

CENTER FOR COASTAL STUDIES – STRATEGY MAP 2020

CORE PURPOSE

AUDACIOUS GOAL

To UNDERSTAND and PROTECT our coastal environment and marine ecosystems UNDERSTAND = CCS SCIENCE PROTECT = CCS EDUCATION		To be recognized as the leading center for coastal and marine science and education , and to use science objectively to support sound public policy and evolve the public’s understanding of marine resources as critical to our lives.		
STRATEGIC IMPERATIVES	ACHIEVE FINANCIAL SUSTAINABILITY	STRENGTHEN COLLABORATION & PARTNERSHIPS	DEVELOP STAFF EXPERTISE	INCREASE PUBLIC IMPACT
EXECUTION PRIORITIES	CREATE A FINANCIAL BUSINESS PLAN DEVELOP ENDOWMENT STRATEGY	OPTIMIZE U-MASS BOSTON COOPERATION AGREEMENT <i>-CaPE LAB</i> <i>-Adjuncts</i> <i>-Grad Students</i> <i>-Diversity Initiative</i> IDENTIFY UNIVERSITY EQUITY PARTNER IDENTIFY OTHER COLLABORATORS <i>- Cape Cod Climate Change Collaborative</i> <i>- Sipson Island Trust</i> <i>- Pleasant Bay Community Boating</i> <i>- CCNS Atlantic Research and Learning Center</i> <i>- SBNMS Provincetown Visitor's Center</i> <i>- Friends of Pleasant Bay</i>	SUCCESSION PLANS INSTITUTIONAL INTERNSHIP PROGRAM SECURE RESIDENTIAL HOUSING CAPACITY ASSESS ADDITIONAL LAB CAPACITY	BUILD MEMBERSHIP USE SCIENCE TO PARTNER WITH COMMUNITY GROUPS <i>- Local towns, associations, groups</i> COMPLETE SPINNAKER EXHIBIT ENHANCE MARKETING AND MESSAGING STRATEGIES LEVERAGE SOCIAL MEDIA <i>- FaceBook, Twitter, Instagram, YouTube</i> <i>- Online lectures and courses</i>
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