how
- Partnerships/MOU
- Permissions
- Project leadership and communication structures
- Funding options/support
- Coordinating and leveraging resources across agencies
- Opportunities for combining efforts and resources with other projects
- Other projects that this one depends on

**Agreement:** We’re going to work with GOS to make this work.

**Key Actions:**

1. Establish an organizational structure to implement the project.
2. Develop a Communications Plan/Strategy for the project.
  - a. Vehicles
  - b. Audience
  - c. Messages
3. Establish relationships and manage engagement with FGDC and GOS.
4. Develop a three-month timeline of actions – focus on:
  - a. Community level
  - b. Agency level

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**Insights and Ideas:**

**1 – Need to get other agencies involved.**

- Co-chairs engage JSOST leadership. Show other agencies how they can be engaged. Energy, Forest Service, NPS, FEMA (find the right person at FEMA)
- FGDC Marine and Coastal Spatial Data Subcommittee should be told what we're doing. Tony Lavoie is chair.
- Burgess suggests we get feds to work with Ramona to engage beyond the federal agencies
- Point out benefits of being involved. We don't need to be fully functional for benefits to exist.
- Professional societies are the way to link with academics. American Geophysical Union (AGU), The American Association of Geographers (AAG) and the American Society for Photogrammetry and Remote Sensing (ASPRS)
- Invite a wide representation to future workshops
- Keep advisory groups in the loop; get them to endorse our approach

**2 – Need to establish relationship with key partners.**

GOS - Talk with Rob Dollison soon.

- What are GOS intentions? What are the planned activities?
- Ask what doesn't work at GOS
- Need to be able to influence contracting decisions (ESRI)
- One voice to GOS

NGPO – Both GOS and FGDC are part of NGPO but not in the same business unit. Consider going directly to Karen Siderelis – USGS GIO or Bill Carswell.

**3 – Need Communications Strategy – short-term and long-term.**

- Engage and inform target audiences
- Recommendations this week – not final decisions

FGDC Steering Committee

- Get word out within a month
- Broad agreement; later specific changes to make

Vehicles: Professional organizations

Web site: Link to JSOST

Re-communicate requirements to the agencies: GOS, OMB, A-16, FGDC

Financial commitment/partnership with FGDC, DOI, DOD, DOC

**4 – Need an organization under OCM to move forward.**

- Tell chairs what to do
- Subcommittee on the inventory
  - GOS person

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- One person for each primary agency

**5 –Need to determine what we can do in three months**

**Discussion:**

Line of business theme reviews are opportunities to educate.

ESRI Marine Community is a way to communicate (Dawn Wright).

What other ESRI things/functions are good? What can we use from other portals?

ESRI Federal Users Conference in January. Get on radar now. Get involved in plenary session. NOAA has a strong ESRI connection.

UNOLS – community to communicate through (academic fleet)

Also, what will we do as individual agencies: identify and share data.

Establish relationship with state and local (Ramona/GOS).

Linking with academic through regional IOOS

Engaging and keeping involved – NGAC, NSRP

Opportunity to connect with industry – maybe through professional organizations like MAPPS

Message – should state the reminder of requirements

- Here's what we're doing from the OCM Community
- Here's what lead agencies are doing
- Benefits statement

Demonstrate buy-in and support

Have to do something quickly

**Action:** If each agency encouraged key people to make a concrete effort to add information to marketplace, GOS

Through working in partnership with GOS, help GOS recognize systemic problems to fix – why folks are not getting engaged

Challenge of this inventory:

- No requirement or standard right now
- Our role – partner and guidance

Assume standards on underlying data are reliable and consistent

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**Collect once, use many times** is dependent upon above

What about the long term? Not there yet.

Need a qualitative statement: Suggested Randy Warren (NOAA) could provide some initial metrics.

