



United States Department of the Interior

GEOLOGICAL SURVEY
EROS Data Center
Sioux Falls, South Dakota 57198

IN REPLY REFER TO: OC 10-7

October 28, 1992

Memorandum

To: EDC Employees
From: Acting Chief, EROS Data Center
Subject: EDC Program Review

The annual EROS Data Center (EDC) Program Review was held on October 14-16, 1992. The purpose of the review was to critique current programs and develop strategic plans for the future. I led off by summarizing our recent accomplishments (there were too many to cover them all!), a few disappointments (e.g., problems with tracking costs at the end of the fiscal year; our accomplishments often lack visibility), and several important challenges which translate into major opportunities. Results of the 1992 Review are as follows:

A. Vision Statement

The intent of strategic planning is to set goals for the future and develop a framework, or roadmap, for meeting those goals. I believe that a guiding principle in this process is to involve everyone at EDC in planning for the future. Establishing and understanding our mission, goals and objectives are crucial steps in planning for the future. We have a draft document describing EDC's mission, goals, and objectives, and the projects that are being conducted in support of each objective--in other words, an "EDC Strategic Plan." However, it was recognized at the Program Review that we also need a clear, positive vision of what we, and I mean all of us, want EDC to be.

As this planning process continues, I will work with all the Branches and Offices to create a crisp vision statement. Then, we will assert this vision on all future planning. With a carefully crafted vision statement, each of us should be able to comfortably answer not only "What do you do at EDC?", but also "How does your work contribute to EDC's mission and responsibilities?"

B. Concept of Operations

The Concept of Operations (Con Ops) Study, which defines future management concepts, has been thoroughly reviewed by EDC Center Management staff, approved by the Office of the Chief, and, therefore, successfully completed--pending review by National Mapping Division (NMD) management in Reston, Virginia. The principle recommendations of the Con Ops Study, to which nearly everyone at EDC had a chance to contribute, are to implement

new program and project management procedures, financial planning and control tools, and organizational structures that facilitate the work being conducted at EDC.

The next step in this process is to transform these concepts into an implementation plan. This will be accomplished over the next few months in a Design of Operations (Des Ops) Study. This study already has been initiated. It will define, in detail, the management processes and preliminary EDC structure recommended in the Con Ops Study.

The first action of the study was to identify six EDC programs and their respective Program Managers.

<u>Programs</u>	<u>Program Managers</u>
Data Management	Bill Draeger
International	Don Moore
LPDAAC	R. J. Thompson
Production	Bill Draeger
Research and Applications	June Thormodsgard
Systems	Ron Parsons

The second action was to assign staff to the study team: Wayne Rohde (Chair), Dennis Hood, and the Program Managers listed above.

The third action was to clarify the objectives of the Des Ops Study:

1. Define and document procedures:
 - to prioritize programs and projects
 - to initiate and close out projects
 - to allocate funds to programs and projects
 - to conduct strategic program planning
2. For each EDC program, identify sources of funds, determine the amount of available funds, identify associated projects, allocate funds to each project, and identify project managers.
3. Develop fiscal year 1993 and 1994 financial operating plans based on programs and projects, as well as on branches and object classes.
4. Throughout the design process, evaluate EDC's organizational structure as recommended in the Con Ops Study, and prepare the implementation plan.

As with the Con Ops Study Team, I have encouraged the Des Ops Team to involve you, and all other EDC staff, at several stages of the design process. Conversely, you are encouraged to share your ideas and concerns with any member of the team at any time.

The Des Ops Study Team will submit a draft implementation plan to the Office of the Chief by March 31, 1993.

