Road Map for GEBCO Outreach program

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Review of outreach programs

- Some outreach programs is composed of sporadic, event-based, donator intention-oriented program as a lack of official funding.

- Regardless of a good tradition, it is necessary to set up a mid-term roadmap for outreach program which intended that our outreach program should be

  more systematic,

  more technical adaptive,

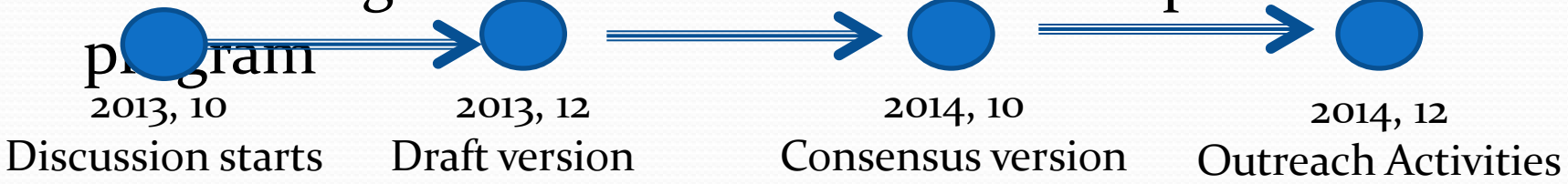
  more accessible for the public including students

  more diverse products beyond maps themselves.

Road map for outreach programs

- Suggestions

- Time Span: educational or reconnaissance of GEBCO in 6 years (three –year two-phase, 2014~2016, 2017~2019)
- Draft versions prepared by several volunteers by end of 2013
- Draft version will be reviews by all the members of GEBCO
- GGC meeting in 2014, some discussion will be made for elaborating the draft version of Roadmap for outreach program

