OCM Strategic Action Plan Workshop
Meeting Notes
February 26 – 28, 2008

February 26, 2008 8:30 a.m. – 5:30 p.m.

OCM Strategic Action Plan Workshop

Hosts: JSOST Co-chairs: Jeff Lillycrop (USACE), Roger Parsons (NOAA), John Haines (USGS), Steve Kopach (MMS) (Unable to attend)
Facilitation Team: Tricia Gibbons and Carol Jeffords, LEAD Alliance, Inc.

Workshop Participants:

Alexander, Charly	NOAA IOOS
Barnum, Steve	NOAA
Brock, John	USGS
Brown, Steve	NOAA
Collier, Krista	FEMA
Davidson, Margaret	NOAA
Fox, Chris	NOAA
Gibbons, Tricia	LEAD Alliance
Haines, John	USGS
Jeffords, Carol	LEAD Alliance
Johnson, Roger	NPS
Johnson, Sam	USGS
Lillycrop, Jeff	USACE
Mayer, Larry	UNH
McDonough, John	NOAA
Midson, Brian	NSF
Niles, Tony	USACE
Orr, Renee	MMS
Ouimet, Mike	Texas/NSGIC
Palatiello, John	MAPPS
Parsons, Roger	NOAA
Reed, Barb	Navy
Robertson, Quin	ASBPA
Rohmann, Steve	NOAA
Sargent, Bill	Florida FWC
Schmidt, Miki	NOAA
Schwab, Bill	USGS
Semans, Sheila	CA Coastal Conservancy
Vandegraft, Doug	USFWS
Walker, Jim	USACE
Westcott, Jon	FEMA
Wilbur, Tony	MA/GOMMI
Wolfe, Steve	Florida/CSO
Wozencraft, Jennifer	USACE
Zilkoski, Dave	NOAA

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Tuesday, February 26, 2008
AM Session (Open to the Public)

Welcome: Jeff Lillycrop (USACE), IWG-OCM co-chair, welcomed participants and discussed the purpose and objectives of the workshop. He stated that the goal is to create a strategic action plan. We need to form a common vision and look at both where we are and where we want to go.

Start-up: Tricia Gibbons referred to the participant folder as she reviewed the objectives and outcomes, the agenda, and the structure of the workshop. She told the participants to think in terms of being the OCM Community of Practice. She discussed the overview of the process that will be used in the workshop (move from the past to the present today); then move to the future (3 to 5 years out).

Workshop Objectives:

- Build common understandings of the current state including trends, conditions, challenges and opportunities
- Develop a shared vision and described 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

Introductions: Participants introduced themselves while Tricia recorded success stories and best practices on flipcharts. Participants' brief introductions included their name, organization, and a success story or best practice.

<u>Success Stories and Best Practices</u>

- Collaborative element in every success story
- More than data collection and mapping; engaging constituents in process and developing tools
- Book – Best Practices of Boundary Making
- Collaborative aspect; standardization – to produce good products in declining resources
- Have assets to do something
- This meeting is happening!
- Using assets – to produce products that are widely accepted and used
- Collaboration with folks that are smarter; new LIDAR system
- MMS & NOAA collaboration on Web viewer; quick, open to the public – small step
- Have to be persistent and patient; engage on many different fronts
- Facilitate and coordinate, encourage responsibility
- Move data out of file cabinets and into the hands of the public
- Mapping success stories
- Bringing modern tools to what we do; variety of backgrounds, working together; technology leading the science

- Collaboration and coordination; break down of the "stovepipes"
- NOAA's CSC Web site – a great tool
- Federal staff more involved in emergency situations/responsiveness
- Involvement with western states workshop in WA – success
- CA Seafloor – recognize that the end goal is not the mapping
- Resolving issues and developing best practices for using data and tools
- Strength – community strength working together and making progress
- Coastal mapping program with new GIS tool
- FEMA partnership with Google
- Development of state of the art Gulf Coastal Mapping (flood hazard) – through collaboration
- One success to collaboration from the start; efforts to standardize
- Success to come: Understand and use ecosystems – a mapping component – great integrator
- JALBTCX
- February 2007 workshop (FL) – recognize a lot of small mapping projects going; all need mapping information
- OCM – opportunity, recognition
- Best Practice: Work with a number of agencies to develop contracting vehicles to work with private sector to further mapping activities/progress – define R&R; leverage resources; Public/Private Partnership - Trust
- Partnerships; don't just compile a mountain of data; produce a useable product to extract data and produce knowledge

