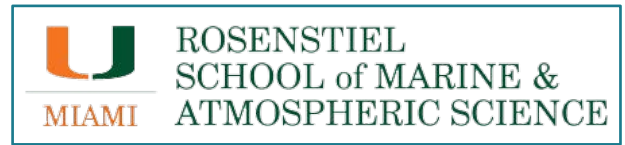




SECOORA Annual Update

Debra Hernandez
SECOORA Executive Director

SECOORA Members



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



FAU
FLORIDA ATLANTIC
UNIVERSITY



UNIVERSITY OF
SOUTH CAROLINA
Arnold School of Public Health

Duke | NICHOLAS SCHOOL OF THE
ENVIRONMENT
DUKE UNIVERSITY MARINE LAB



GEORGIA AQUARIUM

RDSEA
INTERNATIONAL



GeoOptics

WeatherFlow
Better Data. Better Decisions.



USGS
science for a changing world



USF
UNIVERSITY OF
SOUTH FLORIDA
COLLEGE OF MARINE SCIENCE



TELEDYNE
RD INSTRUMENTS
A Teledyne Technologies Company

Marine Science
RESEARCH INSTITUTE
JACKSONVILLE UNIVERSITY



leidos

HARBOR BRANCH

FLORIDA ATLANTIC UNIVERSITY*



UNIVERSITY OF
SOUTH CAROLINA
College of Arts and Sciences



Southeast, Gulf of Mexico,
and Caribbean Region of
the Office of the National
Marine Sanctuaries

ROFFS
ROFFER'S OCEAN FISHING FORECASTING SERVICE INC.



OTT
Hydromet



UF | UNIVERSITY of
FLORIDA

RPS Evans-Hamilton

Sea Grant
S.C. Sea Grant Consortium

New Member



SECOORA
Southeast Coastal Ocean Observing
Regional Association



IOOS
Integrated Ocean
Observing System



www.secoora.org
#secoora2017

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...

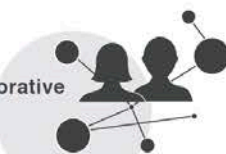


Scientific integrity,
technical excellence,
and innovation



Active stewardship of
coastal ocean ecosystems

Inclusive and collaborative
partnerships



Leadership in coastal
ocean science

Accessible useful information
for addressing societal needs



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 & 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

Strategic Plan / Staff Work Plan FY17

It's working!!!

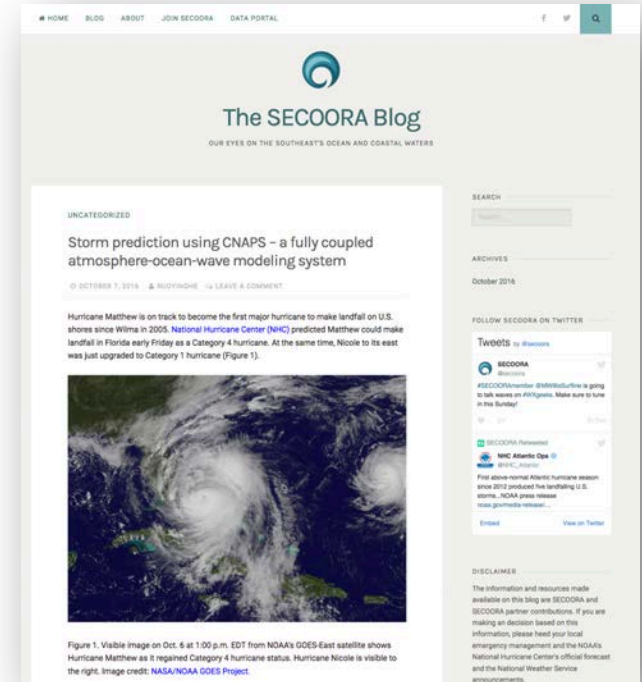
GOAL 1 Increase exposure and broaden usage of SECOORA's information and products

