



National Geodetic Survey

Stakeholder Engagement Update

HSRP
October 2014

Overview of Discussion Topics

- ForeSee Results – Recent feedback
- NGS Stakeholder Engagement Activities:
 - Transition to a Regional Geodetic Advisor Program
 - NGS “One Voice”
 - NGS Constituent Resources Committee
 - 2015 Geospatial Summit



ForeSee Results

Capturing the Voice of Visitor

The screenshot shows the NOAA National Geodetic Survey website. The main header includes the NOAA logo and the text "National Geodetic Survey Positioning America for the Future". A navigation menu contains links for "NGS Home", "About NGS", "Data & Imagery", "Tools", "Surveys", and "Science & Education". A search bar is located on the right. Below the menu, an announcement states "NGS Improves the National Spatial Reference System with Simultaneous Major Product Releases" dated October 6, 2014. A "Notices" section features a post titled "NGS Announces Joint Beta Release of GEOCON v1.1 and GEOCON11 v1.1" dated 09.30.2014. A sidebar on the left lists "Most Popular" items such as "Antenna Calibration", "Contact Us", "CORS", "FAQs", "Geodetic Advisors", "Geodetic Tool Kit", "LOCUS", "NAD 83(2011) epoch 2010.00", "NGS Data Explorer", "OPUS", "Publications", "Storm Imagery", "Survey Mark Datasheets", and "UFCORS". A "Customer Satisfaction Survey" overlay is prominently displayed in the center, featuring the NOAA logo, the ForeSee logo, and a survey form with three questions and a rating scale from 1 (Poor) to 10 (Excellent), plus a "Don't Know" option.

Vital Statistics

Start of Data Collection
June 1, 2005; V2- January 4, 2011

Survey Placement: On-Exit

Reporting Period
March 01, 2014 to
September 30, 2014

Surveys Completed: 815

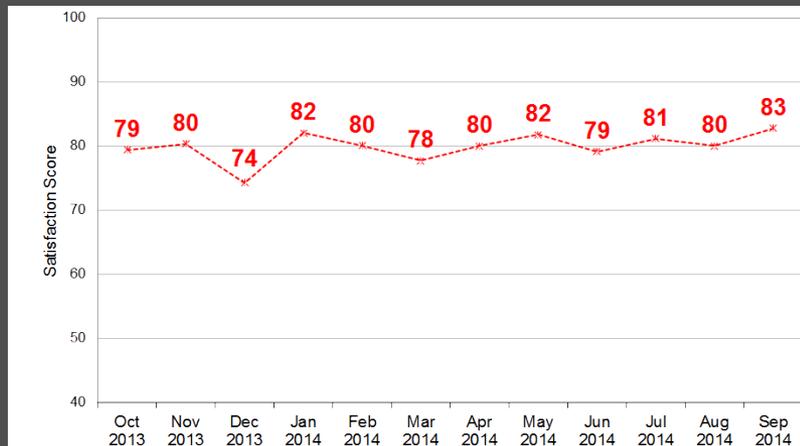
Completion Percentage: 47.2%

Sampling Conditions
The survey invitation presents randomly to 50% of visitors who view 3 or more pages of your website. When visitors accept the invitation, the survey presents when they leave the site. A persistent cookie prevents visitors from seeing the invitation again for at least 90 days.

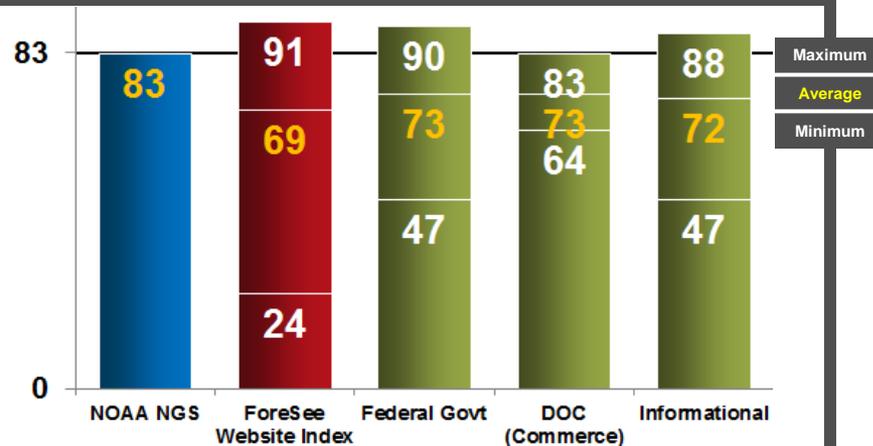
Aggregate Results Satisfaction Summary

The NOAA NGS site reached a new peak for overall satisfaction during the month of September. Visitors to the site are very likely to both recommend the site and return to it in the future.