Keynote Address: Dr. Larry Mayer, Center for Coastal and Ocean Mapping / Joint Hydrographic Center University of New Hampshire
[see Mayer OCM Keynote.ppt for complete presentation]

- Integrated ocean and coastal mapping is the right thing to do
- But there are challenges of who and how it will be done, and how it will be paid for
- What are the mapping needs of the coastal community? Who is doing what? Are there gaps or overlaps?
- 2004 produced report: A Geospatial Framework for the Coastal Zone
    - Discovered a number of common needs (e.g., more/better/timely/accurate data; consistent)
    - Recommendations
    - Can develop standards and interchangeable data
    - On the cusp of some new technologies and techniques
    - Idea of a National Registry of Mapping Data** to avoid duplication of efforts – use for data mining, incremental surveys, joint surveys
    - Map once, use many times – the biggest "sin" to map again something that has already been done; know what has been collected and how
    - Challenges because of tight budgets
    - May involve short-term compromises. Can we see beyond own bottom lines and see what is best for the taxpayer and the country

** "Registry" = '"inventory" in IWG-OCM terms

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Snapshot of Federal OCM Activities: Following a networking break, three of the IWG-OCM co-chairs provided a "snapshot" of federal OCM activities.

John Haines (USGS)
[see full PPT presentation]

- The DOI Perspective – Missions of MMS, FWS, NPS, USGS
- Focus on application-driven mapping
- Needs to be collaborative
- No. 1 need: elevation (including the shoreline); this is a place where there are tremendous partnerships
- No. 2: registry or inventory or whatever you want to call it
- Gets more difficult after the top two. Useful products are needed now to allow better decisions
- Success stories are all about collaboration and partnerships
- Planning together is the first and most important step to integrated mapping

Roger Parsons (NOAA)
[see full PPT presentation]

- The Commerce perspective
- NOAA mission: understand and predict changes in Earth's environment and conserve and manage coastal and marine resources to meet our Nation's economic, social, and environmental needs
- Definition of IOCM: practice of acquiring, managing, integrating and disseminating ocean and coastal geospatial mapping data in such a manner that permits these data and their derivative products to be easily accessed and used by and for the greatest range of users and purposes
- Ocean and coastal mapping activities (list) (support of the private sector is very important)
- Ocean and coastal mapping challenges
- Prospective success stories
- Map Once…Use Many Times

Jeff Lillycrop (USACE)
[see full PPT presentation]

- Department of Defense perspective
- Geospatial intelligence and civil works
- Navy core competencies; collection and processing assets; Warfighting Support Center specialized products; challenges in collecting data around the world; initiatives
- Navy has done a number of collaboration projects (e.g., NIC – National/Naval Ice Center)
- Barb Reed: map once….FUSE many times
- ACE focused on civil works, but does have a warfighting role
- ACE missions
- Water resources and environment: drivers
- Discussion of USACE mapping needs; USACE coastal mapping technology
- No ocean mapping programs
- National coastal mapping program

- Program pushing out tools based on a standardized data format
- Have to get the data into somebody's decision

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

PM Session (Open to the Public)

The afternoon session began with Tricia describing the Context Map that would be used to scan the environment to get a better understanding of the current situation. To begin the process, the entire group provided input for the "political factors" that may be impacting the ocean and coastal mapping community. (See Context Map.ppt for graphic results.)

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Political Factors (group input)

- Election
- Public perception
- National at war (affects funding); Homeland Security attention
- Law of the Sea
- Ocean Action Plan (still a factor after election?)
- Inefficient government/political structure; bureaucracy
- Attention to global climate change (could be an opportunity)
- Lack of political recognition of presumed sea level rise - Prove it!

Table groups provided input for the other categories on the context map.

Table 1: Internal Trends

- Aging workforce
- Different skill sets required and will continue to change
- Increasing IT security pressures making day-to-day work more difficult
- Public awareness of coastal zone issues
- Improving collaborations and technologies
- Increasingly sophisticated technologies but with limited budgets
- Lack of consistency in technologies

Table 2: External/Industry Trends

- Private sector capacity - What about quality? Available resources?
- Technology development opportunities
- Increased need for OCM data, products and tools
- Anthropogenic impacts
- Increased environmental stewardship
- Ability to solve OCM needs
- International activities

