

CENTER FOR COASTAL STUDIES – STRATEGY MAP REVISITED 2019

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	HIRE DEVELOPMENT DIRECTOR <i>-Sue Nickerson</i> DEVELOP MORE PROACTIVE FINANCIAL FUNCTIONS <i>-Better Analytics</i> <i>-Competitive Pricing Analysis</i> CREATE A FINANCIAL - BUSINESS PLAN DEVELOP FACILITIES MASTER PLAN <i>-Spinnaker Exhibit</i> <i>-SEASpace</i>	OPTIMIZE U-MASS BOSTON COOPERATION AGREEMENT <i>-CaPE LAB</i> <i>-Adjuncts</i> <i>-Grad Students</i> IDENTIFY OTHER COLLABORATORS <i>-Cape Cod Climate Change Collaborative</i>	CREATE DETAILED STAFFING PLAN: <i>-Detailed job descriptions</i> <i>-New Staff hires</i> SUCCESSION PLAN INSTITUTIONAL INTERNSHIP PROGRAM COMPENSATION ANALYSIS <i>-Competitive compensation study</i>	BUILD MEMBERSHIP EXPLORE CREATING CITIZEN SCIENTISTS <i>-145 Volunteers</i> <i>-water quality samplers</i> <i>-invertebrate sorters</i> USE SCIENCE TO PARTNER WITH COMMUNITY GROUPS <i>-Pleasant Bay Community Boating</i> LEVERAGE SOCIAL MEDIA CONNECTING PEOPLE <i>-FaceBook, Twitter</i>
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