

Developing a Successful GIS Services Program

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Background

Government Information at Texas State University started providing access to GIS software over 15 years ago, in addition to its other popular services, such as free printing of USGS topographic maps.

In August 2015, Alkek Library rolled out GIS Services - hiring a GIS Services Specialist, offering individual consultations & group workshops, improving GIS Lab hardware & software, & creating online and print guides to data resources.

This service is physically located within Government Information.

Our Services

GIS Services offers:

- Individual consultations on topics including GIS & remote sensing techniques, data resources, and data management best practices
- Workshops
- Access to proprietary & open source GIS & remote sensing software
- Research guide to GIS data sources

Technology

Computers were upgraded from Dell Optiplex 790 to HP TouchSmart 9300 Elite.

Network speed was increased from 12 MB/s to 105 MB/s for on-campus transfer speed.

Software

Software in GIS Lab include proprietary & open source software. Types of software include GIS, remote sensing, digital design, programming & statistical software.

Example Software:

- GIS: ArcGIS 10.4.1 – 25 floating licenses
- Remote Sensing: ERDAS Imagine
- Statistical: IBM SPSS Statistics 22
- Digital Design: Adobe Creative Suite
- Programming: PyScripter

Data

A large variety of data from federal government sources, as well as state & local government and proprietary data, is made available to patrons. The GIS Services Specialist has organized several resources in a LibGuide organized by Geography & Subject.

Example Subjects & Resources:

- Boundaries
- Census
- Transportation and Utilities
- Business and Economy
- Food and Agriculture
- Health and Wellness
- Crime Data
- Energy Resources
- Historical Data & Politics
- Weather/Climatic and Hazards
- Land Cover, Wildlife and Ecology
- Hydrology/Hydrography
- Geology and Soils
- Elevation and LiDAR
- Imagery

Major Federal Government Geospatial Data Sources:

- USGS, NASA, NOAA, Census

Example State Government Data Sources:

- Texas Natural Resources Information System
- Texas General Land Office

LibGuide

<http://guides.library.txstate.edu/gis/>

The GIS Research Guide had 2306 views from August 2015 – August 2016.