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Table 3: Economic Climate

- Declining offshore resources - Fisheries
- Increasingly coastal population = increased usage and increased strain on resources
- Global trade viability and interstate commerce
- Shrinking budgets mandate working together
- Tax revenues down at state and local levels
- Developable offshore resources in the ECS – Tides, Wind, Oil
- Huge economy in commerce for geospatial data (outside of government)

Table 4: Technology Factors

- Better tools for collaboration (Web sites, work on datasets together, etc)
- Better knowledge access and management
- Exploitation of existing and archived data
- Richer signals and better extraction of information
- Better platforms and positioning
- Fusion and integration of technologies
- Biospatial data may move into the picture
- How to deliver the information to the customer – serve it up so it is useful
- The advance of technology may be ahead of our ability to manage

Table 5: Customer/Partner Needs

- Access to data
- Interpreted data
- Better technical understanding of "models"
- Diverse, divergent, and emerging requirements
- Clear and transparent processes for defining customers, requirements, and priorities
- Reliable archiving and efficient accessing
- Metadata that describes suitability
- Standards and protocols, QA, QC
- Evaluation and feedback processes
- Demonstrated value and quantifiable performance
- Customer is dynamic. Don't know who they are; can't serve them well.
- Need customer baseline to start forecasting the future
- Solutions to problems
- Information to support decision-making (maps not the means to the end)

Table 6: Uncertainties

- Political environment
- Energy policy
- Funding streams
- Economy
- Requirements du jour
- Amount of stakeholder support/public attention
- How do they use the information?
- Advancement of technology
- Who we are. What we do. Who we serve.

- Google factor
- Google liability issues
- Privacy issues
- Security requirements
- Interagency commitment

- IT infrastructure and capacities
- KSA's of geospatial workforce
- Do we have a current, defined customer database? Future?

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Summary of State OCM Activities: Three workshop participants presented summaries of their respective states' OCM activities.

Tony Wilbur, MA – Seafloor Mapping in Massachusetts; CZM – USGS Seafloor Mapping Cooperative & Gulf of Maine Mapping Initiative [see full PPT presentation]

- History of milestones
  - Seafloor mapping
  - NOAA fellowship
  - MA Seafloor Mapping Trust
  - CZM-USGS seafloor mapping cooperative; USGS partnership critical
- Overview of accomplishments, mapping priorities
- GOMMI: a subcommittee of the Gulf of Maine Council on the Marine Environment
  - Mission: to promote mapping of the entire Gulf of Maine basin
  - Published a number of outreach and planning documents
  - Hired a GOMMI coordinator
  - Coordinated a 2005 geophysical survey
  - Groundwork established for…
  - Challenges & priorities: funding, coordination, data understanding & availability, technology & standards

Steve Wolfe, FL – Florida Marine Mapping [see full PPT presentation]

- 2/07: joint USGS/FDEP/SERPPAS workshop
  - Goals
  - Established priorities
  - Looked for partnership opportunities
  - Steps to move mapping forward in FL
- Workshop results
  - Many surprised at overlapping of mapping work
  - Present the mapping programs active in the waters off-lying Florida
  - Ongoing mapping work by many state and federal agencies, NGOs, and some local agencies
  - Mapping needs include improved linkage between mapping programs and agency needs, a common glossary of mapping terms, establish a base map with projects and status, establish a data portal Web site, establish a list server/blog, additional workshops
  - Established State of FL's overall priority for areas needing mapping

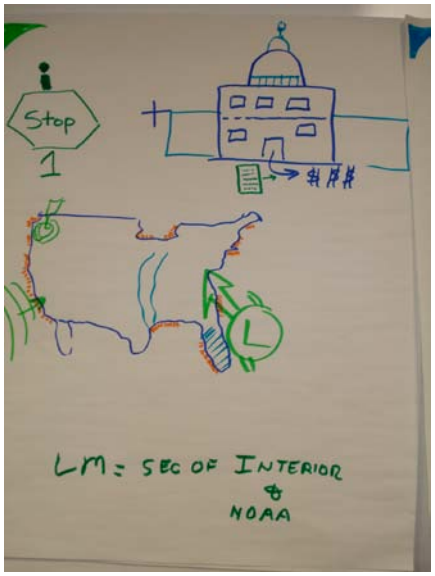
Sheila Semans, CA – California State Coastal Conservancy [see full PPT presentation]

