SECOORA

Southeast Coastal Ocean Observing Regional Association

Board Orientation Package

Welcome to the SECOORA Board! SECOORA is only successful because our board members dedicate their time to elevate the organization. Thank you for donating your time and becoming a SECOORA members.

Updated December 2019

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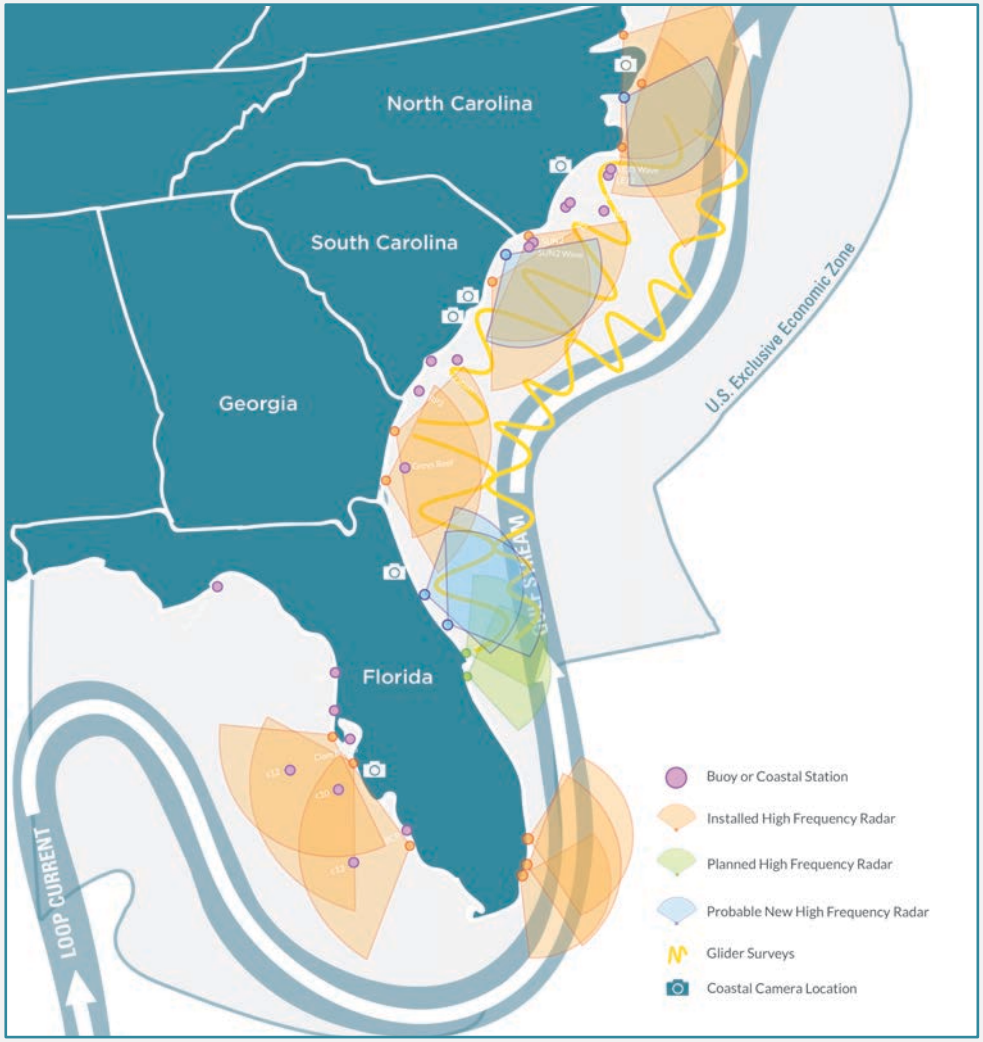
SECOORA



SECOORA – Southeast Coastal Ocean Observing Regional Association – is the coastal ocean observing system for the Southeast U.S. SECOORA is one of 11 regional coastal observing systems that comprise the NOAA led United States Integrated Ocean Observing System (U.S. IOOS®).

Our mission is to observe, understand, and increase awareness of our coastal ocean; promoting knowledge, economic and environmental health through strong regional partnerships. Pictured are our investments from the 2018 Annual Report.

Quick Links

Access to all the information you need.

