

## **Ocean Alliance Three Year Strategic Goals 2016/17/18**

1. Develop and take the SnotBot platform to 3 locations a year for the next 3 years; collect 30 Exhaled Breath Condensate samples from a minimum of 12 different species of whales. Use this tool to help determine whale health and support outreach/education/communication initiatives. **(Research/Education)**
2. Build our current robotics program so that we can develop a Fixed Wing survey drone to take down to Patagonia in the Fall of 2017 to replace our manned annual aerial surveys of the Southern Right whale. Right whales are one of the most endangered whale species; every year our catalog of 4,000 photos adds to our understanding of the status of this species. **(Research/Education)**
3. Formalize our relationship with SCRIPPS, Endicott, WHOI and other partners so that we can run a minimum of one collaborative regional & national expedition a year out of our new headquarters in Gloucester, Massachusetts. This helps in revitalizing the Gloucester waterfront and engaging local universities in sustainable development of our marine resources. **(Research/Education)**
4. Use drones to monitor, support and engage with Whale Disentanglement efforts. Partnering with such groups as the Centre for Coastal Studies. **(Conservation/Education)**
5. Build a scalable Citizen Science program that will enable individuals, automatic probes and commercial vessels to collect data on ocean acidification and other critical climate data. The secondary goal here is to have individuals support the analysis & dissemination of this data online. **(Research/Education)**

### **We will support the above mentioned goals through the following efforts / initiatives:**

- Complete the renovation work in Buildings A&B at the Paint Factory in Gloucester (our HQ) so we can use this space for our programs (education, maker space, arts & science space) or lease them out. We need to raise \$160k of new funds to achieve this goal. **(Infrastructure)**
- Bring in one board member a year for the next 3 years who will help steer and fundraise for this organization. **(Infrastructure)**
- Have an up-and-running arts and education program. Host two big art/science events/fundraisers per year **(Education/Art)**
- Put in 200ft of docks on front of building C. **(Infrastructure)**

**Initiatives that Ocean Alliance will engage should either time or funding become available.**

- Have well-established partnerships in the community and hold events and/or programs with Maritime Gloucester, Cape Ann Museum, Seven Seas Whale Watch **(Education)**
- Have a fully functioning organizational team supplementing current staff with an Office manager, Intern & Volunteer coordinator, Education Director, Media coordinator/Graphic Designer. **(Infrastructure)**
- Have a successful Whale Adoption Program (run in partnership with Seven Seas Whale Watch) and have this program recognized as THE best, most expansive adoption program on the East Coast. **(Fundraising)**
- Have a fully functioning internship program with 7 seas Whale Watch (Gloucester Massachusetts), where Ocean Alliance finds all the interns for 7 and have a fully developed welcome packet, program, and coordinator. **(Infrastructure)**
- Support, maintain & develop our Robotics program, utilizing it as an engagement tool and enhancing public education. Build on the SailBot competition platform. Measurable goals are to invite 5 different high schools in year one, 7 in year two and 10 in year three to participate in competitions and help the development of new innovative research drones. **(Research/Education)**
- Organize the vast amount of research data already collected from Southern Right Whale Research, Voyage of the Odyssey, Gulf of Mexico, SnotBot (when analysis complete) & beyond, to be easily accessible with usage guidelines and possible usage fee structure. Measurable goals are: year one Voyage of the Odyssey data including all video/photos categorization completed; year two Southern Right Whale data digitized and copied including all video/photos categorization completed will have the Gulf of Mexico completed and year three will see all Snotbot data available for public consumption. The usage fee structure will be determined phase 1 concludes. **(Research)**
- Communicate data via Arts & Science program expanding methods of outreach & education. Year one... to include 3 Art shows around Cape Ann preferably at the Paint factory or on Rocky Neck and 1 presentation of SeaChange; Year two...art & science program taken to 5 high schools for direct student participation, SeaChange 3 presentations; year three...3 art shows in the local area expanding to include greater north shore again demonstrating student work, SeaChange on the road for 5 shows. **(Education/Art)**
- Expand board & board member roles via committees: Executive; Finance; Fundraising; etc. three new board members in year 1; two in second year. **(Infrastructure)**

- Increase fiscal responsibility, awareness & accountability via stricter program management. Initial staff training in year one to include basic understanding of financial management pertaining to program budgeting & expenditures meeting monthly. Year one also sees the retaining of the services of a professional director of development. By year two, finance committee will meet quarterly with CFO, CEO and director of development. **(Infrastructure)**