

# The Importance of GISP

For CGIA – Feb 2024 Nick Franchino, AICP, GISP GIS Manager, LA County Planning

#### **Topics for Today**

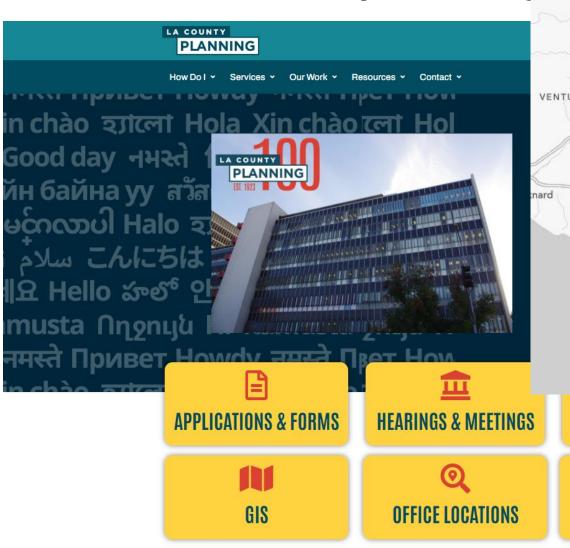
- My Background
- Professional Certifications
- Why GISP is Important

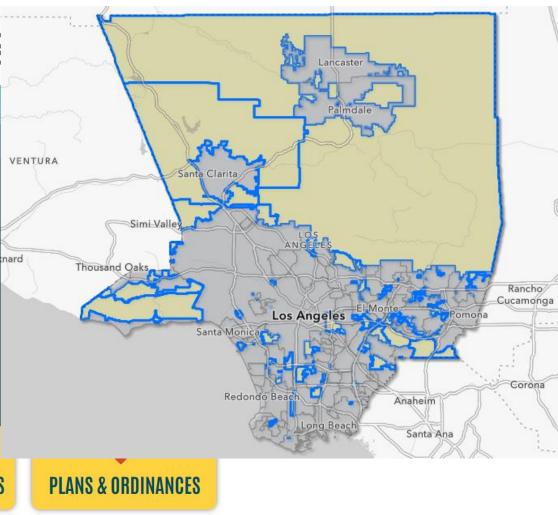
#### My Background - Career

- Education in Urban & Regional Planning
- Work has been in GIS (28 years)
- Started as intern (student professional worker)
- From Student to GIS Analyst to GIS Manager
- American Institute of Certified Planners (AICP) certification in 2001
- GIS Professional (GISP) certification in 2014



