



SECOORA

2024 Annual Meeting

May 7, 2024 | Charleston, SC

WiFi: HiltonHonors

Password (Promotional Code): Hilton2024

Thank you
meeting
sponsors!



Hohonu





SECOORA

Board Meeting

May 7, 2024 | Charleston, SC

Board Agenda

Time	Activity
1:00 – 1:10 PM	Welcome Gary Mitchum, SECOORA Chair <ul style="list-style-type: none">• Introductions / Roll Call• Approval of Agenda• Minutes Approval – March 30, 2023 (vote)• Brainstorm: Dates / Locations for 2024 Annual Meeting
1:10 – 1:15 PM	Treasurer Report: Susan Lovelace, SECOORA Treasurer
1:15 – 1:40 PM	SECOORA Progress and Plans: Debra Hernandez, SECOORA Executive Director
1:40 – 1:45 PM	Closing Remarks and Adjourn Gary Mitchum, SECOORA Chair
1:45 – 2:00 PM	Coffee Break

VOTE

Minutes

March 28, 2024



Upcoming SECOORA Meetings

December 2024 Board

Location: Fulton Lane Inn, Charleston, SC

Dates: December 10-11, 2024

2025 Annual Meeting

Location: NC

Dates: Week of May 12th?



Treasurer Report

Susan Lovelace, Treasurer

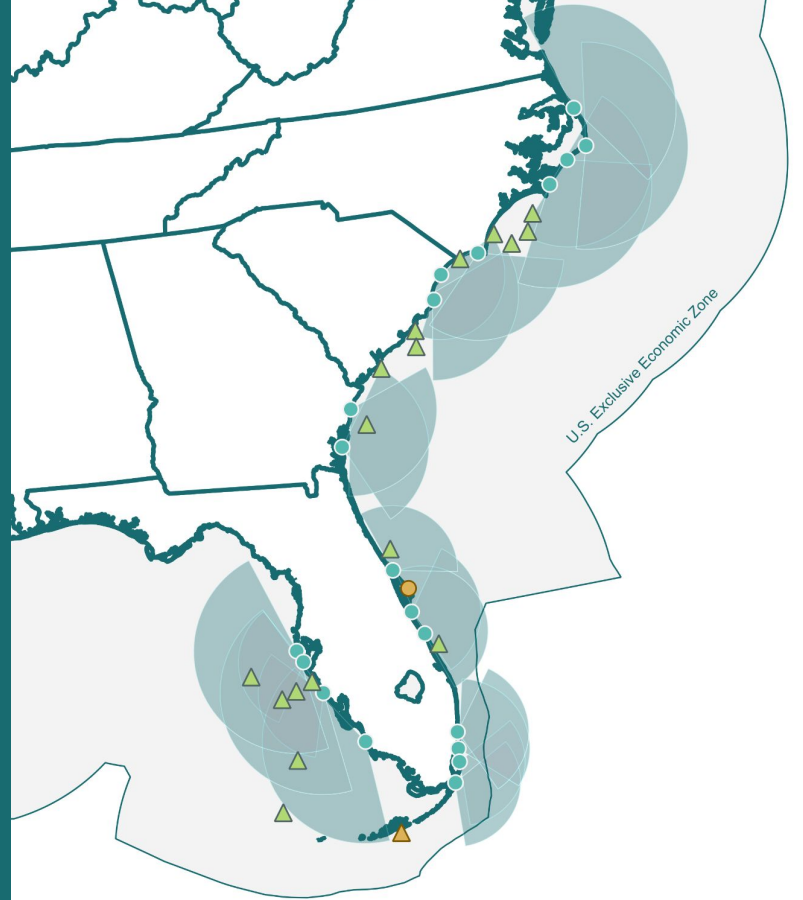
*Other Finance and Audit
Committee Members:*

Quinton White

Conrad Lautenbacher

Peter Hamilton

Jeff Copeland



Review of Financial Report as of March 31, 2024

SECOORA Operating Report

SEE HANDOUT

	Month Ending March 31, 2023	Month Ending March 31, 2024	Annual Budget	Actual as of March 31, 2024	Budget Balance	Budget % Remaining
Revenue	264,570.35	58,065.70	1,034,071.00	783,622.60	245,150.78	23.70 %
Expenses						
Salary, Wages & Benefits	47,309.45	61,813.14	757,330.00	542,791.42	215,580.18	28.46 %
Accounting/Bookkeeping/Auditing	64.89	7,062.68	115,820.00	84,037.10	25,234.70	21.78 %
Communication Support/Digital Infrastructure/All Other Services	790.00	546.25	49,560.00	11,236.65	38,323.35	77.32 %
Travel/SECOORA Meeting	7,598.43	1,680.60	56,000.00	40,082.61	15,917.39	28.42 %
Meeting Sponsorship	0.00	0.00	2,500.00	75.00	2,425.00	97.00 %
Expendable Supplies	(141.76)	41.89	13,234.00	6,096.93	7,136.81	53.92 %
Dues & Subscriptions	0.00	0.00	15,500.00	14,000.00	1,500.00	9.67 %
Home Office Expense	1,023.66	585.00	18,840.00	4,841.56	13,998.44	74.30 %
Education & Outreach	178.26	0.00	0.00	0.00	0.00	0.00 %
Insurance - Liability	0.00	0.00	3,187.00	3,187.00	0.00	0.00 %
Other/Contingency Expenses	0.00	0.00	2,100.00	0.00	2,100.00	100.00 %
Total Expenses	56,822.93	71,729.56	1,034,071.00	706,348.27	322,215.87	31.15 %