Have to measure incremental progress

Metadata compliance – low

Submission of data sets – low to medium – not consistent

Proposed projects – less than 10% in the marketplace

**Action:** As a community we have to test the system

- Verify existing functionality
- Identify new functionalities

**Recommendation:** Need an OCM rep on the GOS Tech Team

**Action:** Build IWG-OCM Relationship with GOS

Challenge: GOS reputation

We need to demonstrate leadership

- Map technical requirements/priorities

How to express concern without building a fence

- Here's what we need. Identify requirements
- Here's how it's not being met.
- OCM – commitment to GOS. What will OCM community do?

**Message to GOS:** This is a community that wants this to work. What can you do for us? What can we do for you? We want a true partnership.

- Talk to them about the marketplace.
- Discovery and access functions are critical.
- We want to understand their priorities and map GOS against ours.
  - Establishing technical requirements first.
  - Measuring our requirements against GOS functionality.

**Target Audiences** (in addition to GOS):

- OMB might need to know. Is OMB aware of a community of practice?
- FGDC Steering Committee Meeting - exploring a partnership with GOS.

October 2<sup>nd</sup> – Collaboration Group Meeting

October 23<sup>rd</sup> – Steering Committee Meeting – announcement business update

Spatially Speaking Newsletter

Should we build relationship with FGDC as well? Meet with FGDC leadership as well

How to engage the broader audience?

Use tool to establish buy-in. Serve as model for the rest of the Feds

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**Communications Content.** Forums in which we can test those ideas:

- IOOS – Federal, State, Academic
- JSOST – feedback and guidance

How to more actively engage in the future?

Don't promise more than we can deliver.

FGDC has a new model of business. A lot is getting reinvented at once.

Do we need a statement to do what we're supposed to do?

### **Message from the co-chairs:**

Wrap-up summary of the meeting – appreciate commitment. Moving forward. Hope that your agency will continue with support for this effort.

**Key Action:** Establish an organizational structure to implement the project.

**IWG-OCM Co-chairs and Committee** (high level) – approval process; provide oversight:

- Broad engagement
- High-level direction
- Resource allocation
- Coordination – OCM activities
- Interagency coordination
- Build relationship with high level (GIO, FGDC Staff Director)

### **Inventory Project Management Team:**

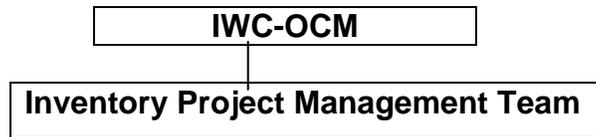
- Communications
- Initial review
- Project Outline/Plan
- Timelines and Milestones
- Priorities
- Identify required resources
- Budget
- Relationship with GOS Management Team
- Membership
  - One member from each co-chair agency % FTE
  - One member from GOS (Rob or Dan) or liaison as time permits
  - Other agencies as commitments warrant
- Commitment for time – % FTE
- Leadership – who

### **Technical Working Groups:**

- Membership
  - One member from each co-chair agency
  - One member from GOS (Rob or Dan)

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- Other agencies as commitments warrant
- May need lead liaison to GOS



<b>Technical WG</b>	<b>Metadata WG</b>	<b>Communications/Marketing</b>
Test functionality Map against GOS Identify tech requirements Tech evaluation Relationship with GOS	Requirements	Audiences Vehicles Message development Relationship with GOS/FGDC How to engage others?

**Short-Term Action Plan:**

<b>Action</b>	<b>Responsibility</b>	<b>By When</b>
Identify members of project team <ul style="list-style-type: none"> <li>• Nominations</li> <li>• Leadership or PM</li> </ul>	Co-chairs	September 28
Partnership to GOS <ul style="list-style-type: none"> <li>• Informal meeting GOS/FGDC leadership</li> <li>• Prepare discussion points</li> <li>• Set up formal meeting</li> </ul>	John Haines  Co-chairs	September 28
Workshop Communications <ul style="list-style-type: none"> <li>• 30-second elevator message</li> <li>• One-pager</li> <li>• Five slide PowerPoint presentation</li> </ul>		September 17  September 21
FGDC Coordination Group Meeting		October 2
FGDC Steering Committee Meeting <ul style="list-style-type: none"> <li>• Bullet message for Ivan to report</li> </ul>		October 24
<b>Submit a First Steps Action Plan</b> Clear direction/template/ideas <ul style="list-style-type: none"> <li>• What can you do?</li> <li>• How are you communicating within your agency?</li> <li>• OCM-related activities</li> <li>• What are you committing to do?</li> <li>• What are you doing to populate the marketplace?</li> <li>• What are the priorities for your agency to meet goals of the OCM Inventory?</li> </ul>	Agencies	December 15