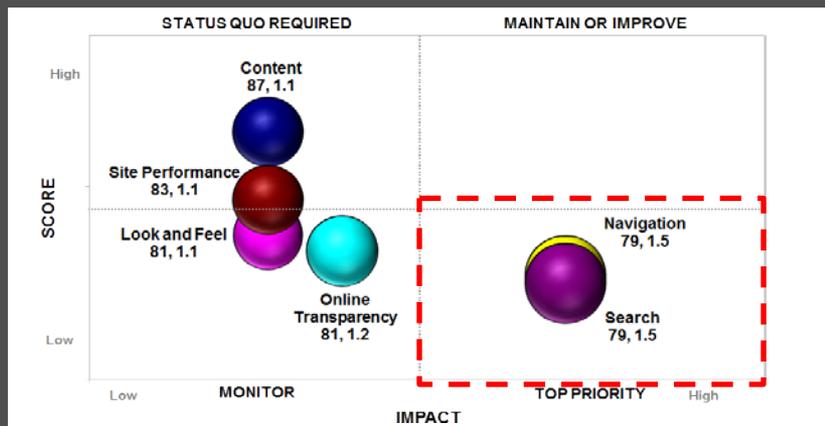
How is your site doing?



How does your site's score compare with others?*



Where should you focus your efforts?



Why does improving satisfaction matter?



* September 2014 scores only

Observations

- > A greater proportion of visitors were looking for CORS/OPUS data
- > Fewer visitors needed to make use of survey controls during the current timeframe

Custom Question	Previous: Sept. 01, 2013 – Feb. 28, 2014 (N: 679)	Current: March 01, 2014 to Sept. 30, 2014 (N: 815)
Role	71% = Land Surveyor/Engineer (Sat 81) 9% = Researcher/Educator/Student (Sat 76) 5% = GIS/Mapping User (Sat 74) 6% = Geodesist/Cartographer (Sat 79)	70% = Land Surveyor/Engineer (Sat: 82) 9% = Researcher/Educator/Student (Sat: 77) 7% = GIS/Mapping User (Sat: 74) 5% = Geodesist/Cartographer (Sat: 79)
Primary reason	52% = CORS/OPUS (Sat 84) 15% = Datasheets (Sat 74) 9% = Other, please specify (Sat 65) 11% = Toolkit software (Sat 76) 8% = Guidelines or specifications (Sat 82)	55% = CORS/OPUS (Sat: 85) 16% = Datasheets (Sat: 75) 10% = Other, please specify (Sat: 70) 9% = Toolkit software (Sat: 78) 6% = Guidelines or specifications (Sat: 74)
Task Accomplishment	76% = Yes (Sat 87) 11% = Partially (Sat 68) 10% = No (Sat 35) 3% = I wasn't planning to accomplish anything in particular*	77% = Yes (Sat: 87) 11% = Partially (Sat: 69) 9% = No (Sat: 37) 3% = I wasn't planning to accomplish anything in particular*
Survey Controls Important	39% = Using these marks is required by federal, state, or local requirements (Sat 82) 27% = Not applicable - I am visiting this site for other reasons (Sat 76) 10% = Other, please specify (Sat 74)	36% = Using these marks is required by federal, state, or local requirements (Sat: 80) 30% = Not applicable - I am visiting this site for other reasons (Sat: 78) 12% = Other, please specify (Sat: 81)

* Scores not shown for respondent totals under 50.

Not all question and answer choices are shown, please see the appendix for a full list. .