- Mission and description of California State Coastal Conservancy
- Policies and programs for protecting the coast
- West Coast Governors' Agreement on Ocean Health (CA, OR, WA)
- Statewide Marine Mapping Planning Workshop in 2005
- North Central Coast Mapping Project (partners include USGS)
- Seeing evidence of landslides; a shipwreck; geo-hazards, faulting & plate tectonics; changes at SF bay mouth since 1956
- Initiated California State Waters Mapping Program
- Ocean Protection Council approves $15 million for seafloor mapping
- California's Ocean Observing System

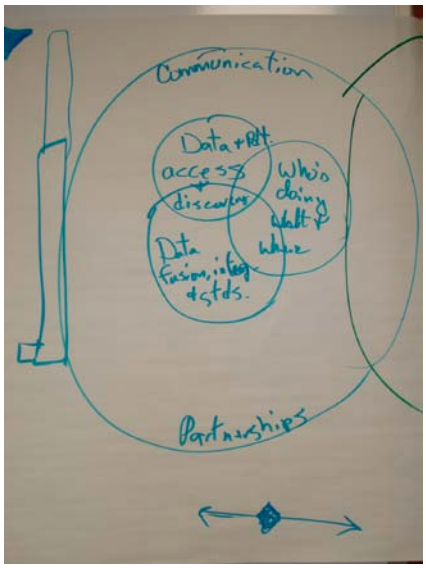
OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Big Waves Vision – Small Group Sessions/Whole Group Debrief
Participants were asked to graphically represent the vision for the ocean and coastal community 3 to 5 years out. Results are below.

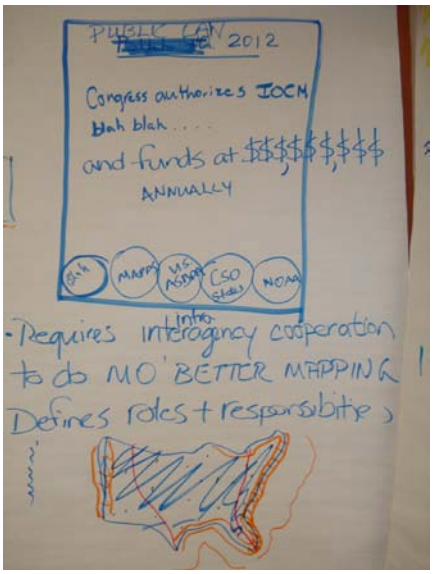
Blue Group Vision



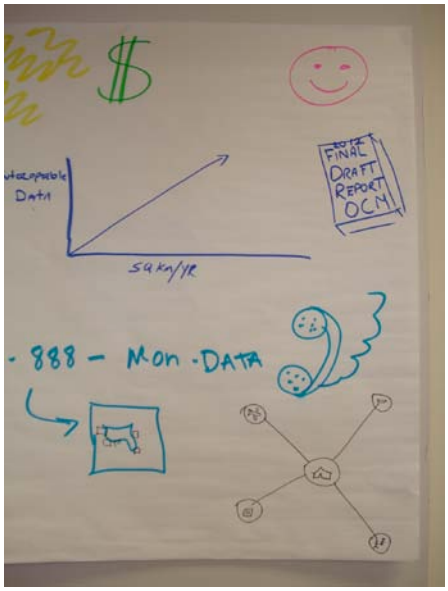
Green Group Vision



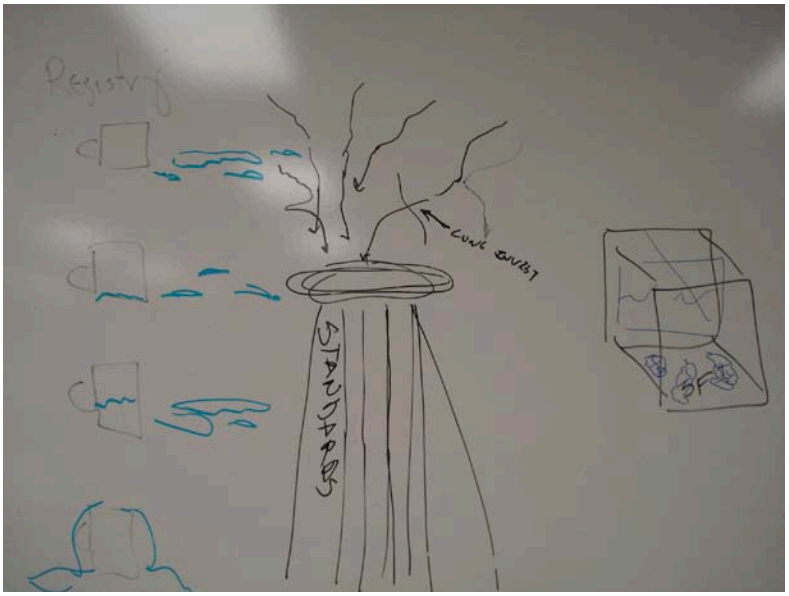
Orange Group Vision



Yellow Group Vision



Pink Group Vision



OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Blue Group Feedback

+	Δ
• Commitment from different agencies that expands with success • Circles are not all one (different agencies, different requirements) • Shows what COP is doing	• Missing the "so what" • Insular – add local or user community