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<ul style="list-style-type: none"> <li>• What have you done over last three months?</li> <li>• What can we do in the six months?</li> </ul>		
Message from co-chairs – report to the JSOST		
Invite agencies that are not here <ul style="list-style-type: none"> <li>• Who needs to be informed?</li> <li>• Who needs to be involved?</li> </ul>		
Has to work in our own agency first!		

**Session 5 – Creating the blueprint – milestones and action plans:**

Discussion followed:

- Agencies not here should be identified. Identify who the right people are at these organizations. They should be involved.
- This has to work in our own agencies. Don't forget this in the agency meeting; biggest challenge within own organization.
- Communication piece might be a PowerPoint presentation.

**Individual Agency Meetings:** Each agency group met for 90 minutes to discuss options for supporting the OCM Community decision on the approach to build the inventory using GOS as the primary vehicle.

**Group Discussion/Wrap-up**

GOS planned enhancements – Dan Sandhaus

- Participants were briefed on short-term enhancements and new additions to GOS were explained
- It will be e-mailed to all participants

**Accomplishments:**

- Starting to open the lines of communications
- Some level of consensus for approach for OCM Inventory
- Strategy and focus on development
- Verbal commitment from all involved (first step)
- Capitalized on previous investments
- Identified the next few steps (even within the first three months)
- Group made the logical choice
- We feel “bubbly”
- Concern: If it doesn't work out, we don't have a plan B.
- Somewhat confident we'll make it work

**After Action**

<b>What</b>	<b>Who</b>	<b>By When</b>
Compile & distribute messages	Kathleen & Tricia	Monday, 9/17/07

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Meeting Notes – Distribute Review Draft	Tricia & Kathleen	Friday, 9/21/07
Draft Executive Summary & Finalize	Roger & Tricia	Friday, 9/21/07

**Communication Plan – Target Audience**

Who to inform?

- Coastal Management Community
- Others within own agencies
- GOS community
- Mapping partners
- Owners of existing inventories
- JSOST

Who to involve/engage?

- GOS community
- Mapping partners
- FGDC ocean and coastal

Who to consult/collaborate with?

- GOS community

Communication Plan – Workshop Results

<b>Audience</b>	<b>Vehicles</b>	<b>Responsibilities</b>	<b>Timeframe</b>
JSOST	1-page summary (they will distribute)	John Haines	1 – 2 months
GOS Community- Mgt Team Technical Team	Face-to-face (informal meeting with Rob ASAP)	Co-Chairs  John	By September 28  After September 28
NGPO Leadership Karen Siderelis GIO	Face-to-face	Co-chairs	October
GOS Oceans & Coastal Community	Update list serv	Dave	By September 28
FGDC	“Spatially Speaking”	Tricia	October issue
	Coordination Group Meeting	Jim, Tony, Doug, Bill	October 2
	Steering Committee Meeting	Jim, Tony, Doug, Bill	October 24
Individual Agency Chain of Command	1-page summary  Meeting notes	Individual Agency Reps Us – people within	ASAP – within two weeks September 28

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**Elevator messages.** Participants wrote and then shared the 30-second elevator messages describing what happened at the workshop. Results are listed below.

