



**STRATEGIC PLAN
2021-2026**

ADOPTED OCT 2020

MISSION

The IOOS Association promotes regional and national ocean, coastal, and Great Lakes observing systems

VISION

The IOOS enterprise has the resources to measure and predict the coast, ocean and Great Lakes to deliver sustained information, support decision making, and bring outstanding value to society.



CORE VALUES

We believe these values contribute to societal benefits and advancing our mission. They are interrelated and we work towards fulfilling them on a daily basis.

- 1 Diversity and inclusivity:** We value including a broad representation of communities and we actively invite new groups to be a part of our network.
- 2 Scientific integrity and excellence:** We value quality in our work and believe in the importance of science-based information.
- 3 Reliability and cost-effectiveness:** We value ensuring that the nation has sustained observing systems to support societal needs in a financially efficient way.
- 4 Responsiveness:** We value flexibility and innovation in our approach to address existing and emergent stakeholder needs at required scales.
- 5 Collaboration and partnership:** We value building and fostering relationships and networks to advance mutual goals and strengthen impact.
- 6 Accessibility:** We value open access to information and transparency in our operations.



PRIORITY GOALS

- 1** Increase funding for IOOS by 100 percent.
- 2** Increase ability of IOOS to be responsive and innovative
- 3** Increase coordination across all IOOS agencies & regions
- 4** Increase diversity and inclusivity of network and partnerships
- 5** Increase visibility and reach of IOOS
- 6** Ensure the health and sustainability of IOOS Association.



Core strategies for each priority goals can be found on the next page.



PRIORITY GOALS AND CORE STRATEGIES

1

Increase funding for IOOS by 100 percent

CORE STRATEGIES

- Expand Congressional outreach for appropriations, including other budget bills such as Interior/Environment
 - Activity: Identify non-NOAA agencies & industries that align with regional priorities.
- Develop a process to fund system recapitalization and modernization
 - Explore PAC line
- Develop business plan for IOOS for the coming decade
- Support members on advocacy and engagement

2

Increase ability of IOOS to be responsive and innovative

CORE STRATEGIES

- Engage with industry, federal partner agencies and Congress to address regional stakeholders needs as they change and evolve
 - Advocate with these entities, comms linchpin; offshore wind energy
- Engage with private industry to partner and invest to harness innovation to make IOOS cheaper, better, faster
 - Encourage private investment in the Ocean Technology Transfer program
- Promote IOOS as a testbed for new techniques and technologies, including research to operations

3

Increase coordination across all IOOS agencies & regions

CORE STRATEGIES

- Share best practices across regions through trainings and education on such topics as workforce development, stakeholder engagement, external communications and technologies.
 - Build shared language with bins of nomenclature across regions
 - Facilitate development of pan-regional products
 - Implement or support tech transfer, including products, between RAs
- Facilitate the coordination of joint strategic interests and resources across the 17 IOOS federal agencies (including 17 agencies involved in Ocean observing) and RAs
- Promote cross communication of regional, national and global issues under discussion by IOOC, IOOS FAC and similar bodies

4

Increase diversity and inclusivity of network and partnerships

CORE STRATEGIES

- Develop and support programs and initiatives that connect and include people from underserved groups
 - Share examples of community inclusivity from outside and inside IOOS
 - Explore opportunities for sharing IOOS data with underserved communities, including environmental justice
 - Host or sponsor a fellowship program for bringing underrepresented groups into regional IOOS
- Foster workforce development for underrepresented and underserved groups
- Expand IA network by each RA identifying key partners and stakeholders that represent diverse sectors and interest

5

Increase visibility and reach of IOOS

CORE STRATEGIES

- Work with IOOS enterprise to enhance IOOS visibility
 - Develop a Comms Strategy for IOOS
 - Increase capacity for Comms in IA
 - Expand IA representation in DC
 - Expand capacity of IA office staff
 - Build alliances with private sector designed at marketing IOOS value
 - Tell our stories/case studies
- Increase visibility in federal agencies and beyond (international, public, etc.)
 - Nationally: New administration transition, IOOC, IOOS FAC
 - Increase agency office engagement/briefing planning
 - Internationally: UN Decade Ocean Shots and GOOS Alliance
 - Collaborate with partners working in relevant issues and campaigns (E.g., NAS SOO-Ocean Literacy Comms campaign)

6

Ensure the health and sustainability of IOOS Association

CORE STRATEGIES

- Explore expanding IOOS Assoc. membership to include non-RA partners such as private sector members, NGOs and others
 - Illustrate prospective value to new members
- Support and develop IOOS Assoc Board and members
- Provide rewarding and supportive environment for staff
 - Training, work place, opportunities for growth
- Ensure staffing capacity aligns with workload