Review of Membership Profit & Loss as of March 31, 2024

SEE HANDOUT

SECOORA Membership Dues

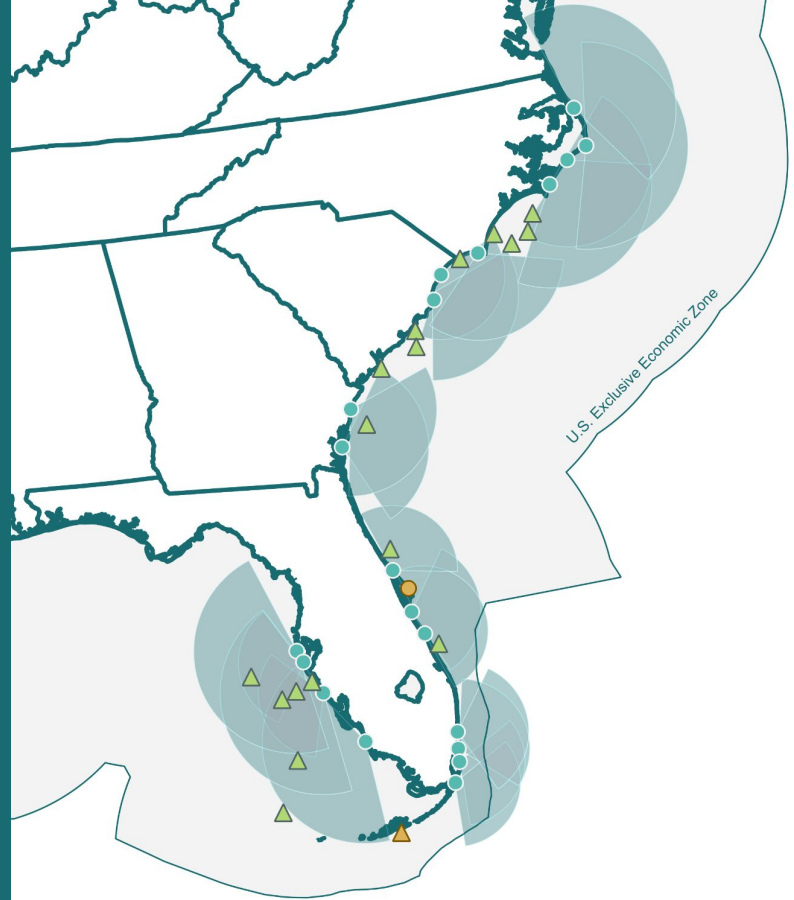
	Year Ending June 30, 2024	Year To Date March 31, 2024	
	Budget	Actual	Balance
Revenue	37,000.00	40,399.70	(3,399.70)
Expenses			
Salary, Wages & Benefits	10,000.00	6,785.53	3,214.47
Travel	1,000.00	965.17	34.83
Other Costs (Non Operating)	2,000.00	1,738.81	261.19
Meeting & Conference Expenses (SECOORA Led Events)	4,000.00	3,973.03	26.97
Education & Outreach	20,000.00	3,500.00	16,500.00
Total Expenses	37,000.00	16,962.54	20,037.46
Interfund Activity (to VS Scholars Fund)		(26,636.00)	
Available Cash on Hand		397,468.45	

Finance and Audit Committee Updates

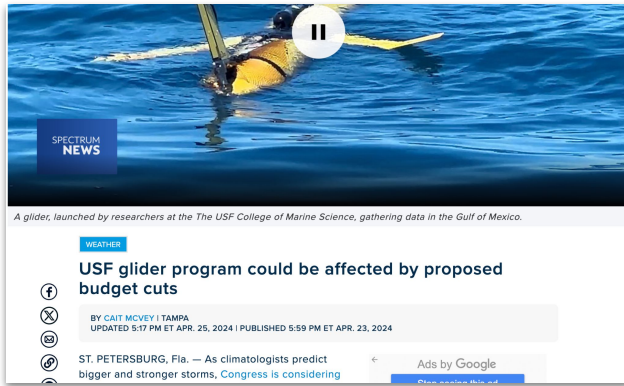
- Number of SECOORA awards are increasing!!
- Pre/Post Awards Specialist contractor hired to help with the growing contracts/subawards
- SECOORA Membership Voted and Passed the FY25 Operating Budget via email– April 2024
- Annual Audit – September 2024