Aggregate Results

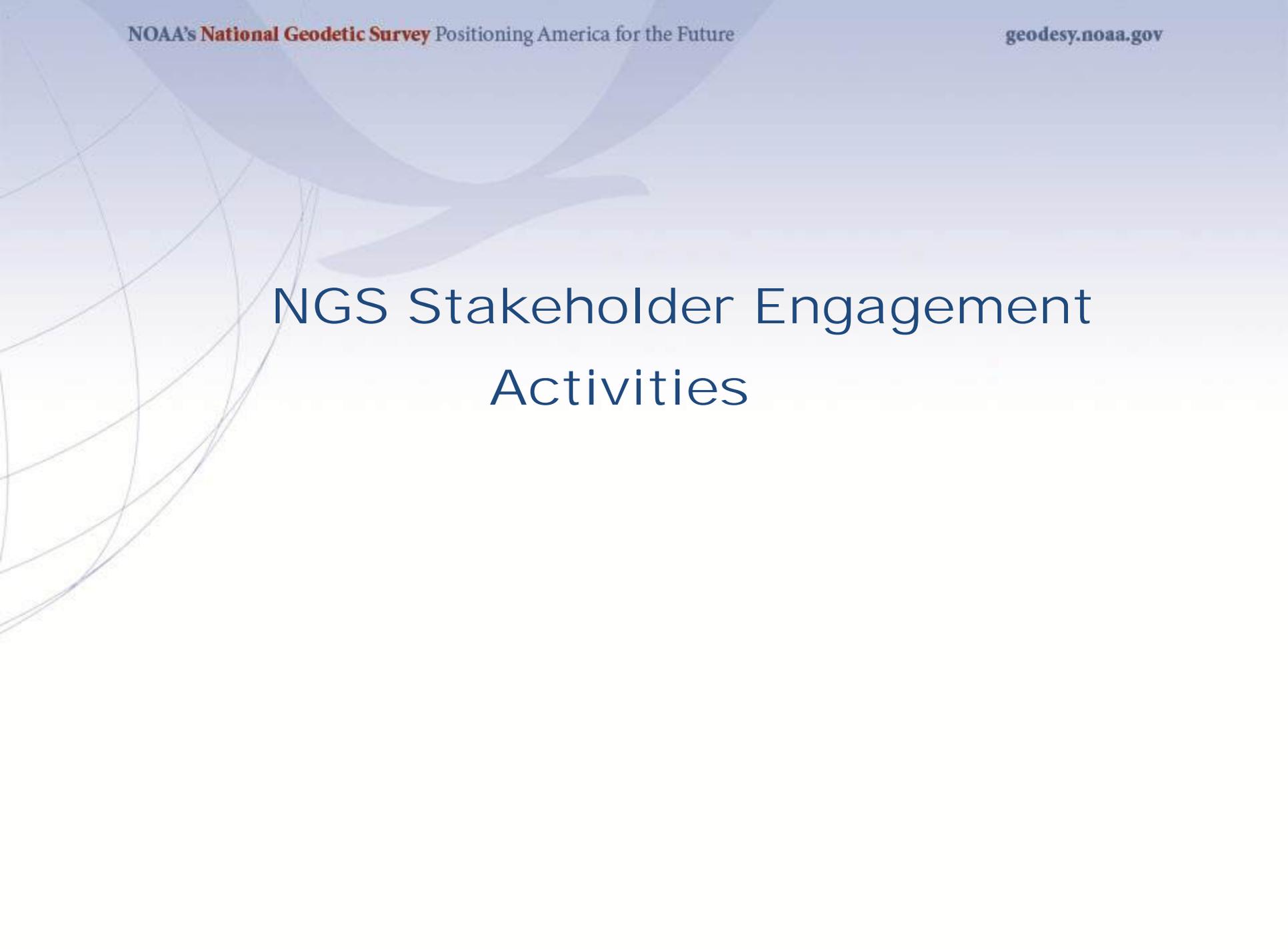
Select Custom Questions Overview

Observations

- > More visitors are saying that user-provided data should be included in available products
- > The proportion of visitors looking for aerial/orthophotography increased in the current timeframe

