U.S. IOOS Enterprise Strategic Plan Process Overview & Update

U.S. IOOS Federal Advisory Committee
19 April 2017

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Purpose of the project:

Build an U.S. IOOS Enterprise Strategic Plan to provide guidance and communicate shared priorities for the next 5 years.

The Plan will result in:
- Shared priorities and focus of the U.S. IOOS Enterprise.
- Updated vision, mission, and 5 year goals with strategies and benchmarks.
- A useful plan that can attract interest and support for implementation.

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Goals: Strategic Plan desired outcomes

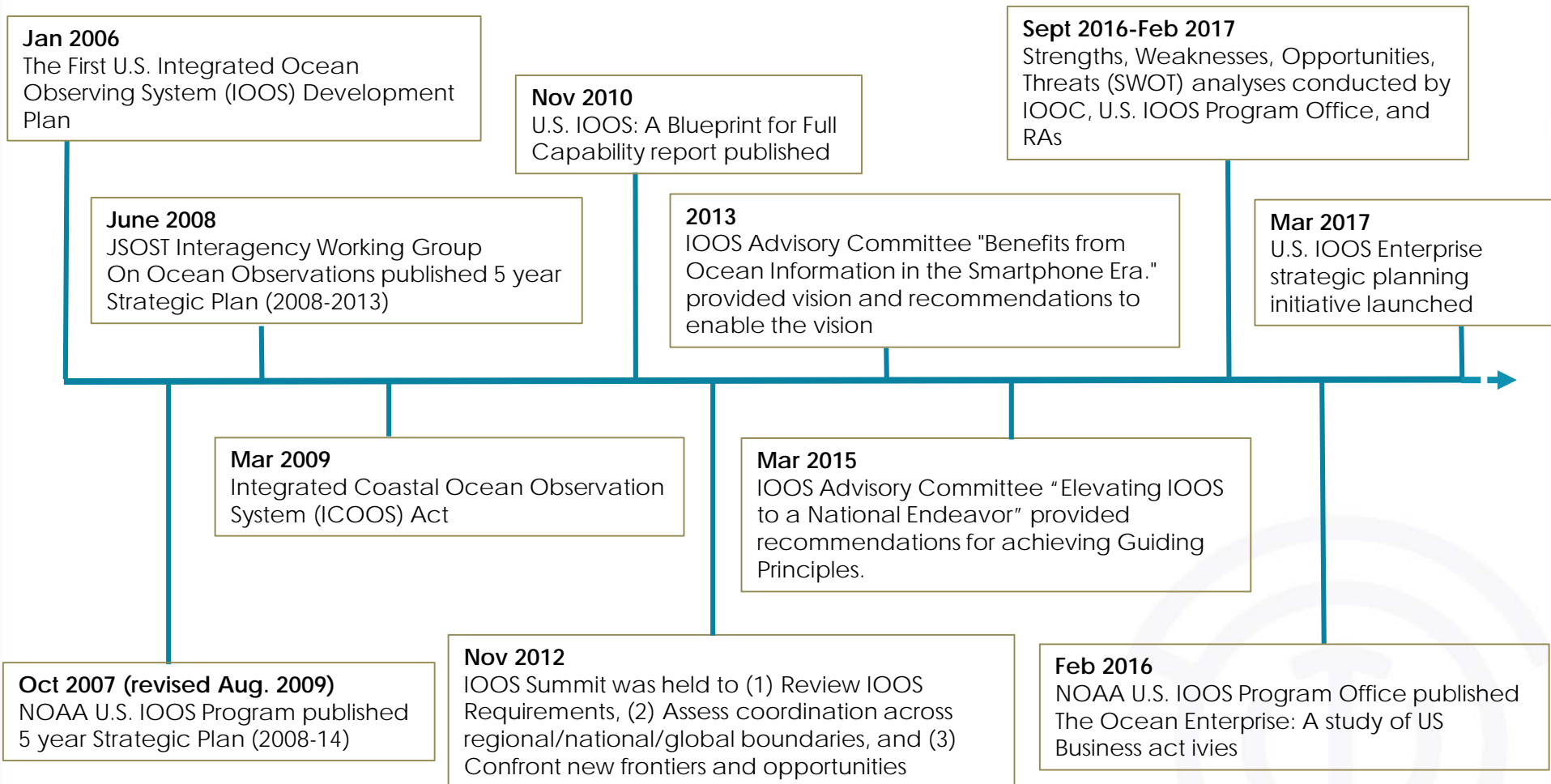**The planning PROCESS will result in:**
- Engagement with the Enterprise to assess capabilities and identify advantages, opportunities, and priorities.
- Identification and enhancement of cross-Enterprise collaboration opportunities.
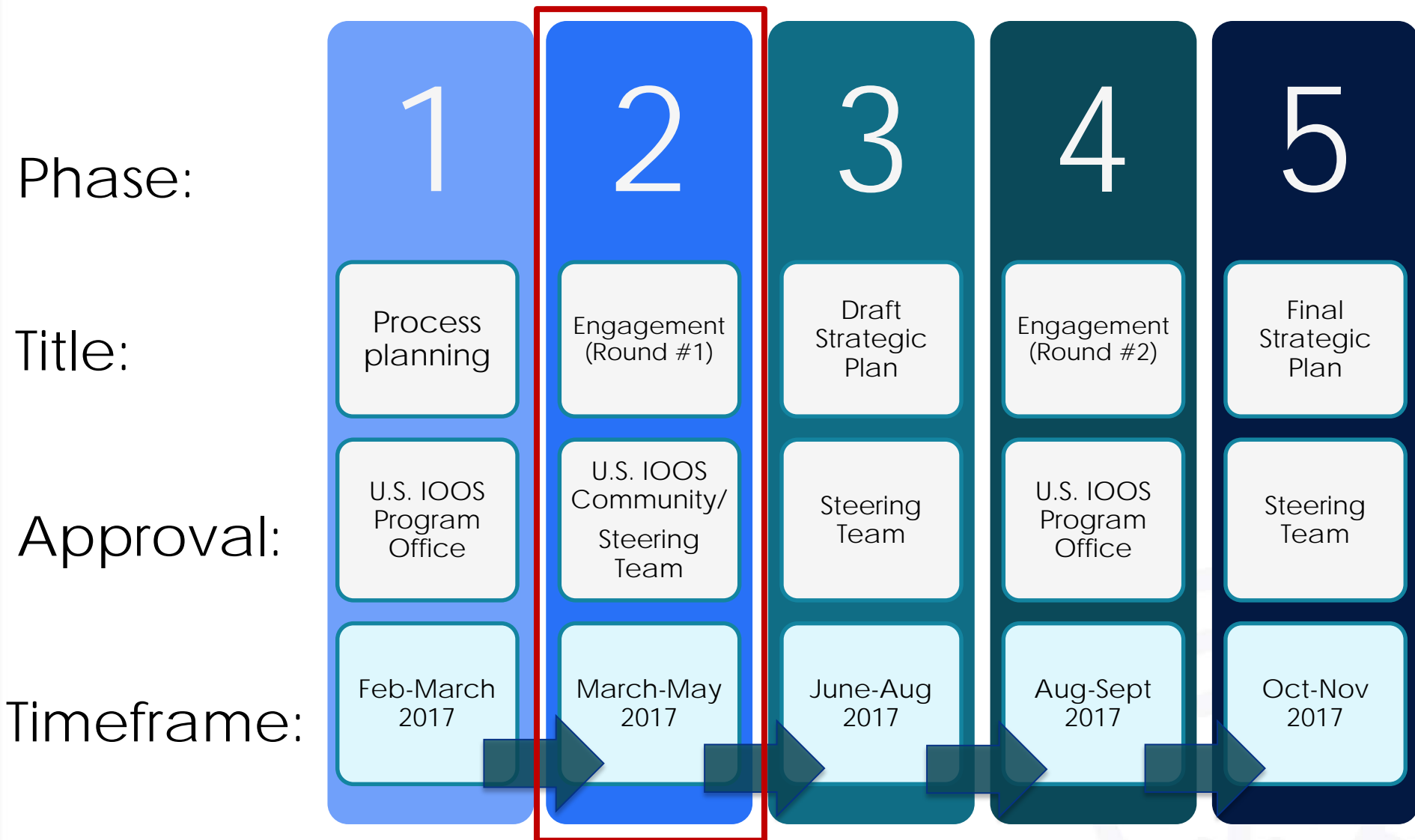
The Plan will answer:
- What is the Enterprise's most strategic niche?
- How can we make the most impact over the next 5 years?
- Should we focus more deeply in few areas or more broadly in more?

