GCOOS STAKEHOLDER COUNCIL MEETING
Guidance and Board of Directors Goals

The stakeholder council terms of reference and the 2006 GCOOS Goals should be used to help guide the goals of the stakeholder council meeting.

Terms of Reference
Emphasis on the Stakeholder Council helping to:
• Ensure GCOOS is developed with user benefits in mind.
• Stakeholders should reflect the broad spectrum of users/user communities with interest in both data and products.
• Provide advice on policies, identify potential new audiences for products
• Provide input for improvements to data and products.
• Assist, or advise, on ways to support GCOOS activities

Comments: 2006 will be a year of organization and of strengthening the regional association. Significant funding for improvements or observational investment is not expected, so I would suggest that the first steps should:
• Emphasize familiarization of the council members with the parts of GCOOS they may not be familiar with.
• Examine existing GCOOS data and products to primarily recommend improvements that could expand their applicability to a wider range of user groups.
• Examine existing GCOOS observational data and products from user group perspectives to identify gaps in what is presently provided to help identify future needs.
• Emphasize the role of the stakeholders in building GCOOS advocacy—and relevancy—within their spheres of influence.

Goal: Identify a Stakeholder Council Communications Plan.
All stakeholders are busy people, but a structure needs to be defined by the council that will keep the flow of information flowing. Thousands of emails are not recommended and so a council secretary might be sought that can help the chair keep a focus to the email that goes to council members. Frequency of communications might be discussed in general terms so members would know approx. what to expect.

Goal: Define a list of council advocacy activities directed toward building user community awareness of and use of GCOOS data and products.

Goal: Council ideas on building advocacy for GCOOS within the GOMEX – local, state, etc. (Ideas on publicity/communications/public affairs)

Goal: Set some targets for examination of existing GCOOS data and products for relevance, comment and potential improvements. Focused on what we have available.

GCOOS 2006 ACTIVITIES
We are developing about seven or eight over-arching areas of activity for 2006. The stakeholder council members can directly contribute to four essential areas:
• Strengthen the Organization
• Identify Prioritized Requirements
• Prioritization within existing observational endeavors
• Prioritization of any identified future needs
• Plan (and implement) enhancements
• Initiate education and outreach activities

Comments: My obvious emphasis here is to begin to get the stakeholder council members to actively embrace helping to shape the direction GCOOS and its components will take in providing observations/data/products that are more relevant and accessible to a wider group of users, and to identify improvements.

Goal: Actively solicit council member thoughts, ideas, and comments concerning how to achieve progress with the above endeavors in 2006. Specifically, how does GCOOS build linkages with organizations, activities, industries, individuals, etc that should be active parties and stakeholders in GCOOS.

Goal: Majority of the access to GCOOS is via web technology. Identify if there are critical communication pathways that access potential stakeholders that we are not, but should be utilizing either occasionally, or routinely as we seek to serve a wider range of users.

STAKEHOLDER WORKSHOPS FOR 2006

Stakeholders represent user communities of GCOOS data and products, as well as some of the enabling technologies. In the past year, there have been some focused stakeholder (user group) workshops. More are planned for this coming year. The tentative list developed during and following the last BOD meeting is;

Fisheries (commercial and recreational), storm surge and flooding, emergency management, energy management, maritime transportation (shipping, port authorities, shipping lines, and pilots), recreational boating, water quality.

Goal: It would be highly useful for the stakeholders to help define the stakeholders (user groups) that may, or may not be represented by the above list.

PILOT PROJECTS

Stakeholder input on high priority – high payoff – pilot projects that would enhance GCOOS relevance to user communities would be useful.

Goal: Discussion of how stakeholders (user groups) can be and should be approached to both participate and potentially help support such pilot projects. Collect ideas on advocacy and any idea they have for pilot projects.

KEY WORDS: Relevance – Advocacy - Requirements