My Organization – LA County Planning

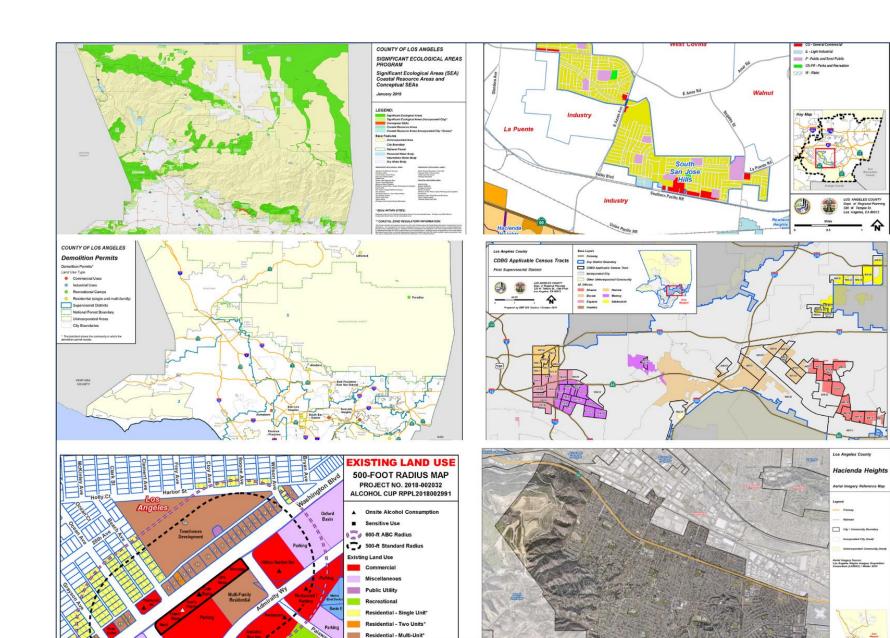




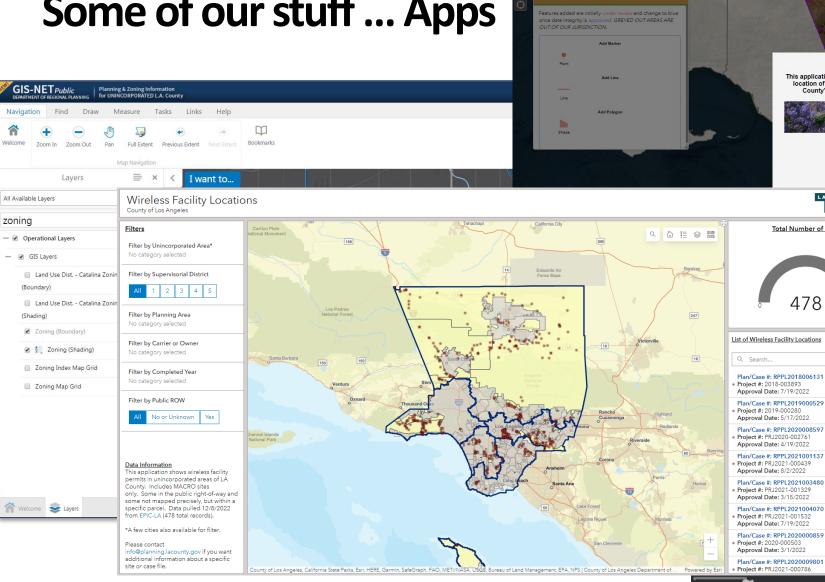
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#### Some of our stuff...

### Maps



#### Some of our stuff ... Apps



This application is intended to be used by the public to identify the location of potential historic resources. Information about the County's Historic Preservation Program is located here. PLANNING Total Number of Sites List of Wireless Facility Locations Plan/Case #: RPPL2018006131 Project #: 2018-003893 Approval Date: 7/19/2022 Plan/Case #: RPPL2019000529 Project #: 2019-000280 Approval Date: 5/17/2022 Plan/Case #: RPPL2020008597 Project #: PRJ2020-002761 Approval Date: 4/19/2022 Plan/Case #: RPPL2021001137 Project #: PRJ2021-000439 Approval Date: 8/2/2022

PLANNING Data Updated: October 2023 This application helps you view the Alcohol Beverage Sales Licenses (Licenses) in Los Angeles County. It includes data for UNINCORPORATED Areas and Incorporated Cities. The data for the UNINCORPORATED Areas also provides Conditional Use Permit (CUP) information based on the location. The data includes Off-Site Sales Licenses, such as those for Equor stores and supermarkets (License Type Numbers 20 and 21) and On-Site Sales Licenses, such as those for restaurants and bars (License Type Numbers 40, 41, 42, 47, 48, 50, 51, 52, 61, 67, 70, 75, The UNINCORPORATED Area licenses and incorporated City licenses are shown as two separate layers in the application but come from the same data source State of CA Alcohol Beverage Control (ABC) . Use Layer List to turn on/off layers in the map. . Use Filter Tool to narrow down results for UNINCORPORATED Area License Categories and Supervisorial Districts.

Alcohol Beverage Sales - UNINCORPORATED Area: This layer is a data subset that was created by mapping addresses in the original table downloaded Angeles County. An analysis was completed to determine whether each License has a CUP associated with it. If a License does not have a CUP associated with it, then it is "Deemed Approved". This layer is designated by License Type Number for Off-Site Sales Licenses with CUP, On-Site Sales Licenses with CUP. Deemed Approved" Off-Site Sales Licenses, and eemed Approved' On-Site Sales Licenses. Data is

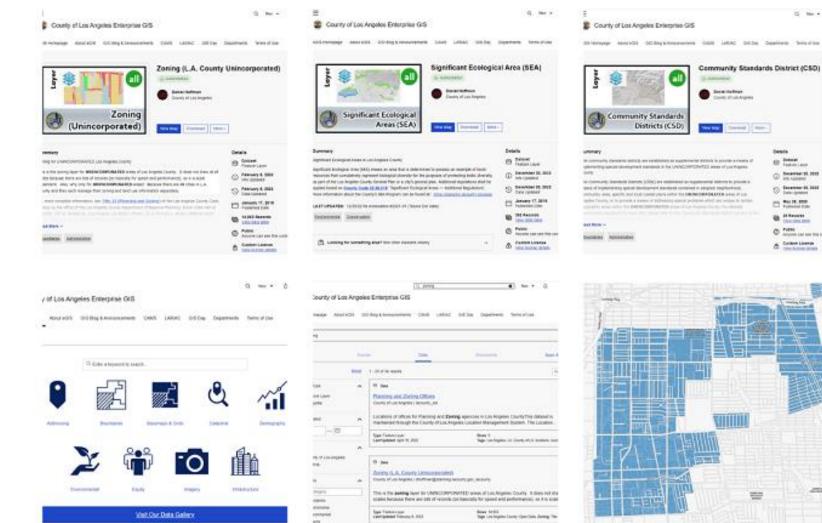
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#### Some of our stuff ... Data



