

1. USDA Geospatial – Stephen L., Kent W., Lori U.
  - a. Stephen L. (via telecon) – Geospatial Information Officer for the Department. Welcome and appreciate the time. Apologize couldn't make it in person. USDA GeoEDC topic. Involving public service views. Gov as business = new public management. We are moving to a new view – New Public Service (for the larger public good, engage the public, trust in collaboration, serve rather than steer, etc.). So we look at the administrations core values of Transparency, Accountability, Participation. The approach is to make the public interest the aim. Displayed and described the Government 2.0 Maturity Model. Concepts ranging from Institutionalized Service Delivery to Ecosystem Commodity Management. Glenn B. – Does USDA have the expertise to do Cloud Computing? Do we need to bring it in? Stephen L. – Good question, we need to look at that, because we need to know how to operationalize these concepts. 3<sup>rd</sup> party vendors do have a role. Melinda M. – What is the goal here? Stephen L. – I wouldn't think of this yet as a series of checkmarks. The intent is to think about the concepts; such as how would cloud computing change the way we do business? How do we think about adopting these new ideas? However, we can use these concepts to illicit industry response. New slide – four concepts of the new business model: crowdcasting, crowdsourcing, customization, connectivity. Now geospatial management has two concepts: strategic, structural. ID where we are strong right now and where there is demand to move forward. New slide – emerging business requirements. Looking at the matrix and identifying where we can get the greatest ROI. Hoping that his (Stephen's) Office can step up if we have unfunded or unforeseen requirements. New slide – routine, modular, and customized type of customer responses. New slide – Cloud reference model. Infrastructure as a service, master data management, and integrated development environment (IDE). Glenn B. – tried to find department that succeeded with implementation of SOA, do you know anyone who has? Because a lot of the orientations don't work for USDA? NGA and DHS, etc., they have not had a lot of success... Stephen L. – In private sector, yes, firms have spent a lot of money and not implemented successfully. But the research says that you need to start with the processes, and connect the services to the processes, and think deliberately about all the components that need to be in place to execute. We are only in the exploration/discovery phase, and need to get through to operational stability, but not there yet. But you need to ask if the current development model works? I would think not, so we need to evolve, and what's the best source to do so? Kent W. – Data services to build applications upon? Are we somewhere in the model you showed? And we'll talk about the ESRI

support later. Melinda M. – can this model support point “A” to point “B” (e.g. moving from film to digital for example). Stephen L. – that’s fair, you have immediate operational needs...but part of the value of the reference model is to be able to look across USDA and look for solutions and patterns that can be used across the board. Kent W. – Something that needs to be accommodated are things like migration, because that’s how we operate. So how do we accommodate what we are doing now and migrate to the future as well? How do we do both; current work and future configuration? Stephen L. – Ideas that need to be grounded, I’d like to help with resources and solutions. I want to think operationally. New Slide – GeoEDC Architecture Considerations – SLC Geo COE (APFO), and Virtualization. For the SLC Geo COE – Ag requirements normalization, data standards management, applications development, innovation sandbox. For virtualization – production management, Data lifecycle management, social media tools. New Slide – EGMO roadmap. Dreamweaver, acquisition strategy, and charter documents... Invite for 30-90 day details to Stephen’s Office, probably will show up second quarter. Ron N. – Can you go back to the first slide? Approach – currently the approach to the people in this meeting; that we ID program requirements related to the programs and ultimately the customer. Are you suggesting something different when you say that the public interest is a byproduct? Stephen L. – it is not exclusive, I’m saying that your role has an evolving nature to it, where you will be cast in light of strategist and provisioner of these services. But now our admin is asking us to think of a place based policy, think geographically, so what I’m saying is that there is a tsunami on placed based efforts... Melinda M. – A lot of people in this room have done this for our careers, place based. The policy has not kept up with the advances, and actually these policies get in the way of implementation tactically and strategically. So we are already doing this... Kent W. – it comes down to mission and funding. We put money towards farm programs and others put money towards fire; we are not ignoring the public, but funding model addresses? The funding model is not necessarily set up to support. Stephen L. – that’s encouraging, sounds like we are thinking about it. Based on data call, what came back was description of programs, not a document of innovations; but how do we document that? Legitimacy of the geospatial community is in question; can we respond to the question of need. We need to document the proof... reshape the form of government to respond. We need to emphasize this, brand USDA, show the story. Glenn B. – Even with the SCA, CLU and Farm Records Program. That is a huge place based, person based program. We work on that now to pull more info into it. We need to manage programs and protect

agriculture. So we are looking at putting together the common ag spatial infrastructure. Stephen L. – there is a lot of opportunity here, can we work together on this, so the stories are ready to present. I have to go, apologize, another meeting. Email me if you have questions or concerns (Steven is off telecon). Mark R. – some component of our current arch will fit into this business model. Laura – what we made needs to work on is the place based – we are doing this, and it's not just a map, its hitting the data sources. Glenn B. – our focus is place based. Discussion continued on how we can communicate and span the gap between our place based foundation to the concepts Stephen has...Ron, Glenn, Laura, Shirley, Kent, Jim, etc. Discussion that some of the barriers are policy or purchase obstacles. We can move at certain speed we need to be able to implement the resources to do so, and that is what is slow, not necessarily the ideas. Example – MOUs, architecture in place. Sounds like we are not short of ideas or concepts of what we need, we are short on implementation capabilities; too slow or not there or not politically supported. Discussed 12906 and White House Directive letter (M-10-06). Discussion about Data.gov and GOS. Memo reads like the early FOIA documents.