- SECOORA By-laws
- SECOORA Website
- SECOORA Staff Contact Info
- Facebook and Twitter
- Board Roles and Responsibilities Document
- Strategic Plan
- Annual Report (2018 and 2017)
- IOOS Proposal Documents
- Committees
- Members Benefit Flyer (data focus or general)
- Corporate Sponsorship Flyer
- Conflict of Interest Policy
- Conflict of Interest Form
- Financial Procedures
- 501 (c) (3) Tax-Exempt Status
- IRS 990 Form
- Audit Report
- Certification
- Travel Reimbursement Form (Excel)
- IOOS Website
- IOOS Association Website

Current Board of Directors

June 1, 2019 – May 31, 2020

Chairman: Rick DeVoe, South Carolina Sea Grant Consortium

Vice-Chairman: Jeff Copeland, WeatherFlow Inc.

Secretary: Brendal Townsend, Ocean Tracking Network

Treasurer: Quinton White, Jacksonville University

Past Chair: Michael Crosby, Mote Marine Laboratory

Pat Halpin, Duke University

Mike Piehler, University of North Carolina at Chapel Hill

Marcel Reichert, South Carolina Department of Natural Resources

Roger Pugliese, South Atlantic Fisheries Management Council

Conrad Lautenbacher, GeoOptics, Inc.

Mitch Roffer, Fishing Oceanography, Inc.

Jim Murley, Miami-Dade County

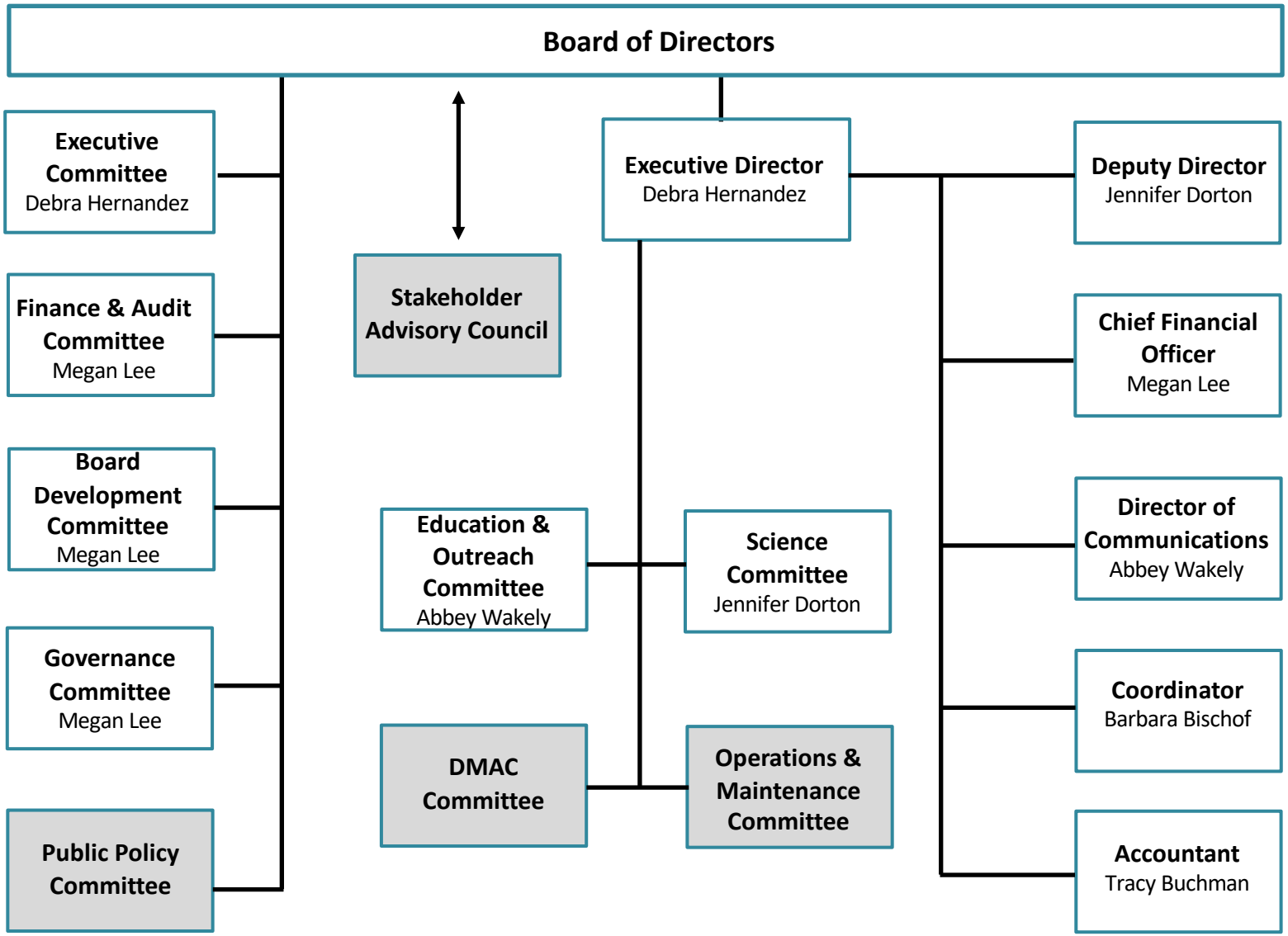
Bill Savidge, UGA – Skidaway Institute of Oceanography