C. Landsat 7

Given the recent actions of the National Space Council chaired by the Vice President, the release by the President of National Space Policy Directive No. 5 on Landsat Remote Sensing Strategy, and the creation by the U.S. Congress of new legislation on land remote sensing, there is an outstanding opportunity for EDC to become a major participant in the Landsat 7 program. The Landsat 7 program managers [National Aeronautics and Space Administration (NASA) and Department of Defense (DOD)] have indicated that EDC will be responsible for the ground segment (data processing, archiving, and distribution). However, to ensure this role, EDC must immediately be proactive in the areas of (a) defining user requirements, (b) developing an interface with the NASA/DOD Joint Program Office, (c) supporting the space segment contract, (d) specifying an appropriate information management system, (e) providing science support, and, most immediately, (f) procuring a Landsat 7 Product Generation System.

Landsat 7 is expected to be launched in 1997. The opportunity for EDC to receive, process, and distribute the data acquired by this system is exciting, but it also presents an enormous challenge for all EDC staff. This is a job we used to have earlier in the Landsat program--and we want it back. R. J. Thompson will lead our efforts, but he will need your help. Immediate actions required include:

1. Meet with EDC Branch Chiefs to define near-term assistance available to move quickly on definition/development of Landsat 7 Product Generation System procurement documentation, planning for Request for Proposal (RFP) release in February-March time frame.
2. Develop staffing plan and position descriptions associated with long-term Landsat design and engineering team.
3. Resolve discrepancies between Landsat systems, development, and operations, and similar activities for Earth Observing System Data and Information System (EOSDIS).
4. Prepare technical summary of work, staffing level, budget, etc. for discussion/agreement between EDC and NMD and between NMD and NASA and present to the Division Chief on October 26.
5. Develop/present briefing to U.S. Geological Survey Director on November 6.
6. Participate in definition/approval of Landsat 7 Level 1/Level 2 requirements.
7. Participate in definition of Landsat 7 Level 0 processing options.

8. Meet with Information System Division and Branch of Contracts personnel (and Department of the Interior staff if required) regarding Automated Data Processing (ADP) versus non-ADP ruling and associated procurement approvals.
9. Begin requirements analysis paperwork.
10. Begin RFP specification for the Landsat 7 Product Generation System, building on the recently executed Landsat Archive Product Generation System procurement.

D. Other Action Items

<u>RESPONSIBILITY</u>	<u>ACTION</u>
1. All	Improve recognition of excellent performers on the EDC staff.
2. All	Increase visibility of EDC accomplishments to the Division through presentations to NMD management and to the science community through publications.
3. Rohde	Develop strategies for FY 1995 budget initiatives; focus on a Program Funding Proposal (PFP) for a National Satellite Land Remote Sensing Data Management Program.
4. Draeger	Develop better communication and closer working relationship with Production Management and Information and Data Services staff at NMD/Headquarters and the Mapping Centers.
5. Draeger	Draft an updated definition of the National Archive for Senior Staff comment. Prepare a project plan including sources of funding for the Archive and list of those activities that are needed but that aren't currently funded.
6. Draeger and Parsons	Prior to the next Financial Operation Plan (FOP) meeting, brief Senior Staff on how the EDC transfer accounts operate.
7. Parsons	Rejuvenate the Computer Resource Allocation and Management (CRAM) team in a broader ADP planning context, especially in the areas of business systems, image processing, wide area networks, and office support systems.
8. Parsons and Draeger	Prepare a long-term conceptual plan for DORRAN. Include Program Development and Control office (PDCO), EOS Data Systems Project Office (EDSPO), and NMD/Headquarters staff in the process.

9. Draeger and Thormodsgard Prepare a recommendation for the administrative location of the EDC Library.
10. Thormodsgard Brief Senior Staff on the EDC University Data Grant Program.
11. Hood Develop an implementation plan for supporting EDC newsletters, publications review, and awareness activities, both internal and external.
12. All Improve the efficiency and effectiveness of hosting visitors and scheduling and chairing of internal EDC meetings.
13. All Be more selective in our acceptance of requests for EDC attendance at off-site meetings, especially when concurrent travel is involved. Encourage the use of teleconferencing.
14. All Aggressively pursue opportunities for staffing skill-mix changes through directed reassignments and selective backfilling of positions open due to attrition.



Donald T. Lauer