

MISSION

Empower people and communities with reliable coastal and ocean information.

5 YEAR VISION

Thriving coasts powered by accessible, trusted ocean data.

CORE VALUES



Science based
discovery and decision-
making



Accessible useful
information for addressing
societal needs



Leadership in coastal
ocean science
partnerships



Active stewardship
of coastal ocean
ecosystems



Scientific integrity,
technical excellence, and
innovation

STRATEGIC GOALS

- 1 Expand and broaden usage of SECOORA's information and products**
 - Develop products and services based on specific key customer and user needs
 - Implement engagement strategies that target specific user groups, highlighting cross-sectoral utility of 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 multi-sector and community participation throughout SECOORA's organizational structure
 - Pursue funding opportunities beyond core IOOS funding
- 4 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 capacity by supporting on-going education and training that leads to career growth
- 5 Strengthen and diversify SECOORA's long-term funding base**
 - Develop and implement a comprehensive fundraising program that expands support from individuals, foundations, corporations, and members
 - Refresh mission, vision, and organizational messaging to highlight human, community, and economic impact
 - Implement targeted outreach strategies to engage major donors, philanthropic partners, and industry leaders
 - Broaden awareness of SECOORA's value through people-centered communications, brand updates, and multi-channel digital engagement
 - Enhance internal systems and governance to support effective donor cultivation, stewardship, and accountability