#### **Professional Certifications**

- There is distinction between certifications and licensure/credentials
  - Licensure is usually required by law
  - Certifications usually obtained through a professional organization or educational institution\* (source: Indeed.com)
- Certifications can be general or specific
  - Foreign language certificate, software certifications, CPR or first aid programs, leadership, project management, etc.
  - Certified Financial Analyst, Marketing, HR, various trades
- GISP is similar (as is AICP, for planners)

#### **Certified Planner - AICP**

- Received my AICP certification in 2001
- I work in a traditional land use planning organization
- Felt good to get it; feels good to have it; working with planners every day
- AICP bonus; for those in our department, having the certification; established in 2008
- County unions negotiated for it I was on the negotiating team;
  2.75% of base pay

#### **How We Got to Certification...**



 When an industry matures – that's when certification comes up

#### **My GISP Certification Journey**

- Certified in 2014
- I had been doing GIS since 1996 (approx. 18 yrs of professional experience)
- I had a Masters degree in a related field (urban & regional planning)
- I did a myriad of tasks and lots of different things as it relates to GIS (data creation & mgmt, map making, database mgmt, web mapping, graphics, etc.)

#### **My GISP Certification Journey**

• I did NOT take the exam; I was "grandfather'd" in

 I would have studied exam guides and taken practice exams (just like I did for AICP)

I have recertified twice already

#### **GISP Certification...**

- Supports specialized knowledge & skills
- Adherence to ethical standards
- Enhances professional credibility

#### **Support Specialized Knowledge**

- For most certifications this is the key (to compliment your education and professional experience)
- Continuing education is usually required
  - To keep you up-to-date on standards, tools, and industry trends
- While GIS is broad; it's still specialized as it relates to other fields

#### **Support Specialized Knowledge**

You take a test; it's exam based\*

 You do some number of hours related to contributions to the profession

You stay engaged and active

#### **Support Specialized Knowledge**

 There are 45+ Knowledge, Skills and Abilities (KSAs) that they pull from the GIS body of knowledge (source: GISCI)

- Study guides and exam prep materials are available online
  - Guides with study materials
  - I found a 3 hr exam webinar on YouTube

#### Adherence to Ethical Standards

- This is often overlooked
- Means you are obligated to oblige by some minimal ethical standards
- This was big for me; because planning, to me, was always about helping others, the public good, etc.
- Ethics comes up in GIS and Planning regularly
  - What data we provide and how we provide it
  - How we use public funds/resources
  - Equity has been brought to the forefront more recently too

#### **Code of Ethics**

https://www.gisci.org/Ethics/Code-of-Ethics

- I. Obligations to Society
  - Do the Best Work Possible
  - Contribute to the Community to the Extent Possible, Feasible and Advisable
  - Speak Out About Issues
- II. Obligations to Employers and Funders
  - Deliver Quality Work
  - Have a Professional Relationship
  - Be Honest in Representations
- III. Obligations to Colleagues and the Profession
  - Respect the Work of Others
  - Contribute to the Discipline to the Extent Possible
- IV. Obligations to Individuals in Society
  - Respect Privacy
  - Respect Individuals

#### **Enhances Professional Credibility**

- Shows your commitment to the profession
- This might be more important for younger professionals (those early in their careers)
- This might be more important for consultants
- This may expand in importance over time (like other professions)

#### **Enhances Professional Credibility**

- From my anecdotal research
  - Those that had GISP were happy they did it
  - Those that did not have GISP were either considering it (especially if financial incentives were added) or past it (didn't feel they need it)
- Finally, it's not a scam (this came up in some online forums)

#### Benefits in Holding the GISP Certification

- In hiring
  - If it helps separate you from other candidates
- In salaries
  - If you get a bonus for having the certification
  - If you get reimbursed for taking the exam
- In pride
  - Shows that you are a professional

#### The Intangibles

- I am an optimist so I am inclined to support the effort
- It just feels like there is value in this certification
- I understand there is a process involved it's an investment to become a GISP and maintain your GISP
- Also, better to have than NOT to have; all other things being equal
- "Becoming a GISP is an investment, not an expense"
  Tony Spicci, GISCI Executive Director

#### **Key Take Aways**

- Three main things regarding GISP certification:
  - Supports specialized knowledge & skills
  - Adherence to ethical standards
  - Enhances professional credibility
- GISP adds value; on top of your education and experience
- Encouragement to contribute back to the profession



## Questions?

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https://planning.lacounty.gov/maps-and-gis/