This is a named option in the Environmental Conservation M.S. (http://
guide.wisc.edu/graduate/environmental-studies/environmental-
conservation-ms/#text)

The Environmental Observation and Informatics (EOI) named option
integrates cross-cutting Earth observation, technologies, and big data
analytics in one unique, 15-month, 32-credit program that combines
hands-on, in-person training with distance learning. Our goal is to
transform students’ technical expertise into integrative synthesis and
leadership in environmental observation and interpretation to advance
organizational response to environmental change at local, regional, and
global scales. At UW–Madison, we push the limits of remote sensing and
geospatial analysis to encompass the skills that are increasingly in demand
by industry, non-governmental organizations, government agencies, and
academia.

The EOI named option is designed for early- to mid-career professionals
worldwide who wish to advance to positions of project or program
manager, senior analyst, or similar rank. Individuals from diverse
professional or educational backgrounds are encouraged to apply. EOI
has been built to help individuals develop the expertise that the market
demands, focusing specifically on three pillars:

1. Remote sensing and integrated technology: Learn to select and
   apply the most appropriate and powerful platforms and technologies
   —including LiDAR, unmanned aerial vehicle (UAV) systems, cloud
   and social media, and crowd-sourced data—to address today’s most
   pressing environmental challenges.

2. Modeling and analysis: Construct scenarios of environmental
   phenomena to better understand natural processes and human
   actions, to predict and project future outcomes, and to conduct robust
   statistical analyses with distributed data to identify trends and inform
   management and policy decisions.

3. Innovative leadership: Drive strategic thinking to design and manage
   the use of observation technologies to advance policy, program
   direction, and executive decisions.