SECOORA Annual Update

Debra Hernandez
SECOORA Executive Director
New Member

MIAMI-DADE COUNTY
SECOORA Strategic Plan
2016-2020

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 managers, fisherman, 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 agreements on the Regional Coastal Ocean Observing System Plan utilizing existing proposal, plans and documents.
   - Utilize the RECODS 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 & governance 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.

www.secoora.org
Strategic Plan / Staff Work Plan FY17

It’s working!!!
GOAL 1  Increase exposure and broaden usage of SECOORA’s information and products

Accomplishments Since May 2016:

• New responsive website launched (secoora.org)
  – Includes donate button
  – Device responsive
  – Includes stories on:
    • Hurricane Matthew,
    • buoy re-deployment, etc.
    • Your work??

• Launched blog (blog.secoora.org) where PIs contributed posts

• Added several new features and datasets to the portal (Kyle Wilcox tomorrow)

Upcoming:

• “How-to” blog post for Data Portal
GOAL 2 Utilize a prioritized science-justified ocean observing system plan to guide and inform decision making and implementation

Accomplishments Since May 2016:

- RCOOS Ad Hoc Committee: RCOOS Plan
  - Bob Weisberg
  - Jennifer Dorton
  - Peter Hamilton
  - Ruoying He
  - George Maul
  - Nick Shay
  - Chris Taylor

Upcoming:

- Breakout Sessions tomorrow
- Committee work over the summer
- Stakeholder engagement regarding
  - Estuarine, beaches, ports

Online Mapping Tool: SECOORA Point Editor
GOAL 3  Expand partnerships – including membership and stakeholders

Accomplishments Since May 2016:

• Recruited Miami Dade County
• Hired *Water Words that Work*
• Proposals with members and stakeholders - ROFFS, USGS, FWC FWRI, NCSU, Leidos, SkIO, Axiom, RDSea, USF, URI, Dalhousie, UW, SCDHEC, Sunburst Sensors, SRI, GCOOS, Rutgers, UGA
• Conducted members interviews about benefits (Megan)
• St. Pete Science Festival
• Part-time SOCAN Program Coordinator (Leslie Wickes)
• Invited past members / potential members to SECOORA 2017 Annual Meeting

Upcoming:

• Webinar on members benefits
• Member Benefits Flyer (Feedback wanted!)
GOAL 4  Engage & inform students and the public in ocean observing

Accomplishments Since May 2016:
• St. Pete Science Festival
• Teamed with YSI Xylem to host an undergraduate lab at metrological coastal station / YSI site
• Presented SECOORA Data Portal to undergrad students / taught how to use it
• Launched first annual Data Challenge
• Ocean Scholars Award

Upcoming:
• **Observing in your Community** Webinar Series
GOAL 5  Improve SECOORA’s organizational capabilities

Accomplishments Since May 2016:
• Actively posting on social media and updating the website
• Strategic plan infographic
• Congressional Visits: 25
• Fundraising Strategy
• RA Certification Application completed
• Wrote proposals for NOAA OAP, BOEM, NOAA OTT
• SECOORA Style Guide Developed
• Member benefit calls (next slide)

Upcoming:
• Implementation of the Fundraising Strategy
Member Benefit Calls

29 Members (and counting)

Overall Themes:
• Networking events work!
• Great job given funding constraints
• Outreach (lobbying) efforts are beneficial; some members are able to be involved
• Increase funding opportunities
• Annual support for Ocean Scholars Award
• Coastal Observing in your Community webinar series
• Membership dues structure  
  – Student Membership  
  – Corporate Sponsorship
10% Off SECOORA Membership!

Help SECOORA Celebrate our 10-Year Anniversary by receiving 10% off your 2017 SECOORA membership!

If you have been a member for 10 years, you automatically receive 10% off your 2017 dues.

No matter who you are, you receive 10% off for every new member you recruit.

Never been a member, and you want to join, you get 10% off.

Take advantage of the 10% deal and become a SECOORA Member! Contact Debra Hernandez, Executive Director, at 843.906.8686 or debra@secoora.org.

