

## **THE ISPRS STRATEGIC PLAN**

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### **Background**

In this rapidly developing world, the scope and applications of the sciences of ISPRS are changing radically. Major developments have been the greater use of satellite sensors, lidar and radar; operational use of remote sensing science and the incredible spread of the internet which presents new challenges for providing education and computing. New organisations have been established and the attitudes at international policy level have changed. It is now accepted that science must demonstrate a benefit for society and Global Earth Observing System of Systems (GEOSS) demonstrates this. The Group on Earth Observation (GEO) is recognised as a key player by many nations, especially the G8 countries. The role and status of national mapping agencies and commercial companies have changed: there is much more emphasis on efficiency and value for money. New markets have opened up, such as presenting spatial data on the internet with location based services, animation, and recording and presenting cultural heritage. The central role of imagery and derived products in disaster management and homeland security has become established. The ISPRS Council has responded to these changes and developed a new strategic plan which will serve the Society for the next ten years.

### **The Mission**

This new Strategic Plan defines the mission of ISPRS: “..... to advance the photogrammetry, remote sensing and spatial information sciences through international cooperation in research, development and education for the benefit of society and for environmental sustainability”.

### **The plan**

The strategic plan will be implemented so that ISPRS will be the leading international society promoting photogrammetry, remote sensing and spatial information sciences such that:

- ISPRS will be the foremost scientific society in the field;
- ISPRS will be the primary society in developing successful applications from scientific results in traditional and new areas;
- the voice of ISPRS will be heard in plans to meet environmental and societal challenges: from global phenomena to the microscopic;
- ISPRS will be the primary provider of educational resources and capacity building to increase public understanding and use of spatial technology;
- reliable and interoperable spatial information and tools are available, accessible, and routinely used;
- citizens can rely on the availability of persistent and ubiquitous spatial information and a thriving spatial marketplace;
- coordinated policies ensure enhanced access to current and historic data;
- partners from all sectors and regions work collaboratively with a common set of policies, procedures, standards, and data models;
- incentives are available to ensure cost-effective initiatives, continuous progress, and innovation;
- partnership and collaboration exist with other societies;

- new technologies are embraced and made accessible to the global community.

Outcomes of the strategy of ISPRS will result in:

- the value of spatial resources being so well understood globally that its ongoing development is easily and continuously sustained;
- commercial, academic, and non-profit organizations, and all levels of government, operating under a shared governance structure, sharing a common set of goals and objectives, and coordinating and leveraging their efforts;
- students and young professionals globally aware of the benefits of spatial science;
- a skilled and educated work force placed to exploit the full potential of spatial resources to benefit society;
- the exchange of knowledge being facilitated through mobility of scientists and students on a global scale.

ISPRS will develop an organisational structure to facilitate a society that performs the following:

- effective communication with all members and with society in general;
- promotes diversity;
- encourages interchange between disciplines;
- fosters scientific rigor, innovation and intellectual advancements in the spatial sciences;
- supports young scholars from around the world and enhances global access to spatial education.

There are four components to the strategic plan: first to define the science which is within the scope of ISPRS; second the strategies to advance the science; third communications; and fourth the organisation necessary to implement the vision.

The science of ISPRS will:

- concentrate on core disciplines (photogrammetry, remote sensing and spatial information sciences);
- develop core disciplines to applications such as disaster management, health, cultural heritage and animation;
- develop interest in key international issues such as working towards the Millennium Development Goals and climate change;
- work with other disciplines, such as computer vision, which use imagery, particularly using close range photogrammetry and optical 3D measurements.

The strategies to advance the science are:

- promote and operationalise the use of imagery and the supporting remote sensing and spatial information sciences to solve global issues;
- engage with developing countries, especially in capacity building and student activities;
- develop strategies with academicians, manufacturers and users in the new markets;
- broaden membership to other disciplines and attract players from the new markets;

In order to communicate the science ISPRS will:

- establish ISPRS as the recognized voice of photogrammetry, remote sensing and spatial information sciences through development of relationships with key international bodies;
- improve external visibility and the image of the Society;
- develop a marketing plan;
- expand membership in all categories;
- improve electronic and printed forms of communication.

The key issues relating to the organisation of ISPRS are to increase income and to instigate improvements in the administration of ISPRS.

### **Implementation**

Council will oversee the implementation of the plan, but in order to do this efficiently three task forces will be established:

- Marketing;
- Funding and efficiency;
- Widening participation.

Council will report on progress at the Congress in 2012

### **Conclusion**

The new Strategic Plan of ISPRS will position the Society in the best place to work with the public and the science community to ensure that the role of imagery is understood and that the available data is used to the best advantage for all of society. Implementation of the strategy will produce an efficient, professional organisation, ready to meet the challenges of changes to the environment, rapidly developing information and communication technologies and a society which is demanding spatial information to satisfy new demands.

### **Footnote**

The Plan was developed by a Strategy Review Committee:

Kohei Cho, Japan. President Commission VI 2004-2008; General Secretary of Asian Society for Remote Sensing.

Ian Dowman, UK (Chair). President ISPRS 2004-2008.

Christian Heipke, Germany. Vice President, Research, EuroSDR, 2006-2010.

Marguerite Madden, USA. President Commission IV, 2008-2012.

Stewart Walker, USA. BAE Systems.

Tsehaie Woldai, Netherlands. Chair of African Association of Remote Sensing for Environment.

The main Meeting of the committee was facilitated by Kass Green, President of ASPRS, 2008