SECOORA Progress and Plans

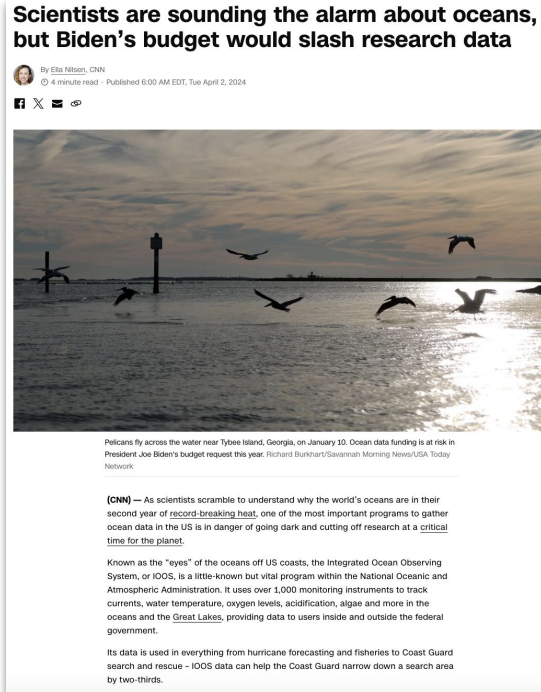
Debra Hernandez,
SECOORA



Outreach to Decision Makers and Supporters



- ★ Partners, members and stakeholders
- ★ Congressional outreach
- ★ Outreach to news media
- ★ Letters of Support
- ★ Social media posts



Congressional outreach By the numbers:

- 22 meetings with Congressional offices
- 34 appropriations forms submitted
- 6 SE signers on House Dear Colleague letter
- Senate letter pending

Outreach to Decision Makers & Data Users

- ★ Partners, members and stakeholders
- ★ Congressional outreach
- ★ Outreach to news media
- ★ Letters of Support
- ★ Social media posts

 **Wesley R. Brooks, Ph.D.** · @Wesley_R_Brooks · 17m


The Biden Administration's proposed cuts to coastal observing & data collection threaten to upend decades of progress in reducing US vulnerability to weather & climate risks even as US exposure from economic growth & development has steadily increased.

 **SECOORA** @secoora · 39m

"What we're trying to do is enable communities to tell their own stories, to have data that engineers and town officials can listen to." - Debra Hernandez, SECOORA Executive Director

The proposed IOOS budget cut would decimate coastal observing...

[Show more](#)



**SOUTHEAST & CARIBBEAN
DISASTER RESILIENCE
PARTNERSHIP**

SCDRP 2024 Advisory Board

Chair
Florida Seat
Duane DeFrees, Indian River Lagoon Council

Vice-Chair
Non-Profit Organization Seat
Ashley Ward, Duke University
Nicholas Institute for Energy, Environment & Sustainability

At-Large
Georgia Seat
Kat Morano, Coastal Equity and Resilience (CEAR) Hub, Georgia Tech

North Carolina Seat
Brian Byfield, North Carolina Department of Public Safety

South Carolina Seat
Amanda Guthrie, South Carolina Sea Grant

Puerto Rico Seat
Lilian Ramirez Durand, University of Puerto Rico Sea Grant

U.S. Virgin Islands Seat
Hilary Lohman, USVI Division of Coastal Zone Management

Non-Profit Organization Seat
Patrick Howell, Institute for Building Technology & Safety (IBTS)

Academic Institution Seats
Richard DeVoe, College of Charleston

Jeremy Stalker, Jacksonville University

Local Government Seats
James Murley, Miami-Dade County

Randal Mathews, Chatham Emergency Management Agency

Private Sector Seats
Holle Jansen Schmidt, Jacobs

Jeff Morris, Moffatt & Nichol

Ex-officio Seat
Debra Hernandez, SECOORA

The Honorable Hal Rogers
Ranking Member of the Subcommittee on Commerce, Justice, Science and Related Agencies, Committee on Appropriations
U.S. House of Representatives
Washington, D.C. 20515

The Honorable Matt Cartwright
Ranking Member of the Subcommittee on Commerce, Justice, Science and Related Agencies, Committee on Appropriations
U.S. House of Representatives
Washington, D.C. 20515

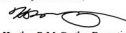
Dear Chairman Rogers and Ranking Member Cartwright:

As the Executive Director of the Southeast and Caribbean Disaster Resilience Partnership (SCDRP), I am writing in response to the NOAA Congressional Justification of the Fiscal Year 2025 President's Budget. SCDRP is a large southeast regional organization that is partially funded by the Southeast Coastal Ocean Observing Regional Association (SECOORA). SECOORA is part of the NOAA Integrated Ocean Observing System (IOOS). SCDRP represents over 150 active members and more than 550 participants from the coastal states of North Carolina, South Carolina, Georgia, Florida, and the U.S. territories of Puerto Rico and the U.S. Virgin Islands. Many of our members are long-time users of the data provided by SECOORA and rely on this data for coastal management decisions and efforts to build equitable climate resilience in vulnerable communities throughout the southeastern U.S. and Caribbean.