- GOS is it. Driven by metadata.
- Group met and developed a plan for sharing metadata between agencies: MMS, USGS, FWS, NOAA, Corps of Engineers. The team will use GOS to record metadata for the group. GOS is where we are entering our metadata now. One interesting aspect was to put our future plans on the site so we could partner with other organizations. We are going to be asked to contribute time to the efforts of the committee.
- Reaffirmed our commitment to GOS. Need to publish all of our data onto GOS. Stress the importance of ensuring that compliant metadata is generated for our data.
- GOS was selected as the tool for building the Oceans & Coast Community Inventory—strong consensus. The IWG-OCM is developing requirements, some of which will require enhancements to GOS. The IWG-OCM showed great commitment to this course of action, including addition of metadata. Follow-up actions involving the GOS management team are imminent. The marketplace was prominent in the team’s focus.
- Reviewed current systems and chose GOS as the best fit for moving forward. Reached consensus about including FGDC records as best practice for participation. Planned action items for next couple of months to engage partners’/agency resources.
- People from five agencies agreed to work with Geospatial One-Stop to share mapping data and possibly coordinate mapping activities in the future. (Which five? NOAA, USGS, MMS, USACE, FWS)
- Made progress on identifying requirements for the inventory. Agreed to pursue GOS as the model to build on. Made progress on developing a project management structure and new steps. More work is required on establishing boundaries for the inventory. What should it include? Defining and prioritizing requirements. More work is required to engage other critical partners.
- The IWG-OCM successfully and unanimously decided on a single, mature metadata repository, called Geospatial One-Stop, that is a multi-agency, currently funded, and nationally recognized metadata repository. There is a good plan to bring all agencies working together toward a comprehensive metadata clearinghouse.
- The ocean and coastal community has decided to use GOS to locate data. We need to make sure all our data appears in GOS and is fully functional. GOS has a marketplace that we need to use to find future wetland mapping partners.
- Interagency working group met for the first time to develop and plan a cooperative approach for creating a comprehensive inventory of coastal/ocean mapping data. The proposed concept involves making the data products available via the Web through the GOS portal. Our programs need to begin planning how to name our data available to GOS and the associated metadata FGDC-compliant.
- The IWG-OCM met over 2.5 days and developed a plan to coordinate OCM data and mapping activities using GOS as the hub for communication. A detailed list of actions was produced and responsibilities assigned to get this moving by the end of this calendar year. This was a multi-agency plan with strong comment by all participants.
- The IWG-OCM settled on GOS as the appropriate mechanism for the OCM Inventory. It was a productive meeting in that a consensus was reached at the beginning of the second day, which allowed us to devote the rest of the meeting to next steps and even some

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technical details. One of our initial tasks will be to begin creating more metadata at the *project planning stage*.