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

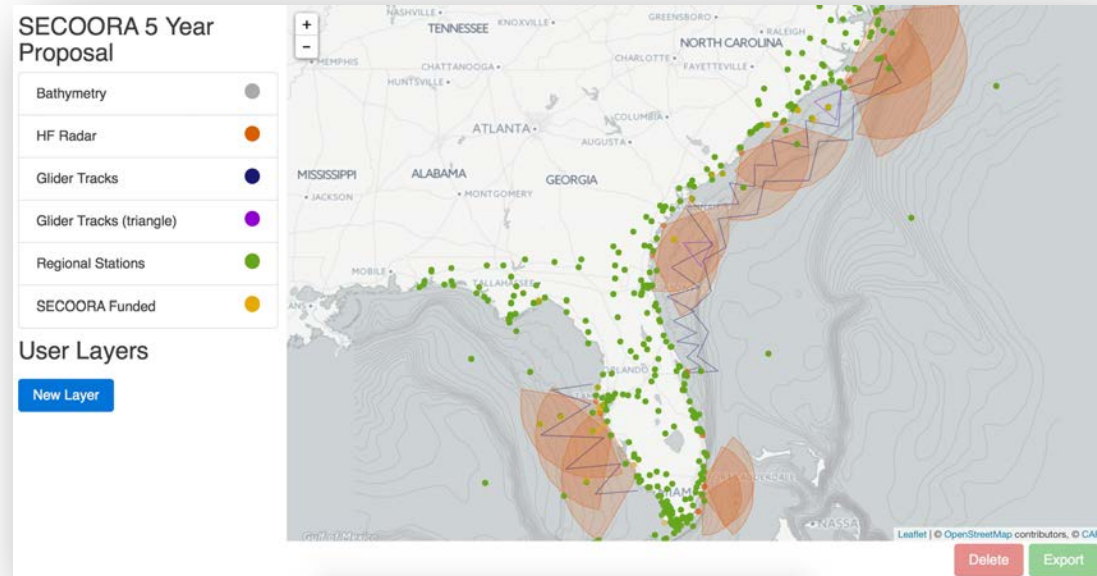


GOAL 2

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.

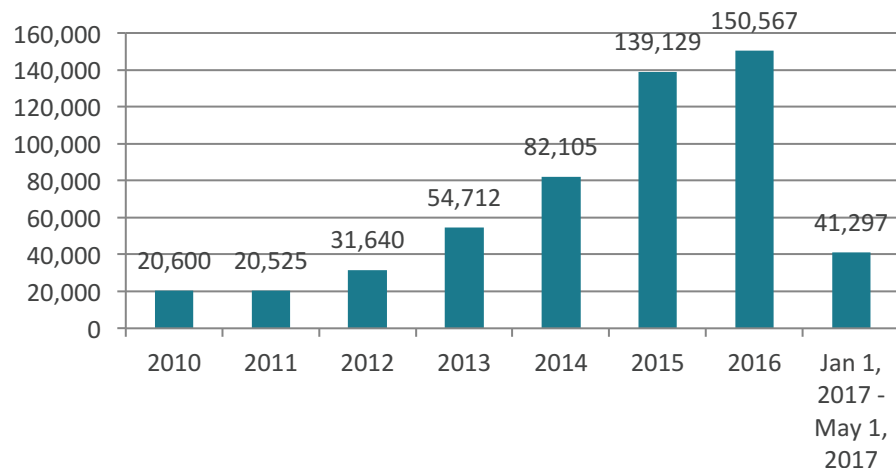


Take advantage of the 10% deal and become a SECOORA Member! Contact Debra Hernandez, Executive Director, at 843.906.8686 or debra@secoora.org.