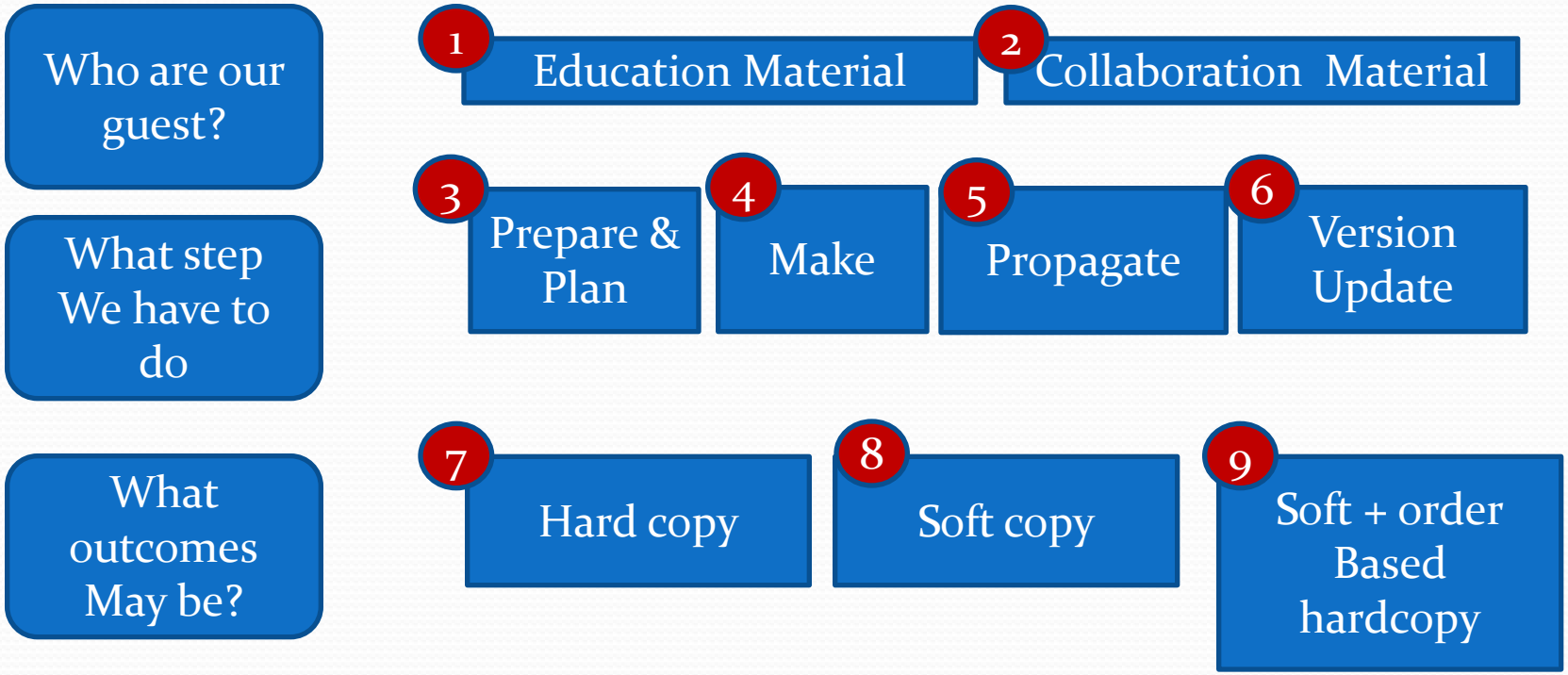


General Method of Making Road Map

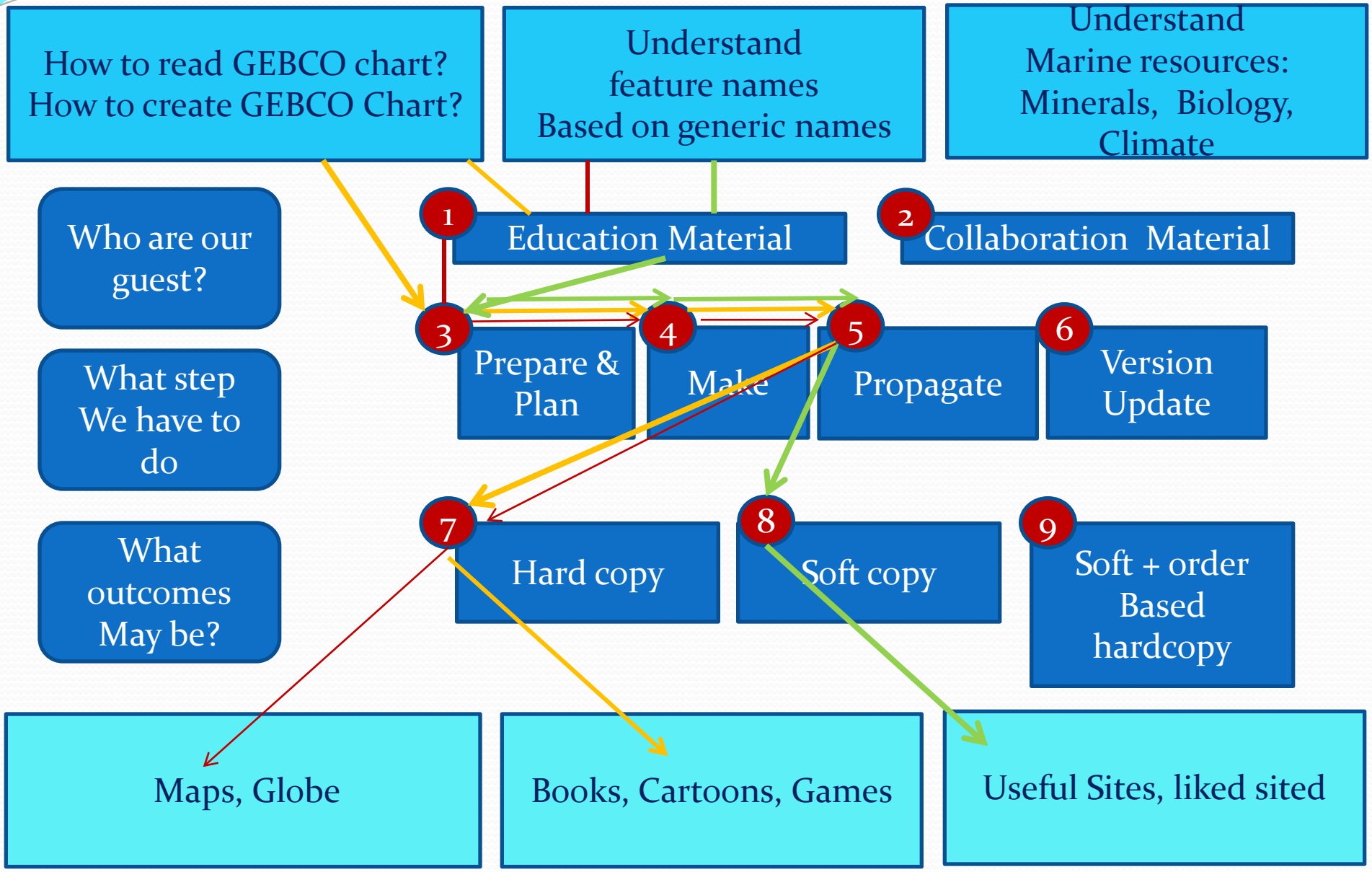
- Information Strategy Planning methods will be tailored for the direction of outreach program

Step1. consensus of need for Roadmap
Step2. Environment analysis (members, funds, organization, traditions, rules etc.)
Step3. Current situation analysis (ICT technical trend, user interests)
Step4. SWOT analysis
Step5. Vision and Objectives setting
Step6. Strategies and potential subprograms
Step7. Subprograms priority setting and inter-dependency analysis
Step8. Detailed plan for top 10 or top 15 Subprograms and budget plans
Step9. Implementation Strategy: outreach range, depth, methods, number of volunteers
Step 10. Organization support and declaration of Roadmap for outreach.