The NOAA announcement of its fiscal year 2025 budget promotes investment in observational infrastructure, climate resilience, and expanded data and services. However, the proposed budget for the IOOS program and its regional affiliate programs is inadequate to deliver on the agency's priorities to provide near real-time, actionable data to guide decision-makers who live and work along our nation's coasts and Great Lakes. A NOAA budget that deprioritizes collaborative local, state and federal partnerships during times of fiscal austerity compromises the strong return-on-investment benefits of cooperative regional programs and shared investments. The impact of the funding reduction proposed in the Fiscal Year 2025 President's Budget will be the loss of the long-term data and real-time services that the 11 federally certified Regional Associations of IOOS provide. This proposed budget reduction will have a significant negative impact on coastal communities, community leaders, resource management organizations and emergency responders who rely on historic and near real-time data to make informed operational decisions. This is not the time to be reducing coastal and ocean monitoring and sensor technology budgets. Coastal communities and industries depend on near real-time and robust data and model predictions to evaluate human health and safety risks from storms, storm surges, floods, coastal erosion and other destructive weather events. As coastal storms, storm surges and flooding become more frequent and intense, the importance of a robust coastal and ocean observing network increases.


SCDRP respectfully requests that the U.S. Congress increase the POTUS budget request for IOOS Regional Observations to ensure there are no disruptions to the data and services that our coastal communities rely on.

Thank you so much,



Heather P. McCarthy, Executive Director, Southeast & Caribbean Disaster Resilience Partnership

Southeast Coastal Ocean Observing Regional Association
P.O. Box 13856 Charleston, SC 29422
www.scdrp.secoora.org
scdrp@secoora.org



**FACT
NETWORK**

The Honorable Hal Rogers
Chairman
Subcommittee on Commerce, Justice, Science and Related Agencies
Committee on Appropriations
U.S. House of Representatives
Washington, D.C. 20515

The Honorable Matt Cartwright
Ranking Member
Subcommittee on Commerce, Justice, Science and Related Agencies
Committee on Appropriations
U.S. House of Representatives
Washington, D.C. 20515

Dear Chairman Rogers and Ranking Member Cartwright,

We, the undersigned scientists participating in the FACT Network (www.secoora.org/FACT), are writing in response to the President's Fiscal Year 2025 Budget for the NOAA Integrated Ocean Observing System (IOOS). As a long-time user of the data and services provided by SECOORA, a Regional Association of IOOS, we are very concerned by the \$10 million proposed as the FY 2025 budget for IOOS Regional Observations (NOS-31 through NOS-34). This represents a reduction of more than 76% from fiscal years 2023 and 2024 enacted levels. This reduction in funding will cripple the system scientists and natural resource managers use to understand and predict the movements and distribution of aquatic animals, including critically endangered species.

The FACT Network is a collaborative effort involving researchers from academia, government and non-government institutions deploying acoustic receivers across a range of habitats in the southeastern U.S. and U.S. Caribbean. These receivers track tagged fish and sea turtles, providing vital data for fisheries management and spatial planning at both state and federal levels. The network is currently tracking more than 3,300 animals at over 1,000 listening stations in tidal rivers, estuaries, ocean inlets, the surf zone and offshore coral reefs and wrecks, adding nearly a hundred million animal observations per year to our database.

The defunding of IOOS will severely impact the work of FACT. Specifically, we wish to emphasize the following points:

Support for Scientists:

- IOOS serves as the primary funder for the FACT Network, supporting over 300 scientists in the southeast U.S. and U.S. Caribbean in their research on animal movement.
- The FACT Network online data processing system, funded by IOOS, plays a pivotal role in ensuring the accuracy, reliability, and timely accessibility of aquatic animal observation data.

Advancing Solutions to Pressing Societal Needs:

- The FACT Network addresses urgent social needs by aiding in siting for offshore wind energy, timing of inshore turbines to allow safe fish passage, and safeguarding aquatic animal-based food and economic resources.
- A comprehensive understanding of migratory paths, distribution, and drivers of movement, facilitated by FACT, is crucial for quantifying species-specific responses to climate change. This supports a climate-ready Nation by informing adaptive strategies and enhancing resilience to environmental shifts.

Support for Conservation Efforts:

- With the goal of conserving 30% of U.S. lands and waters by 2030, FACT's infrastructure and scientists play a vital role in delineating boundaries effective for National Marine Sanctuaries and Marine Protected Areas.