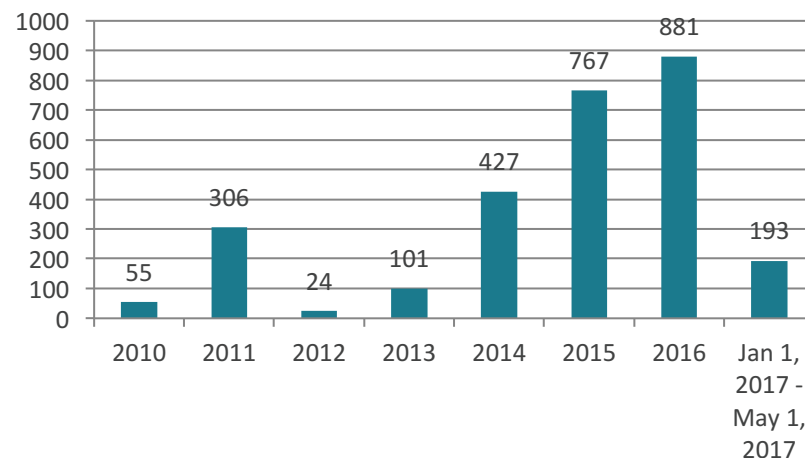
Connect with SECOORA on social media or visit www.secoora.org to learn more.

