

BAAMA President's Message  
January 2001

### **Strategic Improvement**

BAAMA's Board has been conducting extensive strategic planning exercises in order to enable the organization to better serve more of the needs of our GIS Community.

Sure, we produce interesting educational meetings every other month, and we co-sponsor the annual California GIS Conference, and we organize the Geography Poster Contest, and we provide copious opportunities for professional networking. But, what is missing? and, how can BAAMA grow to support our changing GIS profession?

The vision we share includes these additional goals:

- Assist GIS objectives that can not be achieved in individual GIS-using organizations
- Enhance professional staff through training and networking
- Become more of a Voice of the GIS Community on public policy issues concerning the use of spatial data

We are developing implementation plans for the following strategic initiatives:

- Support a Regional data catalog and data sharing infrastructure
- Upgrade BAAMA's website to become a hub for information about GIS and GIS professionals

We want to build a cohesive community of GIS Professionals, whose professional association represents and responds to their needs. To be effective, we need to hear from you, our members.

There are several ways you can let us know your preferences on these strategic policies. Call or eMail a BAAMA Board member. Enter your comments on a BAAMA Discussion eForum. Make a presentation at the BAAMA educational meeting. Make a presentation at the CalGIS conference. Attend BAAMA Board meetings (first Tuesday of every month).

The BAAMA Board is here for YOU, to make this association, YOUR association. Are you here as well?

Helping to build a coherent GIS Community, I remain,  
Your BAAMA President and Left Wing Commander,  
Bruce Joffe