Custom Question	Previous: Sept. 01, 2013 – Feb. 28, 2014 (N: 679)	Current: March 01, 2014 to Sept. 30, 2014 (N: 815)
Type of Geospatial data types used	90% = GPS or GNSS (Sat: 81) 44% = Optical total station (Sat: 82) 46% = Leveling (Sat: 82) 37% = Aerial/ orthophotography (Sat: 81)	90% = GPS or GNSS (Sat: 82) 46% = Optical total station (Sat: 83) 44% = Leveling (Sat: 82) 41% = Aerial/ orthophotography (Sat: 80)
Trouble with Geodetic Control in Field	40% = I generally do not have trouble getting geodetic control (Sat: 83) 22% = Not applicable - I am visiting this site for other reasons (Sat: 72) 20% = No control marks are nearby, regardless of quality (Sat: 81)	42% = I generally do not have trouble getting geodetic control (Sat: 84) 21% = Not applicable - I am visiting this site for other reasons (Sat: 75) 18% = No control marks are nearby, regardless of quality (Sat: 81)
Replacement of NAD 83 and NAVD 88 Awareness	37% = Somewhat aware (Sat: 80) 30% = Not at all aware (Sat: 75) 26% = Very aware (Sat: 85)	37% = Somewhat aware (Sat: 82) 29% = Not at all aware (Sat: 79) 27% = Very aware (Sat: 81)
Preferred Training Format	37% = Web accessible videos, slide shows (no interaction with instructor) (Sat: 81) 27% = Workshops and conferences (Sat: 82) 22% = Guidelines, user manuals, and published articles (Sat: 76)	36% = Web accessible videos, slide shows (no interaction with instructor) (Sat: 81) 28% = Workshops and conferences (Sat: 84) 22% = Guidelines, user manuals, and published articles (Sat: 76)

* Scores not shown for respondent totals under 50.
Not all question and answer choices are shown.



NGS Stakeholder Engagement Activities

NGS "One Voice" Project

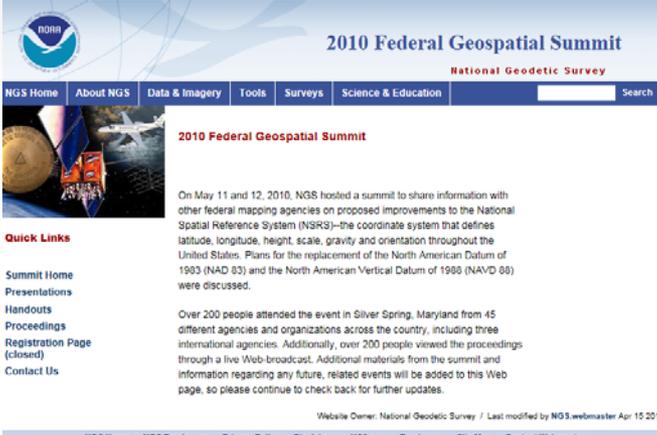
Project objectives

Focus Areas

-
- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Design a unified, accurate, and effective stakeholder response system |  | <ul style="list-style-type: none">• Process |
| <ul style="list-style-type: none">• Provide mechanism to collect, track, and catalog inquiries and responses |  | <ul style="list-style-type: none">• Tools |
| <ul style="list-style-type: none">• Develop and maintain comprehensive resources for customer response |  | <ul style="list-style-type: none">• Resources |

2015 Geospatial Summit

- Planning to host in mid-April in the Washington DC Area
- To be held as part of a broader “conference of conferences” with National Society of Professional Surveyors and Management Association for Private Photogrammetric Surveyors (MAPPS)
- Follows the successful 2010 Geospatial Summit: Proceedings are available here: <http://www.ngs.noaa.gov/2010Summit/>



2010 Federal Geospatial Summit
National Geodetic Survey

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2010 Federal Geospatial Summit

On May 11 and 12, 2010, NGS hosted a summit to share information with other federal mapping agencies on proposed improvements to the National Spatial Reference System (NSRS)—the coordinate system that defines latitude, longitude, height, scale, gravity and orientation throughout the United States. Plans for the replacement of the North American Datum of 1983 (NAD 83) and the North American Vertical Datum of 1988 (NAVD 88) were discussed.

Over 200 people attended the event in Silver Spring, Maryland from 45 different agencies and organizations across the country, including three international agencies. Additionally, over 200 people viewed the proceedings through a live Web-broadcast. Additional materials from the summit and information regarding any future, related events will be added to this Web page, so please continue to check back for further updates.

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