Kurt Korte, Surfline

SECOORA

About SECOORA

Organizational Chart (By-laws)



About SECOORA

Strategic Plan: 2016 -2021

Developed by the Board in collaboration with our whole membership, the SECOORA Strategic Plan for 2016-2021 guides our tasks for the next 5 years.

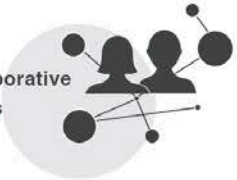
MISSION SECOORA's mission is to observe, understand, and increase awareness of our coastal ocean; promoting knowledge, economic and environmental health through strong regional partnerships.

5 YEAR VISION SECOORA is the recognized leader, valued partner, and go to source for coastal ocean information in the southeast.

CORE VALUES

We believe in...

Scientific integrity, technical excellence, and innovation



Inclusive and **collaborative partnerships**

Active stewardship of coastal ocean ecosystems

Accessible useful information for addressing societal needs

Leadership in coastal ocean science

Science based discovery and decision-making

Positive and supportive SECOORA working environments

STRATEGIC GOALS

1 Increase exposure and broaden usage of SECOORA's information and products

Strategies:

- Improve web-based information system and web presence.
- Provide state of the art tools, including phone apps, data analysis tools and decision support tools, and information on how to use the tools
- Implement an effective outreach strategy to reach priority user groups, such as mariners, fisheries managers, marine planners, etc.

2 Utilize a prioritized science-justified ocean observing system plan to guide and inform decision making and implementation

Strategies:

- Regularly review status of Coastal Ocean Observing System technologies and advancements
- Develop agreement on the Regional Coastal Ocean Observing System Plan utilizing existing proposal, plans and documents
- Utilize the RCOOS plan for funding opportunities

3 Expand partnerships – including membership and stakeholders

Strategies:

- Outreach to currently under-represented sectors to participate in SECOORA activities and initiatives
- Develop new services, and better market current services, including benefits for members
- Identify and promote opportunities for potential partners (non-members) to engage in SECOORA activities and initiatives

4 Engage and inform students and the public in ocean observing

Strategies:

- Support citizen-science opportunities
- Engage students in problem solving using ocean observing data
- Establish our researchers and program managers as resources for students and the general public
- Identify and pursue cooperative educational funding opportunities

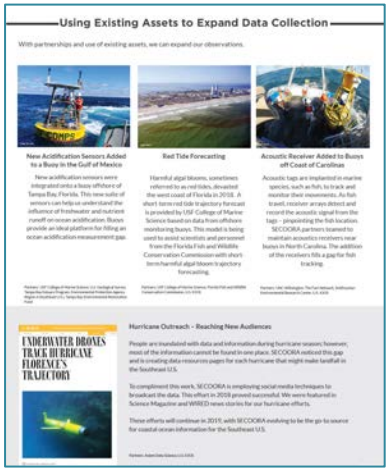
5 Improve SECOORA's organization capabilities

Strategies:

- Expand & diversify funding that advances SECOORA's mission
- Ensure SECOORA's operational & gov-ernance structure enables us to achieve our vision
- Have an effective marketing and out-reach strategy
- Ensure effective implementation of all grants, including the IOOS grant

About SECOORA

Annual Reports



Each year SECOORA produces an Annual report that reviews our calendar year accomplishments.

