

**GULF OF MEXICO COASTAL OCEAN OBSERVING SYSTEM REGIONAL  
ASSOCIATION: BUSINESS PLAN OUTLINE, Version 4**

**Executive Summary**

Highlights  
Mission Statement  
Keys to Success

**1. Organization**

Name  
National and regional goals  
Mission statement  
    Ultimate goals and objectives  
    Initial goals and objectives  
Regional benefits (Prelat for Benefits)  
Location  
GCOOS-RA Role in IOOS  
Governance  
    MOA summary and Membership Policy  
    Governance Structure and Administration  
    Interaction with NFRA and GOMA (Spranger for E/O & GOMA)  
Current status of GCOOS-RA

**2. Marketing Plan** (Spranger to assist; Prelat for Benefits)

Marketing Strategy (the plans here (how, when, etc.))  
    Identify target stakeholder sector  
    Identify stakeholder requirements  
    Gap Analysis  
    Data/Product Development  
    Periodic Review of User Satisfaction  
    Mechanism for response to emerging needs  
Potential users  
    Stakeholder sectors identified  
    Stakeholder sectors engaged to date  
    Stakeholder sectors to be engaged  
Demands - Needs assessments (results or plans)  
    Natural resource management  
        Oil and gas resources  
        Living marine resources  
            Fisheries (resource management, commercial fishing, recreational fishing)  
            Marine mammals/sea turtles  
            Coral reefs  
            Submerged aquatic vegetation  
    Habitats  
    Coastal management  
    Public health  
    Emergency response  
    Navigation

- Recreational boating
- Water quality
- Beaches
- Other

**3. Operations Plan**

Observations and Data Transmission Subsystem

- Present status (refer to Appendix for Observing System Plan)

- GCOOS Priorities for Enhancements (refer to Appendix for Conceptual Design)

Data Management and Communications Subsystem

- GCOOS & the IOOS DMAC Program

- GCOOS DMAC Plan (refer to Appendix)

Modeling and Analysis Subsystem

Staffing Plan (refer to Appendix?)

**4. Research and Development**

Identify Research Needs

Development Strategy

Priorities

Initial Pilot Projects

**5. Education and Outreach** (Spranger as one of the leads)

Audiences

- K-16 formal education

- Informal education

- Outreach/extension

- Workforce training

- Federal/State/Local Governments

- Internal GCOOS

Education and Outreach Strategic Plan (refer to Appendix)

**6. Communication Strategy** (including linkages to E/O and Marketing; refer to Appendix for Plan)

**7. System Evaluation**

Assess User Satisfaction (stakeholders, including E/O)

Cost/benefit analyses

Evaluation of metrics of operational functions and performance measures

Assess and maintain operational continuity

**8. Financial Plan**

Current Financing

Funding Needs

Funding Plan (Federal, State, Private, and Other sources)

Financial History

Financial Forecasts

**9. References**

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Possible Appendices:

Memorandum of Agreement

Conceptual Design

Observing System Plan

Data Management and Communication Plan

Education and Outreach Strategic Plan

Communication Plan

Marketing Plan??? (Products and Services Plan?)

Modeling and Analysis Plan????

Strategic Implementation Plan???

Listing of Current GCOOS observing systems

Listing of Potential users of GCOOS including Draft BP lists as follows

Appendix 1: Southern Association of Marine Laboratories (SAML) 2000

Appendix 2: For-Profit Groups from the Private Sector

Appendix 3: Organizations Represented in Southern Association of Marine Educators

Appendix 4: Gulf Restoration Network Membership

Appendix 5: Environmentally concerned organizations in Louisiana

(Spranger comment: need better delineation)