



## OCM Strategic Action Plan Workshop February 26 – 28, 2008

**Outcome: Identify and commit to goals and actions to focus coordinated mapping activities to advance national ocean and coastal mapping.**

### Objectives:

- Build common understandings of the current state including trends, conditions, challenges and opportunities
- Develop a shared vision and describe the desired future state
- Identify critical priorities and build consensus on strategic goals on which to focus coordinated mapping activities
- Frame high-level action plans to support the strategic goals and priorities
- Establish commitment to implement priorities and actions
- Build a communications strategy focusing on messages and audience
- Identify next steps and timeframe

### Tuesday, February 26, 2008

#### AM Session (Open to the Public)

Purpose: Set the context for the workshop. Build common understandings of the current state including trends, conditions, challenges and opportunities.

8:30 am	Coffee and Conversation
9:00 am	Welcome and Introductions
9:30 am	Keynote Address – Dr. Larry Mayer (Center for Ocean and Coastal Mapping)
10:15 am	Networking Break
10:45 am	Snapshot of Federal OCM Activities-IWG-OCM Co-Chairs: John Haines (USGS), Jeff Lillycrop (USACE), Roger Parsons (NOAA) and Steve Kopach (MMS)
12:00 pm	Catered Lunch

#### PM Session (Open to the Public)

Purpose: Continue to build common understandings of the current state. Transition from the present to the future. Create a snapshot of the desired future state.

1:00 pm	Start-up: Environmental Scan/Context Map
1:30 pm	Summary of State OCM Activities – Tony Wilbur (MA), Steve Wolfe (FL) and Sheila Semans (CA)
2:30 pm	Networking Break
3:00 pm	Big Waves Vision – Small Group Sessions/Whole Group Debrief <ul style="list-style-type: none"><li>• Description of the Desired Future State</li><li>• Core Purpose and Guiding Principles</li><li>• Issues, Challenges and Opportunities</li></ul>
4:45 pm	Public Comment Period
5:15 pm	Wrap-up and Next Steps
5:30 pm	Adjourn
	Social Hour: Networking and Cocktails

## **OCM Strategic Action Plan Workshop February 26 – 28, 2008**

6:30 pm Dinner (Optional)

### **Wednesday, February 27, 2008**

#### **AM Session**

Purpose: Develop a shared vision and describe the desired future state. Identify and build consensus on strategic goals on which to focus coordinated mapping activities.

8:30 am Coffee and Conversation  
9:00 am Start-up: Review of Day 1/Focus for Day 2  
Vision themes and impacts  
9:45 am Big Waves Vision/Strategic Goals Identification  
• Whole Group Session  
10:15 am Networking Break  
10:45 am Consensus Building: Refine and agree on common goals and priorities  
• Small Group Sessions  
12:00 pm Catered Lunch

### **Wednesday, February 27, 2008**

#### **PM Session**

Purpose: Frame high-level action plans to support the strategic goals

1:15 pm Agreement on 3 – 5 strategic goals/priorities  
2:00 pm Work session – Game plan development  
• Small Group Sessions  
• Work collaboratively to develop high-level game plan (strategy) to accomplish the strategic goal  
• Focus on priorities, challenges, success factors, stages/tasks, and interdependencies  
3:30 pm Break  
4:00 pm Debrief and consensus building  
5:00 pm Wrap-up and Next Steps  
5:15 pm Adjourn – Dinner on Your Own

### **Thursday, February 28, 2008**

#### **AM Session (Open to the Public)**

Purpose: Build commitment around strategic goals. Identify focus of communications – messages and audiences. Evaluate accomplishments and identify next steps

8:30 am Coffee and Conversation  
9:00 am Start-up: Review of Day 2/Focus for Day 3  
9:15 am Communications Plan - Stakeholder Map and Messages  
10:45 am Break  
11:15 am Actions and Next Steps  
12:00 pm Public Comment Period  
12:30 pm Closing  
1:00 pm Adjourn – Lunch on Your Own