Grants, Proposals, Funds

Awards:

- IOOS 2021-24: \$13.8M
- BIL 2022-24: \$1.9M
- WebCOOS 2020-24: \$1.2M
- WebCOOS Nat'l 2023-26: \$0.4M
- Hurricane Glider 2022-25: \$2.8M
- Various: \$0.3M*

TOTAL: \$20.4M

secoora.org>about>documents

Proposals and Progress Reports

Title	Link
Supplemental Award Proposals and Progress Report Archives	View
Bipartisan Infrastructure Law (BIL) Proposals and Progress Report Archives	View
WebCOOS Proposals and Progress Report Archives	View
IOOS 5 Year Grant Proposal and Progress Report Archive	View
Mini Proposal Policy	View

Proposals:

Submitted

- IRA Topic 1 2024-29: \$5M
- IRA Topic 2 2024-29: \$4.6M
- Hurricane Ian 2024-25: \$1.23

Due by Sept. 2024:

- BIL 2025-28: \$3.0M
- IOOS Yr 4 2024-25: \$3.1M
- IOOS Yr 4 Supplemental: ~\$1.5M

TOTAL: \$18.4M

Funds:

- Members Dues: \$397k
- Vembu Scholarship: \$54k
- SCDRP Account: \$22k

TOTAL: \$473k



Funding Timelines

GRANT	\$ Millions					
	Jul '24	Jul '25	Jul '26	Jul '27	Jul '28	Jul '29
IOOS Core	\$3.1M	??M	\$3.0M	\$3.0M	\$3.0M	\$3.0M
IOOS Sup	\$1.5M?	?				
BIL T1 & T2	\$1.0M	\$1.0M	\$1.0M	✗		
IRA T1 & T2	\$1.7M	\$1.7M	\$1.7M	\$1.7M	\$1.7M	✗
WebCOOS Nat'l	\$0.4M	\$0.4M				
Hurricane Ian	\$0.6M	\$0.6M	✗			
TOTAL	\$8.0M	??M	\$5.5M	\$4.5M	\$4.5M	\$3.0M

SECOORA 2.0



Emily Noakes
*Communications and
Engagement Specialist*



Cotie Alsbrooks
*Water Level Program
Manager*



Theo Jass
*WebCOOS Program
Manager*



Laura LaBree
*Contractor
Pre and Post Award
Specialist*

Water Level Website Launch

The screenshot shows the SECOORA website interface for the Southeast Water Level Network. At the top left is the SECOORA logo with the tagline "DELIVERING DATA FOR DECISIONS" and a "Home" button. The main heading is "Southeast Water Level Network". On the left, there are two panels: "Water Level Stations" with a dropdown menu and radio buttons for "SECOORA Stations" and "Partner Stations"; and "Additional Layers" with checkboxes for "State / Federal Sites", "Radar Imagery", and "Tropical Cyclones" (which is checked). The central map displays the Southeastern United States with various water level stations marked by green and blue circles. On the right, there is a text box titled "Southeast Water Level Network" explaining that the map shows station locations and will be updated as more are added. Below the text is a photo of two people at a water level station. At the bottom right is a "Print Center" button. The map footer includes "Leaflet | Powered by Esri | USGS, NOAA, GEBCO Bathymetry (m)".

New Opportunities

Board Engagement and Recruitment

Pan-regional collaboration:

- Webcameras
- Water Level stations
- CARICOOS & GCOOS
 - Sargassum
 - Intra-Americas Sea (marine heat waves)
 - Spanish-language products

Questions for Debra or other staff??



Closing Remarks

Gary Mitchum

Coffee Break

1:45 - 2:00 PM



Thank you meeting
sponsors!



Hohonu





SECOORA

Members Business Meeting

May 7, 2024 | Charleston, SC

WIFI: HiltonHonors

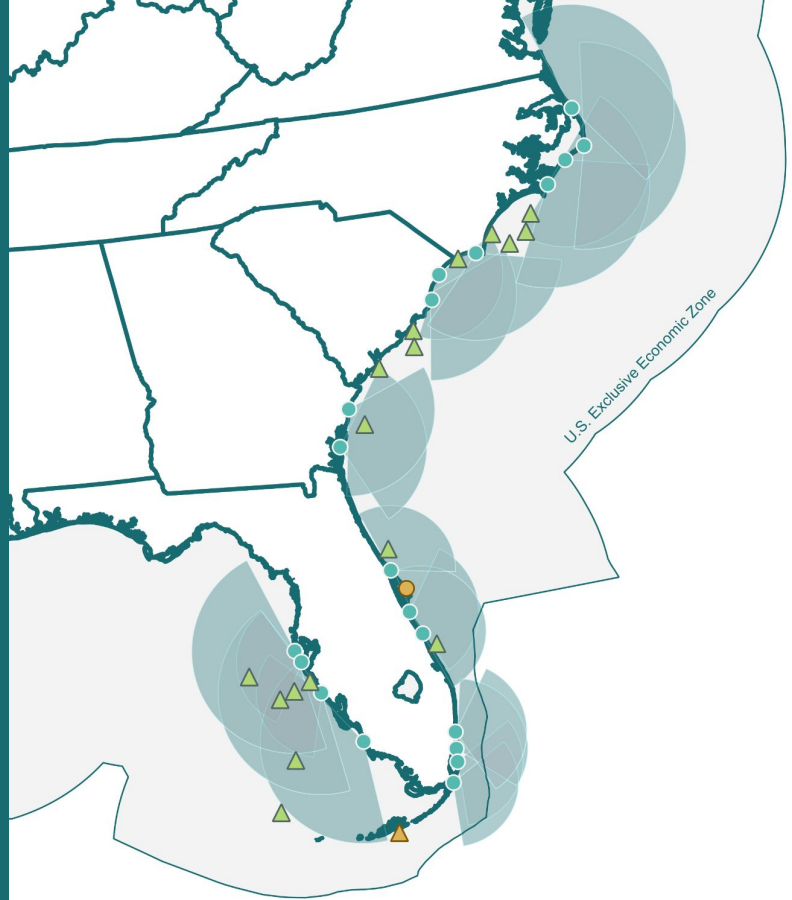
Password (Promotional Code): Hilton2024

Members Business Meeting Agenda

Time	Activity
2:00 – 2:10 PM	SECOORA Status Updates
2:10 – 2:20 PM	Committee Updates
2:20 – 2:25 PM	Election and Voting Results

