



MACOORA

Mid-Atlantic Coastal Ocean Observing Regional Association

www.macoora.org

MACOORA SUMMIT
May 17-18, 2005
Clayton Hall Conference Center
Newark, Delaware

AGENDA

Tuesday, May 17, 2005

- 8:00 – 8:30** **Registration; Coffee and Danish**
- 8:30 – 8:45** **Welcome and Summit Overview**
- 8:45 – 9:15** **Establishing a Common Starting Point**
- Overview of regional association concept
 - MACOORA activities to date
 - Why are we here?
- 9:15 – 11:15** **Building Consensus on Regional Structure and Governance**
- Presentation of draft by-laws
 - Discussion and agreement of key elements

*From: **Guidance for the Establishment of Regional Associations,***

<http://www.ocean.us/documents/docs/RA-guidance-v4.doc>

Successful implementation of the IOOS requires that RAs follow a common set of guidelines and “rules of engagement” for the common good. To qualify as an RA, the following criteria must be met:

- **Proof of a governance structure that can deliver an integrated and sustained system by incorporating, enhancing and supplementing existing infrastructure and expertise in the region.**

This must specify what classes of entities are to be members of the association and give their rights and responsibilities as members. It must describe the governing body of the association and how its members are determined. Consideration should be given to the roles of the private sector, federal agencies, state agencies, research organizations, academic institutions, and non-governmental organizations. The plan must specify the general rules for making decisions. It must specify the executive body of the association (responsible for implementing decisions of the governing body) and procedures for determining and modifying the association’s budget, changing the association’s rules, and strategic planning.

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11:15-11:30

Break

11:30 – 12:30

Looking Ahead – [MACOORA Business Plan](#)

- What are the key external opportunities and threats impacting our work in this region?
- What are the key internal strengths and weaknesses of the MACOORA?
- Who are our key customers and what are their needs?

12:30 – 1:30

Lunch

1:30 – 2:30

Clarifying Mission – [MACOORA Business Plan](#)

- What is our core purpose or unique contribution?

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2:30 - 3:30

Creating a [MACOORA Vision](#) – [MACOORA Business Plan](#)

- Where do we want to be in three years? What would really inspire and motivate us to work together?
- What do we want to be doing? What do we want to be doing differently? What would be really new?
- What should we be doing in terms of integrating data that already exists?
- What should we be doing to generate new data?
- What kind of impact do we want to have?
- How should we measure our success?

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Successful implementation of the IOOS requires that RAs follow a common set of guidelines and “rules of engagement” for the common good. To qualify as an RA, the following criteria must be met:

Provision of an acceptable business plan that has been endorsed by stakeholders (data and product providers and users) from the region.

The plan must articulate objectives in terms of the seven societal goals, specify products and customers, identify sources of revenue (from government, users, or others), and present a prototype budget (including sources) for year 1 and over a 5 year planning horizon. It should describe expected benefits for users and how products and services will be evaluated periodically (e.g., annually) in terms of the timely provision of data, data quality, user satisfaction, system integration, and the achievement of the RA’s objectives. The plan must show that the observing system will (1) conform to national standards and protocols established for data communication and management, including free and open access to non-proprietary data; (2) be capable of routine, sustained, 24/7 operations, including (but not limited to) the provision of data and data-products (e.g., a forecast) in real-time or near real-time as required by user groups; (3) provide services that include the collection and dissemination of data and development of useful products that are

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delivered in a timely fashion; and (4) establish or participate in programs that make effective use of the observing system to enhance public awareness and education.

See also: Guidelines for the Development of a Business Plan for Regional Coastal Ocean Observing System Operations, <http://usnfra.org/media/BusinessPlan6-24-04.doc>

3:30-3:50 **Break**

3:30 – 5:00

Identifying Potential Strategies – MACOORA Business Plan

- Where should we focus our collective time and resources over the next 3 years to achieve our vision?
- Where can we have the greatest impact?
- Where can we address the needs of the largest number of our users?

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5:00-5:30

Wrap-up

- Highlights of the day
- Looking ahead to the next day's work

5:30 – 6:00

Free

6:00 – 8:00

Dinner

Wednesday, May 18, 2005

8:00 – 8:30

Coffee and Danish

8:30 – 10:30

Identifying Pilot Projects – MACOORA Business Plan

- What kinds of projects should we pursue over the next couple of years?
- Where should we focus our efforts?

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10:30 – 10:50

Break

10:50 – 12:00

Pulling the MACOORA Business Plan Together

- Dialogue and consensus
- Recommendations on next steps

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12:00 – 1:00

Lunch

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1:00 – 1:45

What Have We Accomplished?

- Summit accomplishments

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1:45 – 2:30

Where Do We Go From Here?

- Define next tasks with tentative timeline
- Key messages

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2:30

Summit Adjourned