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A decade of foundational work

Building upon previous efforts

Jan 2006
The First U.S. Integrated Ocean Observing System (IOOS) Development Plan

June 2008
JSOST Interagency Working Group On Ocean Observations published 5 year Strategic Plan (2008-2013)

Nov 2010
U.S. IOOS: A Blueprint for Full Capability report published

2013
IOOS Advisory Committee "Benefits from Ocean Information in the Smartphone Era." provided vision and recommendations to enable the vision

Sept 2016-Feb 2017
Strengths, Weaknesses, Opportunities, Threats (SWOT) analyses conducted by IOOC, U.S. IOOS Program Office, and RAs

Mar 2017
U.S. IOOS Enterprise strategic planning initiative launched

Mar 2009
Integrated Coastal Ocean Observation System (ICOOS) Act

Mar 2015
IOOS Advisory Committee "Elevating IOOS to a National Endeavor" provided recommendations for achieving Guiding Principles.

Oct 2007 (revised Aug. 2009)
NOAA U.S. IOOS Program published 5 year Strategic Plan (2008-14)

Nov 2012
IOOS Summit was held to (1) Review IOOS Requirements, (2) Assess coordination across regional/national/global boundaries, and (3) Confront new frontiers and opportunities

Feb 2016
NOAA U.S. IOOS Program Office published The Ocean Enterprise: A study of US Business act ivies

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The strategic planning process

	1	2	3	4	5
Phase:	1	2	3	4	5
Title:	Process planning	Engagement (Round #1)	Draft Strategic Plan	Engagement (Round #2)	Final Strategic Plan
Approval:	U.S. IOOS Program Office	U.S. IOOS Community/ Steering Team	Steering Team	U.S. IOOS Program Office	Steering Team
Timeframe:	Feb-March 2017	March-May 2017	June-Aug 2017	Aug-Sept 2017	Oct-Nov 2017

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U.S. IOOS Strategic Plan Components

Introduction

- "IOOS Enterprise" defined
- Mission and Vision
- Guiding principles
- Core capabilities
- Societal benefit areas

5-year goals and objectives

- Goal 1: Sustained observations
- Goal 2: Data management and communications
- Goal 3: User-driven products and tools
- Goal 4: Technology innovation and research
- Goal 5: Bolster partnerships
- Goal 6: Communication, education, and outreach

Conclusion
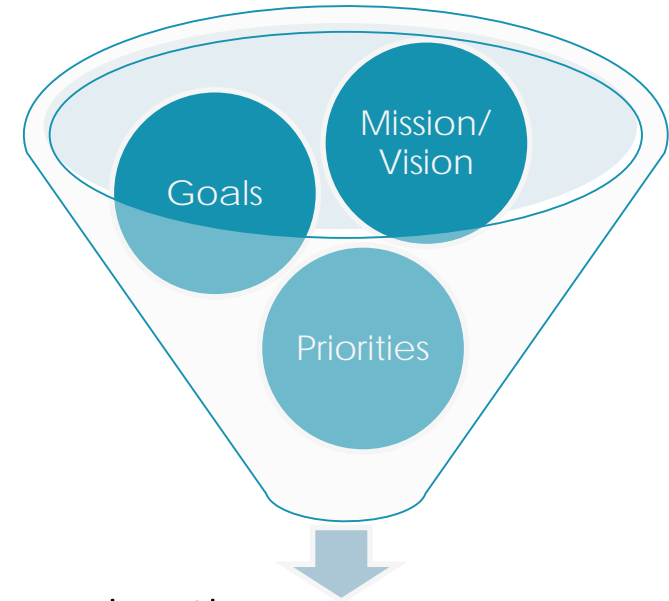
March 14 Strategic Plan Launch

1.) Context setting: Overview by Carl Gouldman

- Where we are now?
- Why are we planning now?
- How we approach political landscape?
- Introduce "IOOS Enterprise" concept highlighting interagency activities.

2.) Introduction to the strategic planning process

3.) Revisit existing vision & mission

4.) Develop guiding principles

5.) Develop core capabilities

Vision & Mission: (*Revised versions in handout*)

Vision statement (2013)

"IOOS is an innovative public/private enterprise of integrated national and regional ocean, coastal, and Great Lakes observations that equips the nation to face natural and manmade risks to economic growth, prosperity, and survivability, and to ensure a safe, productive, and resilient ocean and coastal zone." (Source: Federal Advisory Committee)

Mission statement (2008)

"Lead the integration of ocean, coastal, and Great Lakes observing capabilities, in collaboration with Federal and non-Federal partners, to maximize access to data and generation of information products, inform decision making, and promote economic, environmental, and social benefits to our Nation and the world." (Source: NOAA IOOS Strategic Plan)

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Guiding Principles

*A summary of the aims and values of the IOOS Enterprise.*

- Productive public-private partnerships
- Responsible data stewardship
- Open exchange of information
- Science and technology excellence
- High quality, reliable observations
- User driven products
- Diverse and evolving stakeholder needs
- Coordination of information gathering
- User-driven, high-quality
- Move from platform-based to systems-based
- Policy neutral, science driven decision -making

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Core capabilities

What does IOOS do best/is of greatest service that is important to preserve in the future?

