

SECOORA 2021 - 2024 STRATEGIC PLAN

MISSION

SECOORA's mission is to observe, understand, and increase awareness of our coastal ocean; supporting community, economic, and ecosystem resilience through strong and diverse partnerships.

3 YEAR VISION

SECOORA is the recognized regional leader, valued partner, and the trusted source for coastal ocean information.

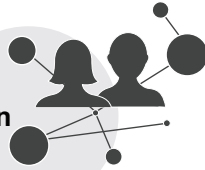
CORE VALUES

We believe in...



Scientific integrity, technical excellence, and innovation

Diverse, inclusive, and supportive participation in all activities



Accessible useful information for addressing societal needs



Leadership in coastal ocean science partnerships



Science based discovery and decision-making



Active stewardship of coastal ocean ecosystems

STRATEGIC GOALS

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

Strategies:

- Outreach to and engage with students
- Investigate and implement ways for information to reach specific communities
- Broaden awareness and usage of coastal ocean observing activities
- Ensure an effective congressional outreach strategy
- Enhance tracking and usage of specific products

3 Expand partnerships - including members and stakeholders

Strategies:

- Incubate affiliate networks which support regional priorities that align with SECOORA's mission
- Enable more diverse representation and participation
- Continue pursuing funding opportunities beyond core IOOS funding

4 Broaden participation of historically underrepresented groups at all levels in our activities

Strategies:

- Increase diversity of SECOORA leadership, management, and staff
- Partner with effective DEI programs
- Seek external funding to support participation by historically underrepresented groups
- Increase opportunities for historically underrepresented individuals and businesses to work with SECOORA

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

Strategies:

- Increase engagement and clarify charge of the science committee
- Conduct regular analysis of SECOORA supported data sets
- Advance new technologies and optimize use of current technologies throughout the region
- Develop specific strategies to add detail where needed to the RCOOS Plan

5 Improve SECOORA's organizational capabilities

Strategies:

- Ensure SECOORA's governance structure enables us to achieve our vision
- Manage effective implementation of all grants
- Obtain organizational and technical infrastructure support
- Build staff awareness and capacities around supporting diversity, inclusion, and equity