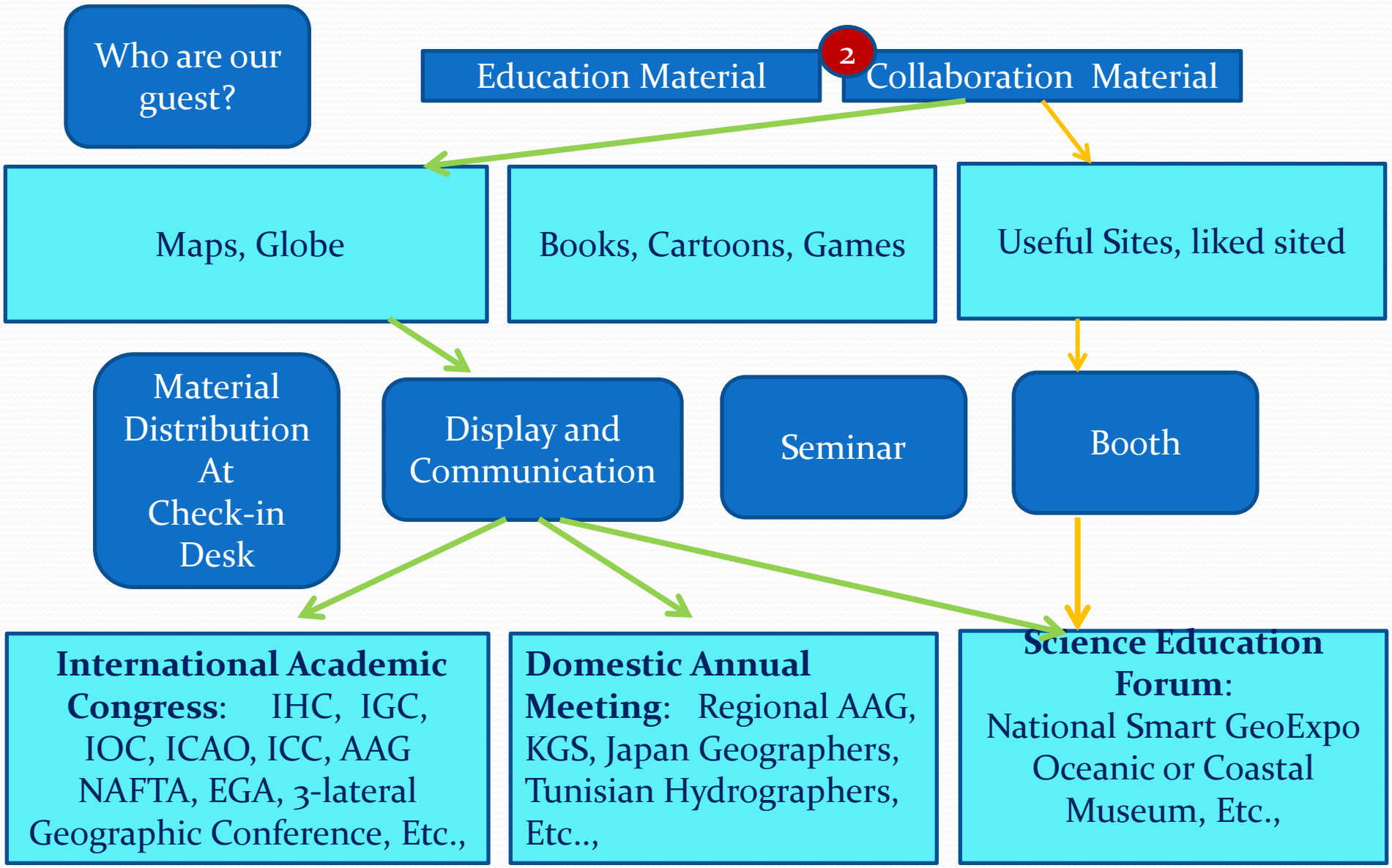
For examples



For examples: Product-oriented



For examples: Activities-oriented



For examples: Activities-oriented

Who are our guest?

Education Material

Collaboration Material

Maps, Globe

Books, Cartoons, Games

Useful Sites, liked sited

Material Distribution At Check-in Desk

Display and Communication

Seminar

Booth

ICAO- 120 airline companies
-main undersea feature map
-explanation
-story telling Etc.,

Effects of outreach program

- Awareness of GEBCO activities
- Lead societies toward Sustainable development
- More investments on Hydrographic Survey and Ocean Mapping

Thank you !