
President's High Growth Job Training Initiative

Geospatial Industry Awareness and Opportunities



Grant Amount: \$695,362

Grantee: Geospatial Information & Technology Association (GITA)

Key Partners: Association of American Geographers (AAG), National Association of Workforce Boards, National Association of State Workforce Agencies, The University of Southern Mississippi, the University of Pennsylvania's Wharton School of Business, American Association of Community Colleges, private sector members of GITA and AAG including Northrop Grumman, ESRI, NavTeq, and Smart Data Strategies.

Leveraged Amount: \$670,927

Location of Grant Activities: Aurora, CO and Washington, D.C.

Challenge:

Because the geospatial technology sector is an emerging field, the industry and its segments are not well-defined. Definitions that do exist have little consensus behind them. Amid such uncertainty, it has been very difficult to gather and track industry employment and business data. Geospatial technology stakeholders also have expressed concerns about their industry's public image.

Addressing the Challenge:

GITA will work with industry, community college and public workforce investment system partners to develop a consensus definition that enables a solid and positive understanding of the economic and career opportunities with the geospatial technology sector and its segments. GITA will: 1) develop standard definitions of the geospatial industry sector, vet the definitions through industry leaders, and disseminate the results throughout the industry; 2) develop content for an online workforce information clearinghouse on industry, jobs, education facilities, and program information; 3) create a national image and outreach campaign; and 4) work with community colleges, employers, and workforce development organizations in a selected region to test the use of the Geospatial Industry Workforce Information System (an industry-developed and funded information network), housing industry jobs, educational facilities and programs, and the industry outreach materials to help local One-Stops and educators meet local geospatial industry needs.

Projected Outcomes:

- Development and compilation of authoritative industry information, job needs, industry job segments and sub-segments as well as standard definitions of these segments
- Development of a media, educational outreach and information program, including a communications plan, presentations and brochures and industry content for education channels, magazine articles, and industry profiles
- Content development for Career Voyages, Workforce3One, and O*NET, including geospatial profiles and success stories regarding geospatial careers.

