Building the GCOOS

Expanding Membership in the Regional Association

Worth Nowlin
Ann Jochens

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Why is it important to increase membership in the GCOOS-RA

• New Parties may mean:
  – Additional data sets, model outputs and products
  – Wider range of ideas for building new elements into GCOOS
  – Synergy of support systems, e.g., HABIOS supported by many, each with a small part
  – Economical use of limited resources
  – More advocacy for the IOOS at the federal level and the GCOOS at the state and local level
Adding New Parties to the GCOOS Memorandum of Agreement

• Last year we used several approaches in the attempt to increase the number of members of the GCOOS-RA, i.e., Parties (signatories) to the MoA:
  – The Membership Committee was asked to assist in identifying/contacting potential new parties;
  – Susan Martin prepared a list of signatories to the original GCOOS Resolution who had not signed as Parties and Nowlin contacted them with a request that they become Parties; and
  – Ann Jochens contacted selected individuals.

• Those efforts did secure some (<10) new Parties, including the EPA Gulf of Mexico Program, Sanibel-Captiva Conservation Foundation, and Towboat U.S. However, we learned an important lesson in the process.
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• To effectively recruit new Parties requires personal contact, often multiple contacts. Success is much more likely if the recruiter and the potential Party already are acquainted.

• In view of this we have suggested that Robert Stickney urge each member of the Stakeholder Council to contact acquaintances in their area of activity and encourage them to consider becoming Parties. A generic letter of solicitation was offered to Stickney. His report on the Stakeholder Council discussed this activity.

• Here is suggested a further mechanism to increase membership. (A Challenge to the Board of Directors)
Adding New Parties to the GCOOS Memorandum of Agreement 3

• Members of the Board should contact acquaintances who they believe might be interested in becoming Parties. Each Board member likely would focus on individuals in one or more specific areas of interest. Suggestions are:
  — Prelat might contact representatives of insurance/reinsurance and aerospace companies
  — Spranger might contact other Sea Grant organizations and university administrators
  — Cooper might contact representatives of oil and gas producers
  — McPherson and Toll might contact NASA and Navy elements
  — Wozencraft might contact USACOE Districts
Adding New Parties to the GCOOS Memorandum of Agreement 4

— Luther might contact representatives of the marine transportation industry

— Nowlin might further pursue signatories of the original Resolution to form a GCOOS

— B. Martin might contact representatives from Texas governmental bodies

— Roman might contact representatives of the recreational boating sector

— Rabalais might contact representatives of educational/research institutions
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— van Smirren might contact representatives of the private sector, especially the offshore service industry

— Herbst might contact representatives of the oil and gas industry or other federal agencies

— Walker might contact representatives of education/outreach institutions on the Gulf
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