SECOORA Outreach Numbers

Google Analytics: Sessions



Social Media Traffic: Sessions



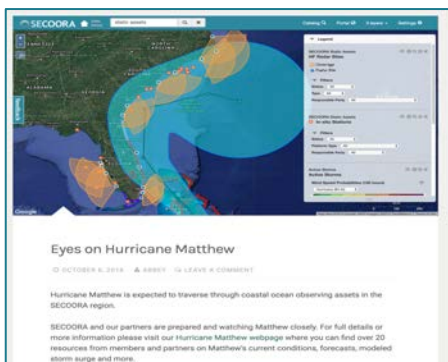
New website!
www.secoora.org



353 Facebook
Likes



410 Twitter
followers



Blog.secoora.org



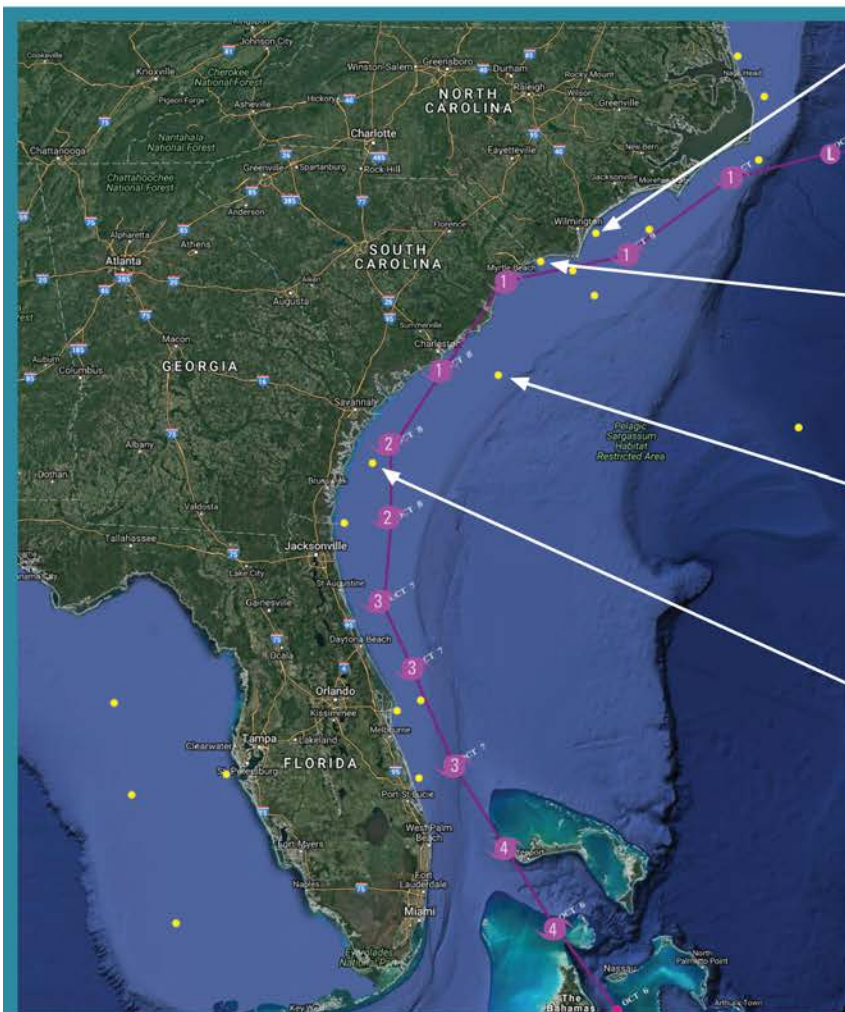
557 views

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



Wrightsville Beach Nearshore Buoy

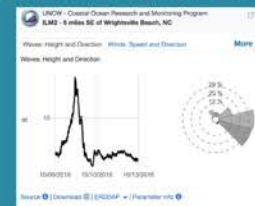
42 knots

Located 5 miles SE of Wrightsville Beach, NC

October 8, 2016

11:00 PM EST

UNCW CORMP/SECOORA



Sunset Nearshore Buoy