Green Group Feedback

+	Δ
• Best drawing of the U.S. ☺ • Need to develop a vulnerability index for disasters • Examples: Coastal Vulnerability Index; Hazard Assessment Tsunami Impact	• Concern that it will take a disaster to make any progress

Orange Group Feedback

+	Δ
• Lots of funding • Coordination defined • Agency mandates	• Include stakeholders buy-in • Funding needed to move forward after demonstrated success • Need to demonstrate efficiencies gained through IOCM • Need to develop message that appeals to Congress • Identifying future needs with a map and related products

Yellow Group Feedback

+	Δ
• Interoperable data increase • Resource pool • Increased research funding	• More funding • Final report sooner • We're way beyond the phone number

Pink Group

+	Δ
• Like the concept of the cup being filled • Realization we need to "rub our money together" to make it work • Idea of the 4th dimension • Realistic (no real funding infusion unless there is a disaster)	• All pieces may not fall into place at once • All standards may not be reached by 5 years

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Public Comment Period: One public observer, Ken Cirillo of Jeppson Marine, attended today's sessions. He submitted the following comments.

"Comments from one of your customers, partners or stakeholders…
It is great to see this renewed effort, and I sincerely hope that your objectives are achieved as the precious limited resources (funding) and increased demand on the charting/mapping data are counting on your success. Hopefully, the first step of creating a 'survey clearinghouse' will help and eliminate the duplication of survey effort as noted and endorsed by several of the working group participants.

My comments are primarily based on almost 20 years of being in the navigational electronics – electronic charting business that has served both the commercial/professional shipping and recreational boating sectors.

We all share the same common mission: "The Safety of Navigation."

We are your partner, not your competitor.

With 60% of the soundings based on pre-1940's survey data and with 50% of the US shoreline below today's mapping standards*, the navigation systems produced today need up-to-date, accurate, high-quality data to fully support, power and to take full advantage of their capabilities. We fully encourage and support the mapping/charting communities need to focus their resources on the collection of new survey data.

And the need for updated survey data is not restricted to the coastal areas; in fact, the inland/fresh water market (not the western rivers, but inland lakes) for navigation systems is growing rapidly. The need for bathy/contour data is equally important in this sector and efforts by state agencies & the USGS must also be increased to help support this market sector.

Good Luck!

*per comments made by Capt. Roger Parsons"

Wrap-up and Next Steps

+	Δ
• Multiple perspectives • Everyone participated • Agreement that we need more cooperation & communication • Several common themes emerged • Good balance between formal presentations & other activities • Right amount of "facilitator abuse " (involvement) • Closer to that seminal event that we probably think	• Cutting the cocktail hour • Didn't come up with the answer…yet • Identified the problem; funding still an issue

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Wednesday, February 27, 2008 8:30 a.m. – 5:00 p.m.
AM Session

Welcome Back: Roger Parsons. Roger gave co-chair Steve Kopach's IWG-OCM report since Steve was not able to attend the workshop. [see PPT presentation]

- Ocean Action Plan (OAP)
- OCM Inventory – what it will be; the three working groups

Writing Team

- Tricia: discussed role and timeline of the writing team's report

Participants were asked to write a "fun fact" about themselves on a 4x6 card. The fun facts were shared throughout the remainder of the workshop.

Day 1 Recap of Vision Themes

- Money/funding issue (we're going to take this off the table for now)
- Better communicate our value
- Agency cooperation
- Commitment
- One stop data discovery
- Congressional interest and backing/support
- Customer needs
- Identifying our customers
- Leveraging off each other's efforts
- Application-driven
- Understanding/defining roles and responsibilities (of partners, stakeholders, etc.)
- Working toward more complex mapping to better answer customer needs
- Data standards for interoperability
- Important role of emerging technologies
- Increasing stewardship for the ocean environment
- Stakeholder partnerships (even beyond the traditional ones)
- Response to a precipitating event
- Quality (of data and work)
- Integration, fusing data types

Big Waves Vision/Strategic Goals Identification

Participants were asked to write on stickies: if you were king/queen of the world what bold step/big wave you would take to advance ocean and coastal mapping? What criteria were used to come up with your choice?