SECOORA Status Updates

Debra Hernandez,
SECOORA



Refreshed SECOORA's Strategic Plan

- Surveyed members last fall
- Board detailed review Dec. 2023
- Staff workshopped Plan Goals & Strategies
 - Member feedback
 - Board comments
- Board approved Mar. 2024



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

Staffing Updates



Emily Noakes
*Communications and
Engagement Specialist*



Cotie Alsbrooks
*Water Level Program
Manager*

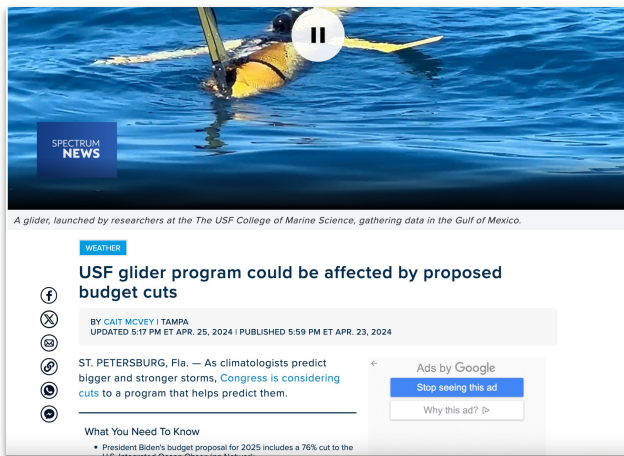


Theo Jass
*WebCOOS Program
Manager*



Laura LaBree
*Contractor
Pre and Post Award
Specialist*

Outreach to Decision Makers and Supporters



Scientists are sounding the alarm about oceans, but Biden's budget would slash research data

By Eliza Nilson, CNN
4 minute read · Published 6:00 AM EDT, Tue April 2, 2024



Pelicans fly across the water near Tybee Island, Georgia, on January 10. Ocean data funding is at risk in President Joe Biden's budget request this year. Richard Burbank/Savannah Morning News/USA Today Network

(CNN) — As scientists scramble to understand why the world's oceans are in their second year of record-breaking heat, one of the most important programs to gather ocean data in the US is in danger of going dark and cutting off research at a critical time for the planet.

Known as the "eyes" of the oceans off US coasts, the Integrated Ocean Observing System, or IOOS, is a little-known but vital program within the National Oceanic and Atmospheric Administration. It uses over 1,000 monitoring instruments to track currents, water temperature, oxygen levels, acidification, algae and more in the oceans and the Great Lakes, providing data to users inside and outside the federal government.

Its data is used in everything from hurricane forecasting and fisheries to Coast Guard search and rescue — IOOS data can help the Coast Guard narrow down a search area by two-thirds.

Congressional outreach By the numbers:

- 22 meetings with Congressional offices
- 34 appropriations forms submitted
- 6 SE signers on the House Dear Colleague letter
- Senate letter pending
- ...

- ★ Partners, members and stakeholders
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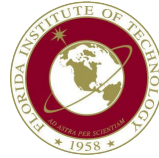
Thank you to our SECOORA Members!



The Nature Conservancy
Protecting nature. Preserving life.



University School of
Environment, Arts and Society



UNIVERSITY OF
SOUTH CAROLINA
Arnold School of Public Health



UNIVERSITY OF
SOUTH CAROLINA
College of Arts and Sciences



Wilmington, NC





FY23 Audit was Clean!

Welcome New Member Representative



**GEORGIA
SOUTHERN
UNIVERSITY**

Asli Aslan

New Website



[HOME](#) [OBSERVATIONS AND DATA](#) [NEWS](#) [NETWORKS](#) [IMPACT](#) [ABOUT US](#)

[JOIN US](#)



Dedicated to providing data to ensure coastal ocean resilience, safety, and a thriving blue economy.

[About Us](#)

Delivering Data for Decisions

We want to ensure healthy coastal ocean ecosystems and communities by making observation data available and accessible to drive science-based decisions.

