SECOORA
SOUTHEAST COASTAL OCEAN OBSERVING REGIONAL ASSOCIATION

2024 - 2029 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.

5 YEAR VISION

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

CORE VALUES

Scientific integrity, technical excellence, and innovation

Diverse, inclusive, and supportive participation in all activities

Accessible useful information for addressing societal needs

Active stewardship of coastal ocean ecosystems

Leadership in coastal ocean science partnerships

Science based discovery and decision-making

STRATEGIC GOALS

1 Expand and broaden usage of SECOORA's information and products

- Develop products and services based on specific key audience needs
- Implement engagement strategies that target specific communities, highlighting SECOORA data products and services
- Broaden awareness and usage of coastal ocean observing data, products and services
- Enhance tracking of SECOORA products to assess use and effectiveness

2 Meet societal needs by using a science-based observing system strategy to maximize impact

- Evaluate SECOORA observing assets and associated products and services regularly to ensure applicability and usefulness
- Advance new technologies and optimize use of current technologies throughout the region
- Maintain a relevant RCOOS Plan and incorporate new technologies and priorities as needed

3 Expand and strengthen partnerships, including members and stakeholders, to increase SECOORA's capabilities and impact

- Promote effective outreach strategies
- Incubate emerging communities of practice/professional networks whose priorities align with SECOORA's mission
- Foster diverse representation and participation throughout SECOORA's organizational structure
- Pursue funding opportunities beyond core IOOS funding

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

- Communicate opportunities within SECOORA to historically underrepresented groups and organizations
- Offer DEIA and accessibility training opportunities for leadership, management, and staff
- Expand SECOORA's HBCU and Minority Serving Institution internship/fellowship program
- Seek vendor services from minority owned businesses for SECOORA-lead events

5 Maintain SECOORA's organizational capabilities

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