



**MARACOOS**

Ocean Information for a Changing World

**Mid-Atlantic Regional Association  
Coastal Ocean Observing System  
STRATEGIC PLAN OVERVIEW  
2020-2025**



## Mission

MARACOOS powers understanding and prediction of the Mid-Atlantic Ocean, coast, and estuaries



## Our 10-Year Vision is that...

MARACOOS' high quality data products and solutions, innovation, and expertise are integral to a diverse and expansive range of stakeholders who make decisions that save lives and property, support the economy, and improve the health and resilience of our region.



# Core Values

*We use these values as an interrelated set to guide our work and how we do it. They are all equally important.*

**Stakeholder Driven:** We believe in understanding and responding to the needs of our diverse stakeholders in the Mid-Atlantic

**Inclusiveness & Fairness:** We believe that all stakeholder needs are important and should have equitable attention and coverage

**Quality & Accessibility:** We believe in delivering integrated, high quality data products and solutions that are based on the best available science and accessible to all

**Innovation & Leadership:** We believe in consistently pursuing best practices, creativity, and new ideas that can serve as a model in our region and beyond.

**Partnerships:** We believe that building and leveraging collaborative relationships furthers our mission and the success of our partners

**Reliability & Commitment:** We believe in sustained operations and partnerships; by being there every day, over time for our stakeholders

# Priority Goals and Core Strategies

*We are proud of our success thus far and have identified our priorities moving forward. They are not in order of importance:*

## **Expanded and diversified stakeholder community**

- Identify and assess existing stakeholders for who they are and how we interact with them
- Assess availability of existing relevant regional resources
- Identify gaps in stakeholder representation
- Address gaps in stakeholder representation

## **Increased understanding of stakeholder needs**

- Engage stakeholders to understand needs
- Collect & maintain information on stakeholders and needs
- Identify gaps in our understanding of stakeholder needs
- Share information on stakeholder needs

## **More dependable, innovative, expanded, and sustained data collection and curation**

- Maintain and enhance infrastructure availability and readiness
- Identify and integrate new data acquisition systems and models based on data product requirements driven by stakeholders
- Maintain and enhance data and systems Quality Assurance/ Quality Control
- Ensure and enhance resilient data management and accessible delivery systems
- Build team capacity for technical staff/expertise

## **Tailored data products and solutions based on stakeholder needs**

- Develop/implement stakeholder-driven approaches to support research to operations/applications and operations/applications to research
- Develop approaches to coordinate/support user-friendly product development through external partners
- Leverage partnerships, exchange information, and share best practices to develop user-friendly MARACOOS data products

## **More diverse, collaborative, innovative and overall effective organization**

- Ensure that operational and governance structures enable sound, best practices for management
- Promote effective internal and external communications
- Maintain and strengthen relations with allied organizations, partners and funders
- Promote a strong brand
- Expand and diversify funding
- Support team excellence and continuity



# Glossary

*The following are definitions of key terms for our work, related to the Strategic Plan.*

- **Stakeholder:** A user, partner, or beneficiary with a connection to or interest in MARACOOS data, products, and services, or the communities that MARACOOS serves.
- **Engagement:** A purposeful, continuous exchange between MARACOOS and its stakeholders to identify, assess, and address stakeholder needs through tailored data products and solutions.
- **Diversified:** representative of a broad selection of Mid-Atlantic sectors, backgrounds, expertise, and geographies.
- **Data Products & Solutions:** Examples of these include but are not limited to: quality data, general and tailored visualizations/portals, web tools, data analysis, model outputs, data storage/management/delivery, data leveraging, data accessibility. Data products and solutions are related to the ocean, coast, and estuaries.
- **Regional Resources:** Examples of this include but are not limited to data, products, expertise, manpower, partnerships, events, and funding sources.
- **Infrastructure:** Examples of this include but are not limited to physical assets developed or used by MARACOOS and its partners to carry out the mission including, high-frequency radars, autonomous underwater gliders, satellite ground stations, moorings, sensors, models, data management hardware, and supporting equipment.