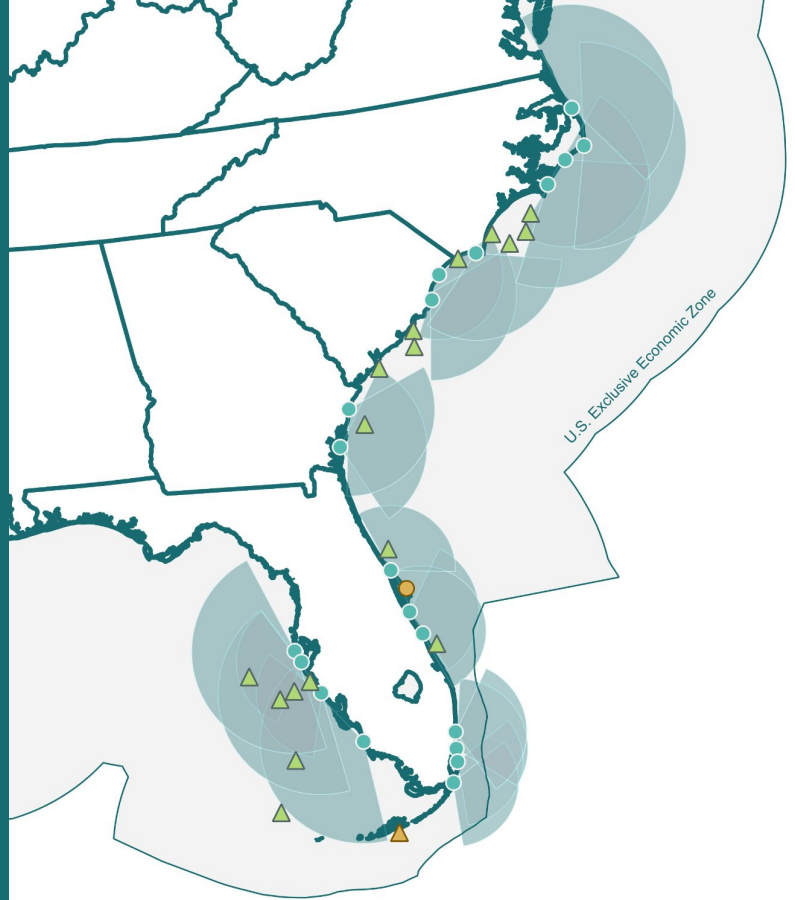


Hot Topics in SECOORA's region

- Offshore wind
- Right whale monitoring
- Pan-regional collaboration
- HABs
- Marine heat waves
- **Rising sea level & increased flooding**



Committee Updates





Science Committee Update

Jennifer Dorton, SECOORA

Science Committee Update

Members

- Lynn Leonard, UNCW
- Gary Mitchum, USF CMS
- Vince Lovko, Mote Marine Laboratory
- Ruoying He, NCSU
- Bill Savidge, UGA SkIO
- Vince Lovko, Mote Marine Lab
- Bryan Franks, JU
- Yonggang Liu, USF CMS
- Patrick Barrineau, Coastal Science & Engineering
- Mike Muglia, ECU CSI

Activities

- Science Committee Charge has been updated

Upcoming

Regional Coastal Ocean Observing System (RCOOS) Plan Review. Review existing/identify new:

- Regional priorities
- Sensor Technologies
- Modeling Approaches/Needs



SECOORA

Education and Outreach Committee

Dwayne Porter, UofSC Arnold School of Public Health

Education and Outreach Committee Updates

Hosted 4 RFPs

- Vembu Subramanian Ocean Scholars Award
 - 12 applicants, 4 winners
- SECOORA Data Challenge
 - 6 applicants, 1 winner
- Attending Drones Course at Duke
 - 17 applicants, 12 winners
- Enhancing Marine Science Curriculum
 - Hold funding until re-release in late May

Savannah State Internship Program

- 2 summer interns, 2 fall interns
- Presented posters at the State of the Georgia Coast Conference on Tybee Island

Members

- Dwayne Porter, University of South Carolina (Chair)
- Melinda Simmons, Jacksonville University
- Lynn Leonard, University of North Carolina Wilmington
- EV Bell, South Carolina Sea Grant
- Aly Busse, Mote Marine Laboratory
- Mary Conley, The Nature Conservancy
- Katy Smith, University of Georgia Marine Extension and Georgia Sea Grant
- Lisa Adams, Kennesaw State University
- Phil Bresnahan, UNC Wilmington



Executive Committee Updates

Gary Mitchum (USF College of Marine Science)