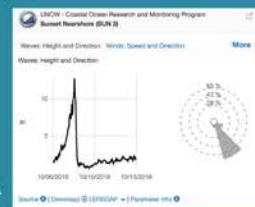
41 knots

Located 3.5 miles E of Little River Inlet, SC

October 8, 2016

8:00 PM EST

UNCW CORMP/SECOORA



41004 Buoy

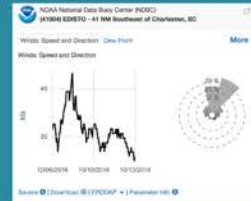
46 knots

Located 47 miles SE of Charleston, SC

October 8, 2016

9:50 AM EST

NOAA NBDC



Gray's Reef NMS Buoy

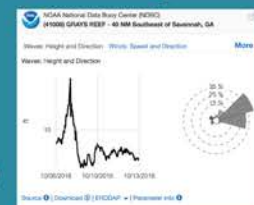
54 knots

Located 46 miles SE of Savannah, GA

October 7, 2016

10:50 PM EST
(stopped reporting 11 PM)

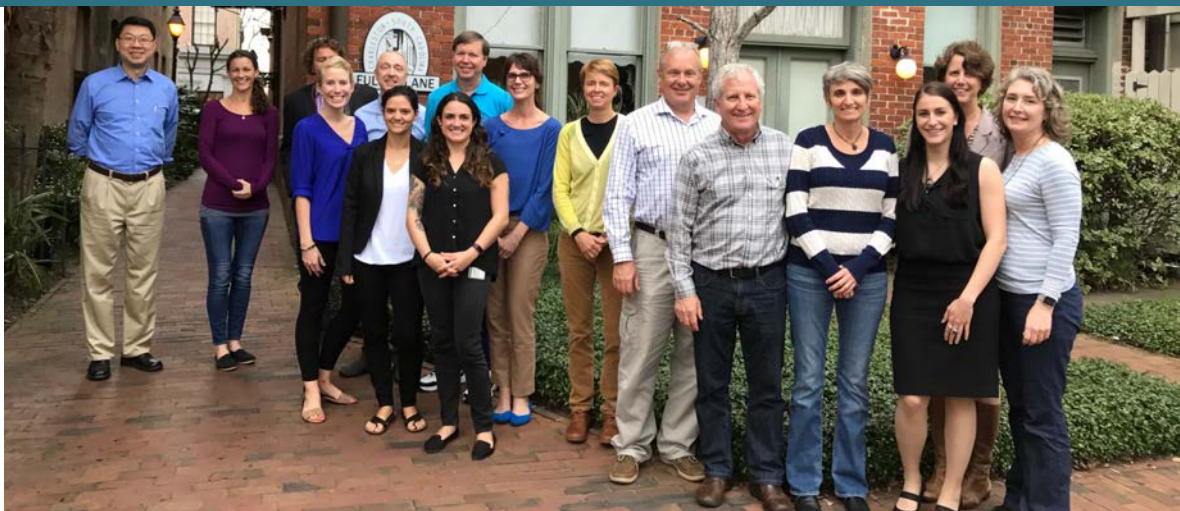
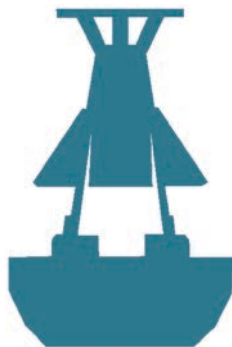
UGA/SECOORA



