

BACKGROUND

- **SCCWRP's mission statement and organizational goals were developed at the 1994 strategic planning meeting**
- **The organization has morphed during the last 20 years**
 - We have five new member organizations
 - Our research topics have expanded considerably
- **The metrics in my performance goals are now an imperfect match with the 1994 goals**
- **The Commission created a Mission Statement Committee**
 - Charged with reviewing present Mission Statement and recommending changes
 - They have a proposal for you

EXISTING MISSION STATEMENT

- **Enhance the scientific understanding of linkages among human activities, natural events, and the health of the Southern California coastal environment;**
- **to communicate this understanding to decision makers and other stakeholders;**
- **and to suggest strategies for protecting the coastal environment for this and future generations**

PROPOSED MISSION AND VISION STATEMENT

- **Mission Statement:** To enhance the scientific foundation for water quality management in southern California's ocean and associated coastal watersheds
- **Vision Statement:** Our effective transfer of science to member agencies and other stakeholders leads to implementation of appropriate, viable management strategies that protect the ocean and coastal watersheds for this and future generations

EXISTING GOALS

- *To develop, participate in, and coordinate programs to understand ecological systems in the coastal waters and to document relationships between these systems and human activities.*
- *To answer the questions regarding the southern California coastal waters: (a) Is it safe to swim? (b) Is it safe to eat the fish? (c) Is the ecosystem healthy? (d) Are the natural resources being protected?*
- *To effectively communicate our research findings and recommendations, through a variety of media, to decision makers and other stakeholders.*
- *To continuously examine the composition and structure of SCCWRP to enhance the ability of the organization in achieving its mission.*
- *To serve as a catalyst in forming partnerships and alliances which further these goals.*
- *To provide an information management system to archive, retrieve, analyze, and display SCCWRP data in order to achieve the above goals and enhance our understanding of the southern California Bight.*

GOAL 1 (WHAT WORK SCCWRP SHOULD DO)

- **Undertake and participate in scientific investigations to understand ecological systems in the coastal waters and associated watersheds, in order to document relationships between these systems and human activities relevant to SCCWRP member agencies.**
- **Strategies:**
 - a. Focus research activities in southern California coastal waters and associated watersheds on answering the questions: (1) Is it safe to swim? (2) Is it safe to eat the fish? (3) Is the ecosystem healthy? (4) Are the natural resources being protected?
 - b. Develop an independent research agenda in collaboration with CTAG

GOAL 2 (SCCWRP SHOULD DO THE WORK WELL)

- **Serve as a respected source of unbiased coastal water quality science**
- **Strategies:**
 - a. Offer a salary, promotion and bonus structure that rewards scientific excellence
 - b. Stimulate our scientists to be industry leaders, by encouraging activities such as participation on review panels and editorial boards
 - c. Promote a balanced funding structure and maintain financial independence
 - d. Conduct SCCWRP activities transparently

GOAL 3 (SCCWRP SHOULD BUILD CONSENSUS)

- **To develop scientific consensus on issues relevant to management decisions and application of science by member agencies**
- **Strategies:**
 - a. Conduct the majority of projects in collaboration with other research institutions and stakeholders.
 - b. Effectively communicate SCCWRP's research purposes and findings to member agencies and other stakeholders.
 - c. Establish SCCWRP as a regional meeting center.
 - d. Hire, train, and reward scientists as good communicators and collaborators who facilitate consensus building.

GOAL 4 (SCCWRP'S WORK SHOULD BE PUT TO USE)

- **To stimulate conversion of science to action**
- **Strategies:**
 - a. Develop effective communication strategies to actively engage the Commission.
 - b. Inspire and empower CTAG to serve as facilitators for transitioning science into application.
 - c. Coordinate SCCWRP's efforts with those at State and Federal levels.