<u>Criteria</u>

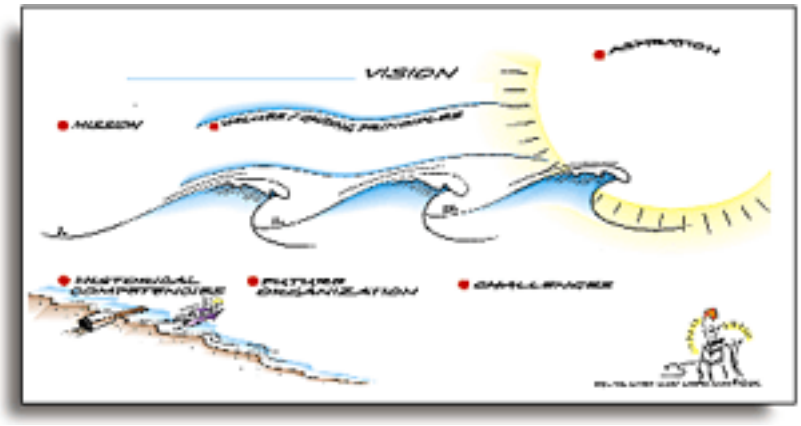
- Significant number of various participants – role for many
- Would this action create efficiencies?
- Value to the community
- Our responsibilities as public servants
- Coordination improvements

- Selling the program to Congress, stakeholders, and the new administration
- Accomplishable in the timeframe (3-5 yrs)

- Engages and benefits broad community
- Advances the overall goals
- Something on which we could reach consensus
- Short-term cost → long-term benefit

What are some of the costs/benefits of the bold steps?

- Decrease in duplication of efforts
- Be able to demonstrate the outcomes
- Need a global system to quickly identify what is out there and how we can use it
- Delivery system is the most important
- Google should be our model for ease of use
- Initial investment to ensure the model
    - Cost of getting broad community together
- Better decisions for the communities (long-term)
- Better application of resources (assume level funding)
- Set up a model for what we're going to do; it's not about money
- Pilot project doesn't need a formal agreement but at some it is important to have a formal agreement to move things forward
- Need that formal agreement when it comes to transfer of resources
- Technology is driving needs
- New issues - things that didn't exist 20 years ago
- More information on which to base policy
- Do a better job of communicating
- Benefit is the authorization to do the designated things
- Big emotional/cultural issue that costs more than money



[See PPT Graphic summarizing OCM Big Waves Vision]

PM Session

Assumption: *The National OCM Community is a powerful force in advancing national ocean and coastal mapping for informed decision-making.*

Core Purpose of the IOCM Community: *To promote the efficient and effective development and application of ocean and coastal mapping to support informed decision-making.*

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Agreement on 3 strategic goals/priorities/big waves for the next 3 – 5 years

1. Need to demonstrate what we've been advocating: the model
2. Tool development
3. Community building

Key Understandings:
These priorities and goals are concurrent
Each initiative supports the others

Work Session – Game Plan Development. Workshop participants worked in small groups to develop a high-level game plan (strategy) to accomplish the strategic goal. The focus was on priorities, challenges, success factors, stages/tasks, and interdependencies.

Game Plan Development Debrief:

Model for Success (Feedback)

- Did you talk about how you would identify people to "bring to the party"?
  A: Will change drastically over the years. Tools to help identify partners. Some partners are already there.
- Research vs. operations – different needs/timeframe.
  A: Worth considering. May not come into play. One parameter may be that we wouldn't hold data. Resolve initially.

Tools (Feedback)

- Question: Four-dimensional ocean/coastal viewer. What does it produce?
  A: Would be able to view and manipulate the data.
- Did you discuss what tools are already being developed?
  A: Talked about a number of ongoing projects.
- Issue of incompatibility of how data is being developed/isn't always compatible.
  A: It is a need.

Community Building

- Did you discuss what's an effective structure/staffing internal to the IWG to make it work? A: Acknowledge it as an issue.
- Did you talk about target audiences and reaching out to them?
  A: Brainstormed stakeholders. It's not targeted/prioritized yet.
- Did you discuss the potential IOOS involvement?
  A: No, but there should be a link between the two systems.