SOUTHEAST OCEAN AND COASTAL ACIDIFICATION NETWORK MONITORING WORKSHOP

16 PARTICIPANTS

CofC
UofM NCSU
EPA FFWRI UGA
USGS NOAA
Mote NPS
SECOORA
G-CAN

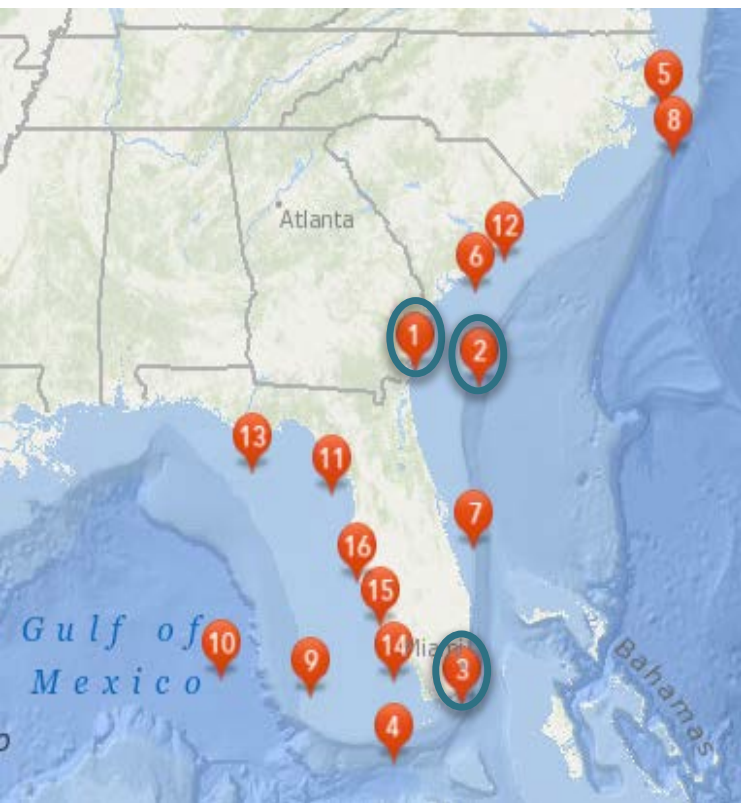


OBJECTIVES

- 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



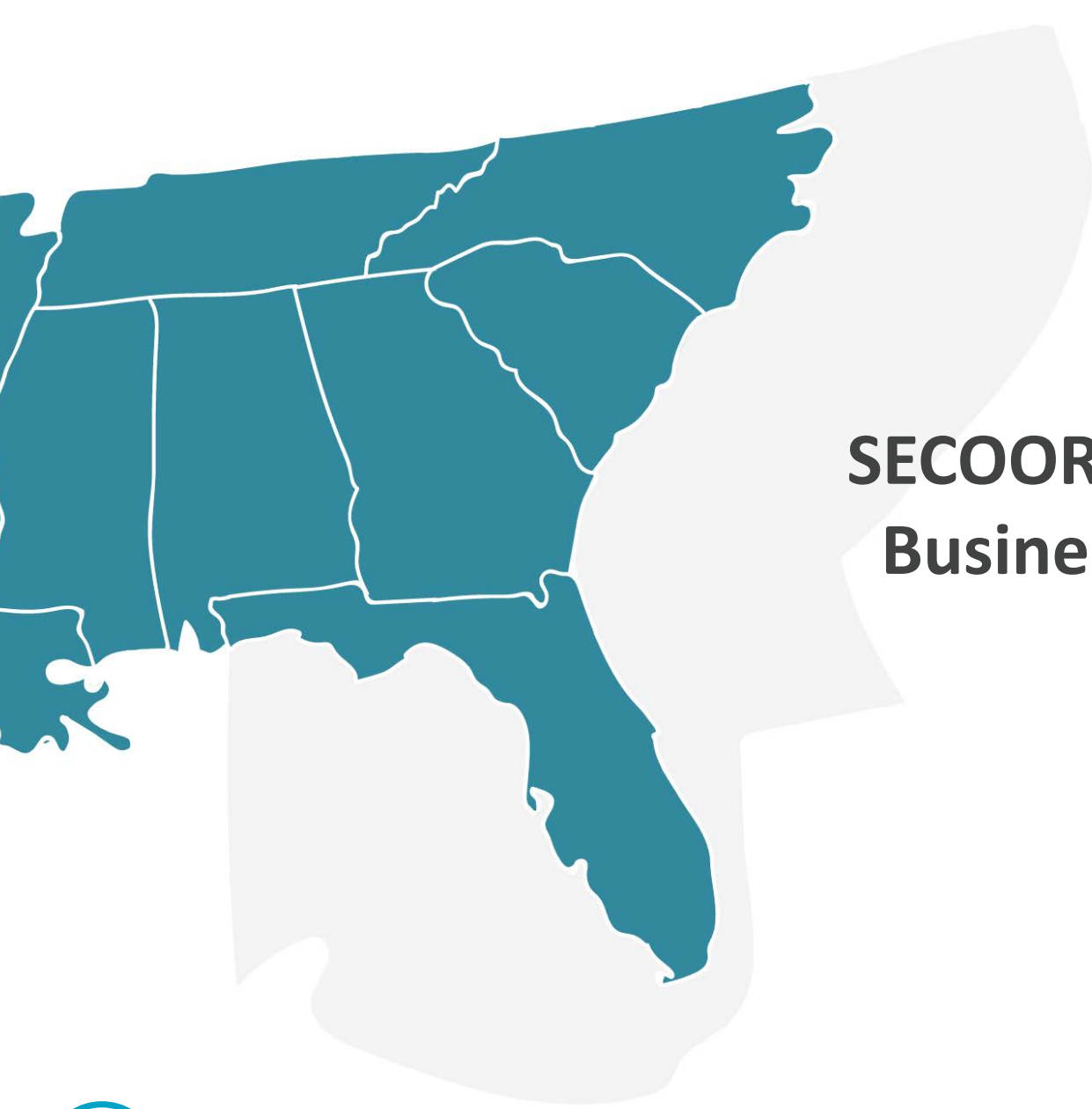
Workshop Objectives

- **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



www.secoora.org
[#secoora2017](https://twitter.com/secoora2017)