- User-driven
- Responsive to stakeholders
- Sustained observations
- Data management
- Facilitate collaboration
- Technology innovation
- Communication and education
- Scientific excellence

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"IOOS Enterprise" defined

The IOOS "system" is a globally linked and nationally coordinated federal and non-federal network of observations and data transmission, data management and communications, and data analyses and modeling that systematically and efficiently acquires and disseminates data and information on past, present, and future states of the oceans and U.S. coastal waters to the head of tide.
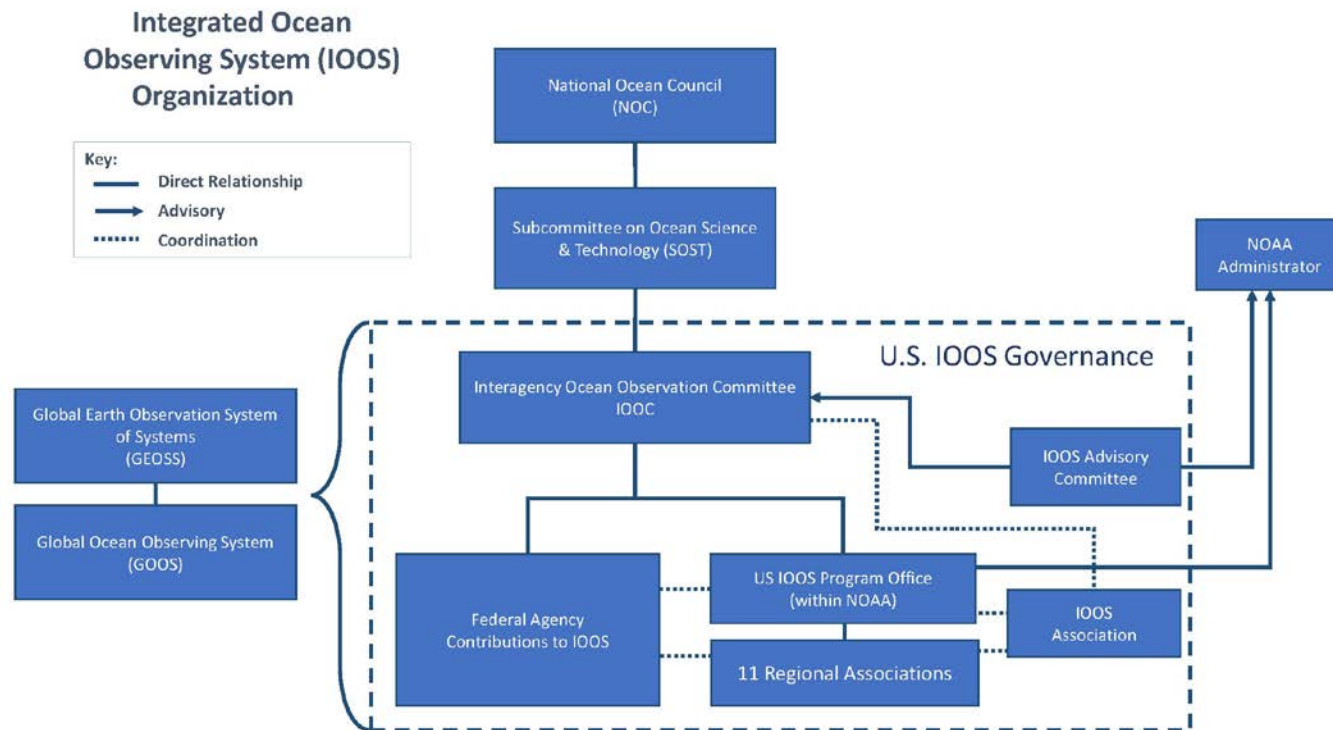
Next steps: Drafting process overview

I. **Present-May 31**
- ❑ Refine vision, mission, core capabilities, guiding principles, "IOOS Enterprise" definition
- ❑ Develop draft goals/objectives from Foundational Documents (see *Strategic Plan handout*)

II. **June-July**
- ❑ Tier 1 review: Refine 5 year goals and objectives for:
  - I. Sustained observations
  - II. DMAC
  - III. User-driven products and tools
  - IV. Technology innovation and research
  - V. Partnerships
  - VI. Communication, education, and outreach

III. **August-Sept**
- ❑ Tier 2 review: IOOS community-wide review

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End.

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