Wrap-up. Describe today in one word:

- Focused
- Tired
- Searching
- Process
- Iterative
- Collaborative

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Thursday, February 28, 2008 8:30 a.m. – 1:00 p.m.
AM Session (Open to the Public, but there were no public observers.)

Start-up: Focus for Day 3

- Refine game plan
- Recommend next steps to move initiative forward
- Check: is this realistic? Doable?
- Contact person

Participants reconvened in their small groups to refine the game plan.

Report Outs: (See full reports for more information)

Big Wave 1: Model of Success

- Goal: Describe a scalable project-oriented model that demonstrates the benefit of an integrated coastal and ocean mapping program
- Objective: Implement successful projects. Use specific projects to inform the generic model
- Stages and Tasks (in priority order):
    - Identify the users and needs/problem
    - Identify products that will improve decision-making
    - Identify partners with assets that can contribute to the ultimate outcome
    - Determine what data is available and what is needed (gap analysis)
    - Identify available assets
    - Develop sustained partnerships and promote opportunities
    - Engage users in developing 2-way communication
    - Identify data standards
    - Establish data management approach
    - Plan for and collect needed data
    - Process and integrate new and old data
    - Develop products
    - Educate users and public
- Assumptions:
    - Partner buy-in and commitment
    - Partner flexibility (especially in no funding environment)
    - More and better data will improve decision-making
    - Project will never be “complete” and success can be viewed as demonstratable progress
- Team and Resources:
    - Federal, state, and local agencies
    - NGOs
    - Industry
    - Academia
- Challenges:
    - Mission creep that dilutes outcomes
    - Can’t easily fill data gaps
    - Data management

    - Timeliness
    - Continual partner communication
    - Ability to be efficient with data acquisition
    - Partners meeting their mandates while achieving collective goals
    - Creating formal agreements
    - Link to/with other goals of the Ocean Action Plan (e.g., IOOS)
    - Classified data sources
    - Be careful using CA as the first example as it may intimidate smaller states
- Success Factors:
    - Establish ongoing 2-way communication with user
    - Leveraged assets
    - Flexibility
    - State and federal leadership/champions
    - Timely access to the data
    - Establish achievable metrics
- Interdependencies: project visibility (politically and public)
- Next Steps/Priorities:
    - Establish a working group to design/refine the model. Move working model theory from generic to more specific. Define roles and responsibilities.
    - Create a "proof of concept" working group (CA)

Big Wave 2: Tool Development

- Objective: Identify tools required to promote the efficient and effective development and application of ocean and coastal mapping to support informed decision-making
- Stages/Tasks:
    - Tools for successful GOS
        - Planned and completed collection activities
        - Make sure people know how it works and how to use it
        - Challenges: current functionality and reputation in some circles; agency buy-in
    - Tool blog
    - Tools for foundation data integration/interoperability
    - Tools for primary project generation
    - Tools for primary derivative data/information/products
    - Tools for decision-making products
    - Tools for sensing in current shallow water
    - Leverage off other agencies' funding
- Team Resources: Existing infrastructure (IWG-OCM, GOS, JSOST); current resources of each agency that can be leveraged
- Success Factors:
    - Facilitates decision-making
    - Partnerships created (to share resources and promoted improved, collaborative tool development)
- Challenges:
    - Current GOS functionality and reputation in some circles
    - Agency buy-in to load data (carrot/stick)

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

Big Wave 3: Community Building

- Goals: Increase awareness, build advocacy, and support implementation of IOCM
- Objectives
    - Increase inclusion of diverse communities
    - Promote community/resource awareness
    - Build a community to develop advocacy
- Assumptions
    - Community wants to work together
    - Community will result in existence of mo' betta mapping
    - There's a need for IOCM
    - Waves 1 and 2 will exist and be successful
    - Commitment from this group to keep moving forward
- 3 priorities
    - Establish an outreach team
    - Identify stakeholders
    - Identify national/beltway/regional forums and get on agendas
- Started list of stakeholders; need to continue working on this (5/30)
- Get IOCM on NSGIC agenda
- Challenges
    - Federal bureaucracy
    - Don't have a program to sell to community so need waves 1 and 2
    - Change is hard
    - Feds can't lobby so need a community to advocate for them
    - Diverse, large group of stakeholders
    - Cultural and language differences
    - Some activities outside Fed ability
    - Many national workgroups; how do we separate ourselves?
    - A sense of ocean emphasis vs. coastal
- Identify how this fits in with IOOS
- This is a complementary process, not a duplicative one
- Success factors
    - Increased awareness of IOCM
    - Increased user satisfaction
    - Increased stakeholder participation, contributions and use
    - Demonstrated societal benefits to more efficient and effective decision-making

Communications Plan – discussion

- Who are our audiences?
- What do they need to know?
- What's the general message coming out of this meeting?
- Messages to stakeholder group
- Who's delivering the message?
- Commitment from participants as deliverers of the message?

