



National  
Mapping  
Division

National Mapping Division  
U.S. Geological Survey  
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<http://mapping.usgs.gov>

STRATEGIC  
DIRECTION  
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## Mission

The mission of the U.S. Geological Survey's (USGS) National Mapping Division (NMD) is to meet the Nation's need for basic geospatial data, ensuring access to and advancing the application of these data and other related earth science information for users worldwide.

In support of this mission, we carry out the following activities:

- ◆ Ensure the production and availability of basic cartographic and geographic spatial data of the country.
- ◆ Coordinate national geospatial data policy and standards.
- ◆ Provide leadership for the management of earth science data and information.
- ◆ Acquire, process, archive, manage, and disseminate land remote sensing data of the Earth.
- ◆ Improve the understanding and application of geospatial data and technology.

## Challenges

- ◆ An expanding market for geospatial data.
- ◆ Changing customer expectations driven by technological changes.
- ◆ New requirements and information needs that necessitate novel applications.
- ◆ Increasing quantities of data from a growing array of satellites.

## The NMD Strategy

Strategic goals that support three key mission areas:

### 1. Mapping Data Collection and Integration

- ◆ Develop geospatial data and multi-purpose products from many sources, using a variety of partners.
- ◆ Promote the National Spatial Data Infrastructure.
- ◆ Provide leadership and technical expertise to assist in developing geospatial data standards.

### 2. Earth Science Information Management and Delivery

- ◆ Provide easy access to and delivery of USGS products and information.
- ◆ Expand and modernize the management of land remote sensing and other geospatial data, including the National Satellite Land Remote Sensing Data Archive.
- ◆ Lead the civilian access to, management of, and application of classified data and information.
- ◆ Expand the use and array of information access points — Internet, kiosks, and business partners.

### 3. Geographic Research and Applications

- ◆ Develop geospatial data uses and models to better understand environmental and socioeconomic issues.
- ◆ Establish research and development partnerships with academia and the private sector.

## NMD Strategic Plan

The NMD has developed a strategic plan to chart its future into the next century. The issues facing the Division — rapidly advancing technology, increasing need for geospatial information, and pressure to reduce Federal spending — require a highly qualified workforce and new partnerships with a variety of customers.

The role of the NMD is evolving beyond the production of maps to include the following responsibilities:

- ◆ Managing, integrating, and disseminating geospatial data from a variety of sources, for many uses.
- ◆ Helping to establish a nationwide clearing-house system of geospatial data, online indexing and distribution of information, conducting customer research to better understand and serve our customers, and working in partnership with other agencies and the private sector to accomplish mutual objectives.
- ◆ Focusing on appropriate Government mapping responsibilities and continuing to build business-sector relationships in all mission areas.

# Evolution of Mapping at USGS

Beginning in the late 19th century, the primary cartographic product of the USGS was the topographic map. Today, the NMD provides extensive cartographic, geographic, and remotely sensed information in both paper and digital form.

The explosive growth of geographic information systems, remote sensing, and global positioning system technologies have fueled the need across the country for greater amounts of high-quality digital geospatial data. These data are essential to all levels of government — Federal, State, and local — and to the private sector for making wise choices about land use, economic development, and the health and well-being of United States citizens.



For copies of the *National Mapping Division Strategic Plan*, contact Strategic Planning & Program Development, National Mapping Division, USGS, Mail Stop 512, 12201 Sunrise Valley Drive, Reston, VA 20192. The *Plan* is also available on the Internet at:

<http://mapping.usgs.gov/misc/strategic.html>