SECOORA FY 18 Operating Budget

	A	B	C	D	E	F	G	H	I				
1	SECOORA Fiscal Year 2018 Provisional Operating Budget												
2	February 1, 2017												
3													
4	Funds Under Management		Grant Period		Total Grant	Operational Funds		Notes on Funds Under Management					
5			Start	End	Amount	(portion of Total Grant)							
6	4100 - Core Grant Revenue												
7	IOOS Yr 1		1-Jun-16	31-May-17	\$2,583,965	\$474,009	18%	Planning number.					
8	IOOS Yr 2		1-Jun-17	31-May-18	\$2,387,824	\$474,009	20%						
9	Resiliency Grant -Coastal States Stewardship Fnd. (CSSF)		1-Mar-16	29-Feb-17	\$241,952	\$35,156	15%						
10	4600 - Membership Dues Revenue		1-Jul-08	30-Jun-17	\$406,384	\$110,582	27%	This shows dues collected and expensed as of 10/31/16.					
11	TOTAL REVENUE				\$5,620,125	\$1,093,756	19%						
12													
	SECOORA's Fiscal Year (FY): 1 Jul thru 30 Jun		FY16 Operating Budget	FY17 Operating Budget	FY18 Operating Budget	Notes on FY18 Operating Budget							
13													
14	Revenue - Operational					Estimated carry-forward amount. Estimate.							
15	4100 - Core Grant Revenue												
16	4106C - IOOS Yr 3		\$15,000	Closed	Closed								
17	4106D - IOOS Yr 4		\$179,000	Closed	Closed								
18	4106E - IOOS Yr 5		\$276,015	\$221,000	Closed								
19	4106AA - IOOS Yr 1			\$234,754	\$241,000								
20	4106BB - IOOS Yr 2				\$216,229								
21	Total - 4100 Core Grant Revenue		\$470,015	\$455,754	\$457,229								
23	4600 - Membership Dues Revenue		\$37,000	\$40,000	\$40,000					Estimated amount to be collected in FY18.			
24	4900 - Other Revenue												
25	4908 - IOOS Association Communication Contract		\$40,000	\$40,000	\$40,000	TBD.							
26	4909 - Coastal States Stewardship Foundation (CSSF)			\$13,371	\$11,719								
27	Total Operating Revenue		\$527,015	\$529,125	\$548,948								
	SECOORA's Fiscal Year (FY): 1 Jul thru 30 Jun		FY16 Operating Budget	FY17 Operating Budget	FY18 Operating Budget	Notes on FY18 Operating Budget							
28													
29	Expense - Operational					Estimate from Elliott Davis Descosimo, LLC.							
30	5000 - Personnel Expenses		\$419,355	\$420,000	\$420,000								
31	6000 - Contract Services												
32	6001 – Accounting/Bookkeeping		\$2,800	\$2,925	\$3,025								
33	6002 – Auditor		\$17,300	\$17,800	\$18,350								
34	6003 – Communication Support		\$1,700	\$1,700	\$1,700								
35	6004 – Website Hosting		\$1,800	\$1,800	\$1,800								
36	6006 & 6099 – Other Contract Services		\$17,000	\$5,000	\$5,000								
37	Total 6000 - Contract Services		\$40,600	\$29,225	\$29,875								
38	6300 - Travel		\$42,000	\$45,000	\$45,000								
39	Meeting Sponsorship			\$5,000	\$5,000								
40	6500 - Expendable Supplies		\$4,000	\$5,000	\$5,500								
41	6800 - Dues & Memberships		\$5,000	\$10,000	\$10,000								
42	6900 - Tort Liability Insurance		\$1,900	\$1,900	\$2,753								
43	7000 - HomeOffice Reimb/Tele/Conf.		\$10,160	\$11,000	\$7,820								
44	9998 & 9999 - Other/Contingency Expenses		\$4,000	\$2,000	\$3,000								
45	Reserve/Scholarship				\$20,000					New format showing reserve/scholarship annual expense.			
46	Total Operating Expense		\$527,015	\$529,125	\$548,948								
47													
48	Percent Increase in Operating Budget Between Years		FY15-FY16 = 4%	FY16-FY17 = 0.4%	FY17-FY18 = 0%								

VOTE

Review of Election Procedures / Annual Election of Board of Directors

SLATE

One Seat Available: Industry/Private Sector:

- Mark Willis (Surflife, 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)

VOTE

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



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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

\$



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