

# President's High Growth Job Training Initiative

## *Geospatial Industry Awareness and Opportunities*

**Grant amount:** \$695,362

**Grantee:** Spatial Technologies Industry Association (STIA)

**Key partners:**

National Association of Workforce Boards, National Association of State Workforce Agencies, The University of Southern Mississippi, Jefferson Community College, Lake Land College, City College of San Francisco, Jackson State Community College, Moraine Valley Community College, American Association of Community Colleges, the Philadelphia Community College System, Central Piedmont Community College, Fulton Montgomery Community College, Colorado Community College, Mississippi Community College, STIA members, including Northrop Grumman, Intergraph, BAE Systems, ObjectFX, ESRI, NavTeq, Smart Data Strategies and the University of Pennsylvania's Wharton School of Business

**Location of grant activities:** Washington, D.C.

**Leveraged amount:** \$670,927

**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. STIA 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 within the geospatial technology sector and its segments.

**Addressing the Challenge:**

With its \$695,362 grant, STIA will 1) will develop standard definitions of the geospatial industry segment, 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; and
- Content development for Career Voyages, Workforce One, and O\*NET, including geospatial profiles and success stories regarding geospatial careers.