Executive Committee Update

SECOORA EXECUTIVE COMMITTEE



CHAIR
Gary Mitchum
University of South
Florida



VICE CHAIR
Jeff Copeland
Tempest



TREASURER
**Susan
Lovelace**
South Carolina Sea
Grant Consortium



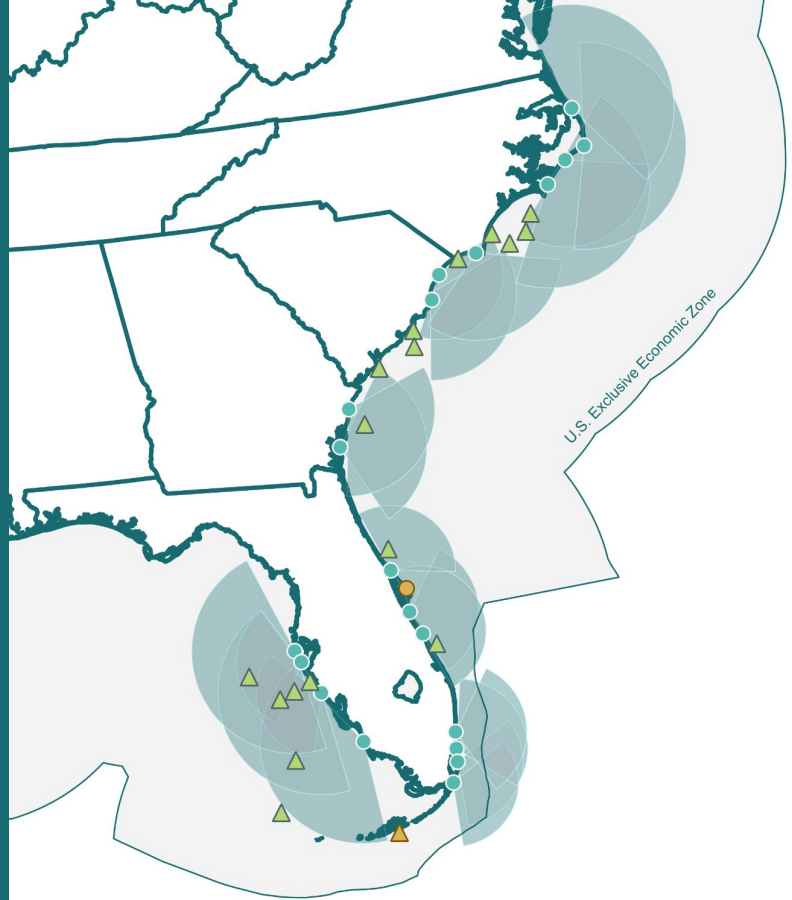
SECRETARY
Bill Savidge
UGA Skidaway
Institute of
Oceanography



AT - LARGE
**Evelien
VanderKloet**
Ocean Tracking
Network

- Host monthly calls
- Develop Board Meeting agendas
- Assist with staffing changes
- Support Congressional outreach strategy
- Executive Director review

Voting Results





SECOORA

Board of Directors Election Results

Welcome New and Returning Board Members



Patrick Barrineau
Coastal Science &
Engineering



**Evelien
VanderKloet**
Ocean Tracking
Network



Nathan Hall
University of North
Carolina, Chapel Hill



Scott Harris
College of
Charleston

FY 25 Operating Budget

PASSED



Thank you for serving!



Susan Lovelace
S.C. Sea Grant Consortium

Thank you for your support!

Melinda Perle Simmons, Jacksonville University
A. Quinton White, Jr. PhD, Jacksonville University Marine Science Research
Theodore Allen, Independent
Brian Bendis , Concerned citizen and equipment supplier,
Marguerite V. Murray, Resident of NWFL,
Janice Garry, N/A,
Glenn Goodwin, Nova Southeastern University,
Steven Lombardo, PhD, Bonefish & Tarpon Trust,
Angela M Cortes , Citizen ,
Enrique Montes, U. Miami Cooperative Institute for Marine and Atmospheric Studies,
James Murley, Miami-Dade County, FL,
Gabriel Alsenas, FAU Southeast National Marine Renewable Energy Center,
Sheri Floge, Wake Forest University,
Natalie Nelson, North Carolina State University,
Kerry Caslow, In-Situ,
Rachel O'Connor, Unaffiliated,

Jennifer Beth Zimmerman, N/A,
Camila Rimoldi Ibanez, Florida Atlantic University ,
Nina Tatlock, N/A,
Robert H. Weisberg, College of Marine Sci., Univ of South Florida,
Brian Barnes, University of South Florida,
Chad Lembke, University of South Florida,
Orion Witmer, University of South Florida
Dr. Clifford R. Merz, PE, University of South Florida/College of Marine Science
Brock Houston, In-Situ Inc.,
Susan J Markowitz, None,
Eric Milbrandt, Sanibel Captiva Conservation Foundation,
Karl Kaukis, GCOOS,
William Baxley, Florida Atlantic University,
Sarah Frias-Torres, Ph.D., Independent scientist,
Natalie Cohen, University of Georgia,
Ken Halanych, University of North Carolina Wilmington,
Jay Styron, Carolina Mariculture Co.,
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2024 - 2029 Strategic Plan Updates

May 7, 2024 | Charleston, SC

New Strategic Plan: Goal 1

Previous Goal:

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

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



Revised Goal:

Expand and broaden usage of SECOORA's information and products

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

New Strategic Plan: Goal 2

Previous Goal:

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

- 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



Revised Goal:

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

New Strategic Plan: Goal 3

Previous Goal:

Expand partnerships, including members and stakeholders

- 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



Revised Goal:

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

New Strategic Plan: Goal 4

Previous Goal:

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

- 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



Revised Goal:

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

New Strategic Plan: Goal 5

Previous Goal:

Improve SECOORA's organizational capabilities

- 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



Revised Goal:

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