- The IWG-OCM has been charged with a mandate by the president and the US Ocean Action Plan to devise and implement an inventory of the geospatial resources of the coastal and oceanic environments. This is a high priority and would help in reducing waste and duplication of effort. We met in Charleston recently and worked on a methodology to devise and implement a structure for the inventory. We came to a consensus to work with GOS and use common standards and metadata.
- A successful workshop on ocean coastal mapping was held in Charleston, SC to identify the needs of the community for using GOS to support organization mission and goals in data management and metadata.
- A dedicated multi-agency working group has initiated the concept of integrated G&O mapping. We have reached a consensus and initial strategy toward meeting the goal of increased communication, reduced duplication, and increased sharing of data to Feds and the public.
- We need to live up to our commitment to Geospatial One-Stop (GOS) and OMB Circular A-16 to provide FGDC-compliant metadata for all mapping activities (planned and executed) to GOS.
- A group of federal agencies involved in ocean mapping met to discuss sharing information on past and future mapping activities. The group tentatively decided to utilize existing data portal (Geospatial One-Stop) and metadata standards (FGDC) to meet initial goals of data inventory and planning.
- The federal OCM community, collectively and individually, will ensure that Geospatial One-Stop is *enhanced* and *utilized* to fully serve the ocean and coastal mapping and management community.
- Multi-agencies are moving forward to be better able to see what each one is doing in ocean/coastal mapping. We are going to make better use of Geospatial One-Stop and start putting our planned activities up. We are also going to start looking at how well our historical data are represented on GOS. This will take some work on NOAA's (and the other agencies') part to ensure we have good metadata records for our data and that our data are accessible.
- We're building an inventory of OCM data with GOS. We're going to reinvigorate the ocean and coastal community.
- I attended the IWG-OCM meeting last week that was a group of several agencies that have a responsibility regarding ocean and coastal information. We came to a consensus on how we should work together to obtain an OCM Inventory to assist in the President's Ocean Action Plan. We decided on an interagency strategy on how we will work together to produce an inventory. We will be using an improved GOS to accomplish this task.
- The group came to a consensus to use GOS, hopefully with some requested enhancements, to implement the interagency inventory of existing data and planned ocean and coastal mapping activities. Agencies have pledged to commit real resources to this.
- We need to get our metadata into GOS. (Do you know what GOS is?)
- Multiple agencies met as a team, evaluated data inventory options available, and decided to utilize GOS. We recognize some enhancements are desired for GOS and we are moving forward to work with GOS to implement these changes.
- Interagency group met and expressed commitment to work toward a common goal: searchable inventory of information on coastal/ocean mapping, activities, and data sets. Group agreed to use GOS as the framework for delivering this capability. Group agreed on some specific steps for moving forward.

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- We (five+ federal agencies) evaluated options to improve access to coastal and ocean mapping information. We unanimously agreed that engaging and advancing GOS had great potential for success and built on an established foundation. We all agreed not only with the direction but also with the importance. There's a great potential for partnering across agencies and with GOS.
- I attended the IWG-OCM meeting this past week where we gained 100% consensus on how to deal with inventorying our data. While we don't inventory our data we should be. We are mandated to by various Executive Orders and Mandates. The group decided to use GOS, which is a Web-based system. This isn't creating a new system but building on an already existing system. It is imperative that we work internally to make sure we can support this initiative as we have data problems ourselves. Not only should we but I believe it can be used as a tool to help solve some of our data inventory issues. I believe we can use the initiative to drive us in the right direction.
- Identified requirements for constructing inventory on data on ocean mapping. This inventory should assist us in managing our data as an important asset and in meeting mandates A-16, Ocean Action Plan, DOI Geo Blueprint and Federal Geo LoB (Federal Geospatial Line of Business).

### **The Road Ahead – Perspectives from the Co-chairs**

- Might end early, because we were effective
- Thanks to tech planning team
- Big ask for your time and commitment
- It worked because the community was built; let's keep working.
- Thanks, Dave and Tony, for hosting.
- A big thank you to Tricia and Kathleen for all they did.
- Job now – go back home and keep the momentum. Opening day
- Look at problem statement – amazing interagency working group dynamic
- “Magnificent 7” movie story
- “So far, so good”
- Came out with the right plan, not just a good plan
- What's our mantra coming out of here?
  - We believe in one GOS
  - In GOS we trust

### **De-brief/follow-up actions: 1:30 – 2:30 pm**

- Planning team act until other project management team established
- LEAD Alliance to follow up with notes – review draft by Friday, September 21
- Dave will set up e-mail lists through GOS portal Ocean and Coast Community
- One page from Tricia and Roger taking first look at it. Summary of meeting
- Send all working group notes to the Tech Planning Team - ASAP
- Request membership on GOS Tech Review Team
- Planning team to give general guidance, high-level thoughts to project team
- Folks will start testing the GOS among the tech folks; needs to be coordinated
- Planning team to create the charge statement
- Testing: functional enhancements
- MMI will be consulting for metadata – (Eddie)

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- For Rob – success stories, where do WE scale?
- Any other folks – Sharon Shin, Milo Robinson, etc., who might be of help
- Any other contact – who knows GOS and is excited about the partnership being developed
- October 24 – date for next FGDC Steering Committee meeting – in DC