



Delivering Actionable Information



Keith T. Weber, GISP
GIS Director, ISU
IT4GIS

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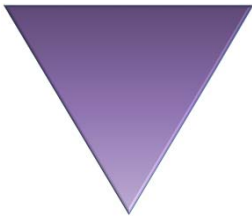
End-users, Customers, Stakeholders, and Decision-Makers


- GIS is a fantastic decision-support tool
- Yet, the decision-makers are often **Drowning in Data...Thirsting for Information**

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The Data to Wisdom Pathway

- Data
- Information
- Knowledge
- Wisdom



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What is?

- Data

171412	10000007	Brush Lake Closed Basin
45219	10110203	Middle Lake Reservoir
117254	10120108	Flat
22445	10180013	Pumpkin
100637	10190017	Sidney Draw
66448	10190018	Lower South Platte
241536	10250006	Strong Water
348270	10150002	Nubara Headwaters
940319	10180009	Middle North Platte-Scotts Bluff
1104145	11000001	Canadian Headwaters
871680	11000002	Cameron

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What is?

- Information
 - Context
 - Meaningful

ACRES	HUC_ID	WBD_Name
171412	10000007	Brush Lake Closed Basin
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What is?

- Knowledge
 - Context
 - Meaningful
 - Speaks to you
 - Part of *your* paradigm

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A Watershed

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It's about Communication

- How do we communicate with geospatial data?
 - First, we need data
 - Ideally from reliable and/or authoritative source
 - Use standardized or accepted symbology
 - Regardless of how you feel about it cartographically
 - Consider generalization or reclassification
 - High, medium, or low instead of 0-10000
 - Using meaningful values and words

What does this mean?

It's about Communication (cont'd)

- Use meaningful units
 - Acres instead of the number of pixels
 - Miles instead of meters
 - “Sagebrush-steppe” instead of code 4622

An Example

- Q: How much of the 2015 Widget fire was considered a high severity burn?
 - A: 1,968 pixels
 - A: 1,771,200 m² (1,968 30x30 m (900 m²) pixels)
 - A: 437.673052 acres (be cognizant of significant digits)
 - A: 437 acres



How can we fix it...

- Brainstorm

A Checklist

- When you have finished spatial analysis and are ready to deliver the results...
- Ask yourself:
 - How can I explain this, so the results can immediately support sound decisions
 - How can I best communicate these data
 - How can I help turn these data/results into *actionable information*



Questions