Connect with SECOORA on social media or visit www.secoora.org to learn more.
SECOORA Outreach Numbers

Google Analytics: Sessions

Social Media Traffic: Sessions

New website!
www.secoora.org

Blog.secoora.org  557 views

Thank you Ruoying He (NCSU) and Nick Shay (UM) for writing blog posts during Hurricane Matthew!
Hurricane Matthew Outreach

Wind Speed During Hurricane Matthew
As Matthew moved from Bahamas to Carolinas - buoys captured wind speed over 50 knots along its path.
SECOORA Data Portal allows visualization of data from multiple sources in near-real time.
OBJECTIVES

1) Identify key locations to fill monitoring gaps
2) Outline an approach to expand existing efforts
3) Assess logistics to cost-effectively monitor

PROPOSED LOCATIONS

(1) SAPELO ISLAND, GA
   Stakeholder engagement, existing LTER, onshore-offshore transect

(2) Gulf Stream, offshore of Gray’s Reef, GA
   Model validation, Gulf Stream contributions

(3) Biscayne National Park, FL
   Dissolution reef site, partnership, stakeholder engagement
SECOORA-CariCOOS Animal Telemetry Workshop

- March 28-29, 2017 in Tampa Florida
- Over 45 Participants

Workshop Objectives

- **Identify and prioritize** regional telemetry research and potential keystone monitoring / observational needs.
- **Review the existing global telemetry observing** assets and scientific capabilities, and provide a state-of-the-region analysis.
- **Document existing examples of stakeholder** use of telemetry data (e.g. understanding fish distribution, mortality, migration, design of protected areas, definition of essential habitat for species protected by the ESA & MMPA, socioeconomics, fisheries management, and others).
- **Identify data management challenges**, and showcase the SECOORA-FACT Acoustic Data Node as a regional tool with global linkages for data management, sharing and collaboration. Consider needs common to other regions, and discuss strategies for applied, collaborative research across geographies and disciplines.
New Tradition

SOCIAL CHAIR
SECOORA Members Business Meeting
# SECOORA Fiscal Year 2018 Provisional Operating Budget

**February 1, 2017**

## Funds Under Management

<table>
<thead>
<tr>
<th>Grant Period</th>
<th>Total Grant Amount</th>
<th>Operational Funds (portion of Total Grant)</th>
<th>Notes on Funds Under Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 4100 - Core Grant Revenue</td>
<td>1-Jun-16 to 31-May-17</td>
<td>$2,583,965</td>
<td>$474,009</td>
</tr>
<tr>
<td>7 IOOS Yr 1</td>
<td>$2,387,824</td>
<td>$474,009</td>
<td>20% Planning number.</td>
</tr>
<tr>
<td>8 IOOS Yr 2</td>
<td>1-Mar-16 to 29-Feb-17</td>
<td>$241,952</td>
<td>$35,156</td>
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<tr>
<td>9 Resiliency Grant - Coastal States Stewardship Fnd. (CSSF)</td>
<td>1-Jul-08 to 30-Jun-17</td>
<td>$406,384</td>
<td>$110,582</td>
</tr>
<tr>
<td>10 4600 - Membership Dues Revenue</td>
<td>$470,015</td>
<td>$455,754</td>
<td>$457,229</td>
</tr>
<tr>
<td>11 TOTAL REVENUE</td>
<td>$5,620,125</td>
<td>$1,093,756</td>
<td>$1,093,756</td>
</tr>
</tbody>
</table>

## Operating Revenue

<table>
<thead>
<tr>
<th>FY16 Operating Budget</th>
<th>FY17 Operating Budget</th>
<th>FY18 Operating Budget</th>
<th>Notes on FY18 Operating Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 4100 - Core Grant Revenue</td>
<td>$470,015</td>
<td>$455,754</td>
<td>$457,229</td>
</tr>
<tr>
<td>13 4600 - Membership Dues Revenue</td>
<td>$37,000</td>
<td>$40,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>14 4900 - Other Revenue</td>
<td>$50,000</td>
<td>$50,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>15 4906 - IOOS Yr 3</td>
<td>$276,015</td>
<td>$221,000</td>
<td>$241,000</td>
</tr>
<tr>
<td>16 4906A - IOOS Yr 5</td>
<td>$234,754</td>
<td>$241,000</td>
<td>Estimate from Elliott Davis Descosimo, LLC.</td>
</tr>
<tr>
<td>17 4906B - IOOS Yr 2</td>
<td>$216,229</td>
<td>$241,000</td>
<td></td>
</tr>
<tr>
<td>18 TOTAL Operating Revenue</td>
<td>$527,015</td>
<td>$529,125</td>
<td>$548,948</td>
</tr>
</tbody>
</table>