OCM Strategic Action Plan Workshop
February 26 – 28, 2008

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What do our stakeholders need as a result of this workshop?

- Access to meeting materials
- Meeting notes/results
- Executive Summary
- Access to each other/greater IOCM Community
- Briefing on results
- Promotional material (?)
- IOCM slide [Dave send to us]
- Short article (2-3 paragraph summary)

Audience	Vehicle	Message	Who/When
IOCM Strategic Plan WS Participants	E-mail Post on Web site	Results & actions	Tricia/Carol w/ CSC staff
OCM Tech WS Participants	E-mail Post in GOS IWG OCM Web site	Briefing on results; Point to more info	
Active GOS Ocean & Coasts Community	Post in GOS	Briefing on results; Point to more info; Interest in some committees?	
JSOST	Monthly update	Briefing on results	Co-chairs
Regional Mapping Councils		Executive Summary; Strategic Plan; Demonstrated effort to coordination	
High Profile Organizations such as Joint Oceans Council		Briefings package	
FGDC: Coordination Group/SC; O&C Sub-comm.; Marine Boundary WG; NGAC/SAOGI			
Our boss/who we report to			
IOOS	Co-chairs		Co-chairs w/IWGOO

What will you do differently when you get back?

- Talk UP GOS
- Look for collaborators
- Look for opportunities to contribute the things we're good at contributing
- Let contractors know what's going on; bring in other NGOs

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Elevator Messages – Summary of Key Messages Resulting from the Workshop

- OCM group identified a way forward for coordinated mapping activities. Three groups on vision, tools and outreach developed a five-year plan for better integration.
- Outlined steps to develop an IOCM program/activity with input from a circle of stakeholders.
- Identified the broad range of challenges facing the National OCM community. Identified specific actions the national community will recommend to be collectively addressed over the course of the next 3-5 years.
- Brought FEMA to the IOCM table and learned some of what the community is doing in order to reduce redundancies in future data collection and increase collaboration on OCM activities.
- Developed a strategy to begin improving communication about OCM activities that will improve the use of existing information and help future planning efforts to improve efficiency and reduce redundancy.
- We identified action items to help move the ocean and coastal mapping community forward on becoming a more collaborative and integrated group. This will help those individuals and groups to be more effective and efficient, as well as customer-focused.
- Succeeded in identifying basic elements of a strategic plan. Emphasis on three categories of activity: developing a planning model, development of tools, and development of a communications strategy. Has direct applicability to ECS effort.
- Reaffirmed the necessity of a collaborative, cooperative effort and outlined strategic priorities and actions to facilitate collaboration, provide the most-needed tools, and to demonstrate the value through implementation on the ground.
- Building consensus on coordinated mapping to create a plan to move forward for a model of success, strategic plan, and community outreach to take advantage of and coordinate mapping efforts.
- Building partnerships between fed/state/academic mapping efforts and communicated through GOS.
- Outlined a three-pronged plan to move ahead with IOCM focus on demonstrated model, community building/advocacy, and tool development (starting with a national registry and inventory).
- Met with various organizations and agency representatives to discuss opportunities, challenges, and next steps for working together to improve the coordination of the Nation's ocean and coastal mapping efforts. The goal is to develop a strategic plan by October 1 that will be vetted through the public. Also enjoyed the abusive facilitator!
- Management decisions are being made in the absence of necessary basic information even when the raw data is available. Maps are needed to provide that information in a useable form to result in better decisions.
- Met with interagency group to form foundation of how we can better cooperate and coordinate efforts to answer key questions/solve issues related to ocean coastal resources management and protection.
- We established a path forward to demonstrate value of IOCM, improve tools to facilitate IOCM, and grow the IOCM community.
- We're working toward development of a (3-5 year) strategic plan to better leverage mapping efforts around the coasts and in the oceans to ensure the foundational information is available, and that the proper tools to interpret and analyze the data are in place for management of our precious coastal and ocean resources.
- 3-5 year strategic planning document: communication – community, tools – registry, model for success with initial test bed = CA coastal, mapping and extended continental shelf