2018 Annual Report

2017 Annual Report

Funding

IOOS
Integrated Ocean Observing System

One of SECOORA's main source of funding comes through IOOS's five-year grant process. It provides support for continuing and expanding SECOORA observing, modeling and related activities in the southeast. Click here for IOOS proposal documents, including progress reports.

Role of the Board of Directors
Board Roles and Responsibilities

The intent of **the Board Roles and Responsibilities** document is to clarify the roles and responsibilities of the Board as they conduct SECOORA business as delineated in the SECOORA By-Laws. When specific responsibilities are called for in the By-Laws, the relevant By-Law Article and Section are noted.

Further, it is the intent of this document to provide guidance and clarification of such duties/responsibilities when such responsibilities are not duly noted in the SECOORA By-laws.

Items included:

- Attendance Requirements
- Tasks Related to Policy and Planning
- Tasks Related to Membership and Voting
- Tasks Related to Committees
- Tasks Related to Personnel
- Tasks Related to Budget

Click here to read the Board Roles and Responsibilities document.

Role of the Board of Directors

Meeting Participation

SECOORA host two in-person Board meetings a year and two Board calls a year (or as needed). SECOORA reimburses for all travel to in-person meetings (click for travel reimbursement form).

Below is an overview of the schedule (subject to change).

In Person Meetings

Winter Meeting: Historically held in December or January in different locations. This is a longer meeting focused on program development.

Summer Meeting: Held in conjunction with SECOORA's Annual Meeting. Historically scheduled in May and focuses on program implementation.

Board Conference Calls

Spring Board Call: Held to vote on Board election documents and budget review. Historically scheduled in March.

Summer Board Call: Held to elect Executive Committee officers and provide updates since the last meeting. Historically scheduled in July.

Committees Opportunities

Committees are essential to SECOORA operations. As established by our Bylaws, it is the one of the primary mechanisms by which members interact with and make decisions for the organization. We ask Board members participate on a Committee. There are two types of committees.

Policy Committees

Required to be chaired by a Board member, and membership is approved by the Board.

Program Committees

Serve at the pleasure of the Executive Director and members do not need to be approved, nor chaired by a Board Member. These committees operate more in an advisory capacity. If they decide on activities that require action, they refer them to the Board.

Click here for list of active Committees.

Membership

Recruitment

SECOORA encourages Board Members to help recruit new members. Without dues, SECOORA cannot support activities that are important for building a strong coastal ocean observing system network.

Email one of our members benefit flyers to potential members (data focus or general). We are standing by and willing to help craft outreach.

Corporate Sponsorship

A new program by SECOORA, Corporate Sponsorship is a way to help SECOORA expand our reach. If organizations are not interested in becoming voting members, Corporate Sponsorship is an option. Sponsorship supports student outreach, Annual Meetings, and more.

Email this Corporate Sponsorship flyer to potential sponsors.

Donations

SECOORA needs 100% commitment from the Board to apply for foundation grants.

We ask that everyone give a little, even if it is $100 dollars or $1000 dollars. This can either be a personal donation (give) or a sponsorship from an organization (get).

A few ways to donate include our Giving Tuesday efforts and donating to the Vembu Subramanian Ocean Scholars Award. Other opportunities pop up throughout the year.

DONATE

Miscellaneous

Conflict of Interest

Each year Board Members sign a Conflict of Interest policy.

Conflict of Interest Policy

Conflict of Interest Form

Financial Documents

SECOORA is a 501(c)(3) non-profit. Below are documents that might be of interest

Financial Procedures Document

501 (c) (3) Tax-Exempt Status

IRS 990 Form

Audit Report

IOOS Association

SECOORA is a member of the nonprofit IOOS Association. IOOS Association fosters communication across the IOOS program, strengthens intra-regional relationships, and promotes integration and coordination among the 11 Regional Associations, U.S. IOOS Program Office, NOAA federal agencies, and other partners.

Certification

SECOORA is certified as a Regional Information Coordination Entity.

Certification confirms that SECOORA provides federal quality data from the water, to the user, and to the archive.