## Operating Expense

<table>
<thead>
<tr>
<th>FY16 Operating Budget</th>
<th>FY17 Operating Budget</th>
<th>FY18 Operating Budget</th>
<th>Notes on FY18 Operating Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 5000 - Personnel Expenses</td>
<td>$419,355</td>
<td>$420,000</td>
<td>$420,000</td>
</tr>
<tr>
<td>20 6000 - Contract Services</td>
<td>$17,300</td>
<td>$17,800</td>
<td>$18,350</td>
</tr>
<tr>
<td>21 6001 – Accounting/Bookkeeping</td>
<td>$2,800</td>
<td>$2,925</td>
<td>$3,025</td>
</tr>
<tr>
<td>22 6002 – Auditor</td>
<td>$17,300</td>
<td>$17,800</td>
<td>$18,350</td>
</tr>
<tr>
<td>23 6003 – Communication Support</td>
<td>$1,700</td>
<td>$1,700</td>
<td>$1,700</td>
</tr>
<tr>
<td>24 6004 – Website Hosting</td>
<td>$1,800</td>
<td>$1,800</td>
<td>$1,800</td>
</tr>
<tr>
<td>25 6006 &amp; 6009 – Other Contract Services</td>
<td>$17,000</td>
<td>$17,000</td>
<td>$17,000</td>
</tr>
<tr>
<td>26 TOTAL 6000 - Contract Services</td>
<td>$40,600</td>
<td>$45,000</td>
<td>$45,000</td>
</tr>
<tr>
<td>27 6500 - Expendable Supplies</td>
<td>$40,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>28 6800 - Dues &amp; Memberships</td>
<td>$1,900</td>
<td>$1,900</td>
<td>$2,753</td>
</tr>
<tr>
<td>29 7000 - HomeOffice Reimbs/Tele/Conf.</td>
<td>$10,160</td>
<td>$11,000</td>
<td>$7,820</td>
</tr>
<tr>
<td>30 7998 &amp; 9999 - Other/Contingency Expenses</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>31 Reserve/Scholarship</td>
<td>$20,000</td>
<td>New format showing reserve/scholarship annual expense.</td>
<td></td>
</tr>
<tr>
<td>32 Total Operating Expense</td>
<td>$527,015</td>
<td>$529,125</td>
<td>$548,948</td>
</tr>
</tbody>
</table>

Percent Increase in Operating Budget Between Years

<table>
<thead>
<tr>
<th>FY15-FY16</th>
<th>FY16-FY17</th>
<th>FY17-FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>0.4%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Review of Election Procedures / Annual Election of Board of Directors

SLATE

One Seat Available: **Industry/Private Sector:**
  – Mark Willis (Surfline, Inc.)

Two Seats: **Academic/ Research/ Education Sector:**
  – Jim Nelson (Institute of Oceanography)
  – Pat Halpin (Duke University)

One Seat Available: **Public Agencies/ Non-Profit/ Other Sector:**
  – Jim Murley (Miami-Dade County)

One Seat Available: **At Large Seat- FL**
  – Nick Shay (University of Miami)
Thank You Board Members!

Lynn Leonard, University of North Carolina Wilmington

Peter Hamilton, North Carolina State University
Vembu Subramanian Scholarship Initiatives

Debra Hernandez, SECOORA Executive Director
Carl Gouldman, U.S. IOOS Program Office
Donna Kocak, Marine Technology Society
Vembu Subramanian Ocean Scholars Award

$24,504 TOWARDS $50,000
Vembu Subramanian Ocean’s Scholar Award

DONATE TODAY at the Registration Table
https://secoora.networkforgood.com

Honor Vembu and donate to train the next generation of ocean experts!
Help us reach our $50,000 goal. It will enable SECOORA to establish an annual scholarship of approximately $2,500 in perpetuity in Vembu’s honor.

Donation Amount
$25  $100  $250  $500  $1,000  $