Marketing

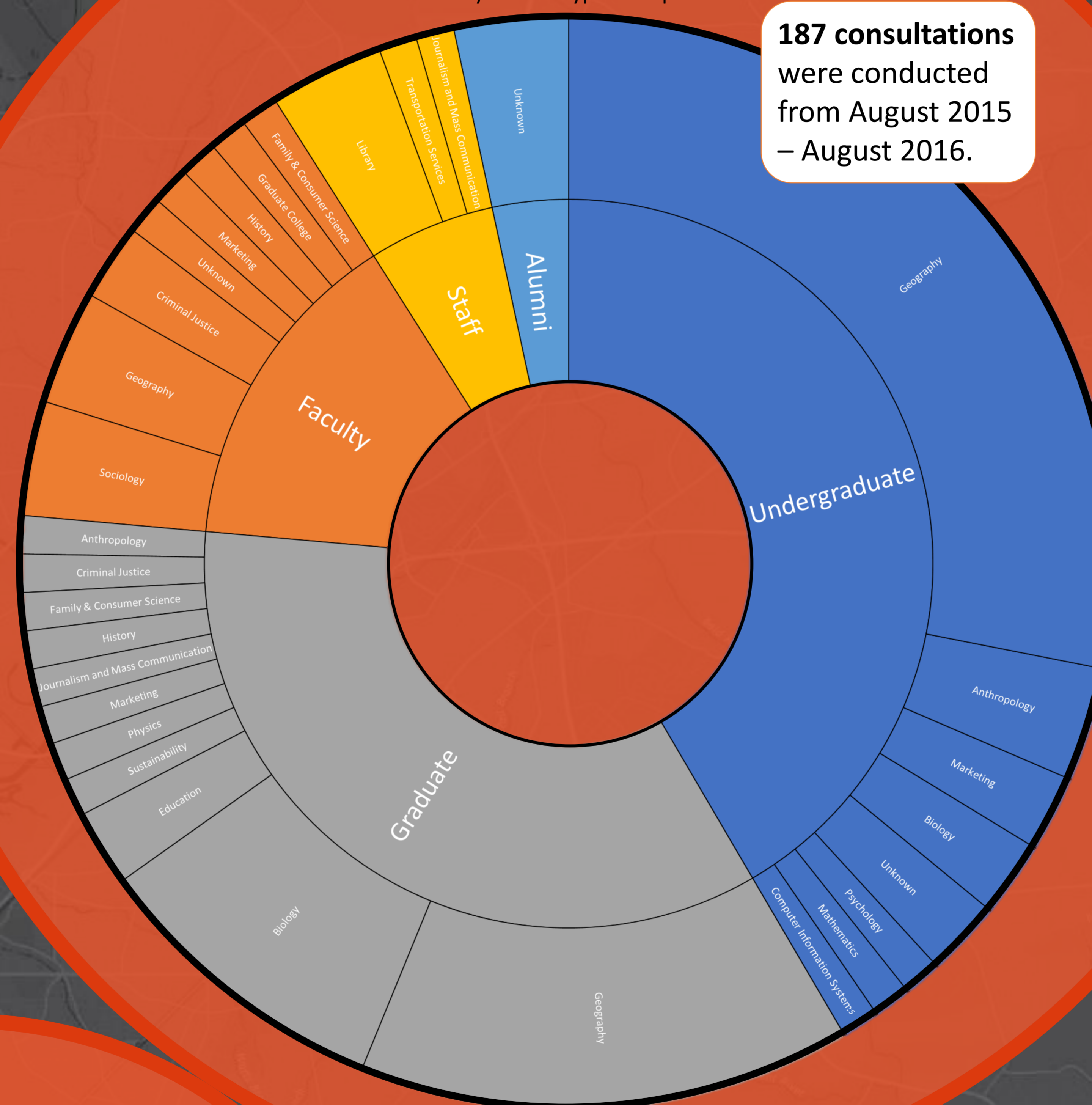
We have explored a wide variety of marketing strategies to promote our new GIS Services.

- **Email:** Distribute information directly to faculty in key departments and indirectly via subject librarians
- **Events:** Co-sponsor GIS Day
- **Social Media:** Advertise workshops and services on Alkek Library Facebook & Twitter pages, Government Information Facebook Page, and request campus groups to share information on their page
- **Student Groups:** Speak at meetings of Geography Graduate Student Forum & Society for Geographic Information Science
- **Digital Signs:** Signage in the library & Geography building advertises the consultation service and the workshop series
- **Print:** Flyers and posters advertise workshop series. Articles in university newspaper and library eNewsletter

Consultations

By Patron Type & Department

187 consultations were conducted from August 2015 – August 2016.



Workshops

In October 2015, the GIS Services Specialist created a workshop series. Thirteen workshops have been conducted, with a total of 127 attendees.

Workshops have included:

- Basics of ArcGIS I
- Basics of ArcGIS II
- Where there is no ArcGIS - Exploring Open Source GIS
- Geocoding & Spatial Statistics
- Network/Business Analysis
- Suitability Analysis
- Mapping made Simple - Exploring SimplyMap

Workshop feedback consistently stated that workshops should be longer. Therefore, we have split the workshops into two sessions – extending an initial 1.5 hour workshop to a 4 hour workshop.

More Info

For more information, see accompanying LibGuide:

<http://guides.library.txstate.edu/developing-gisprogram>

Like the Texas State University Government Information Facebook page:

<https://www.facebook.com/TXStateGovInfo/>

Next Steps

- Distribute ArcGIS student licenses
- Offer a map scanning service
- Expand map printing to patron-created maps
- Increase video tutorials
- Introduce video marketing
- Continue to gather geospatial resources for inclusion in LibGuide
- Expand to other data services
- Explore data repository
- Explore checkout of drones
- Increase online assistance via screen sharing