

SUMMARY OF PREVIOUS STRATEGIC PLANNING MEETINGS



Presentation to SCCWRP Commission

Stephen B. Weisberg

May 1, 2014

STARTING POINT

- **This is the fifth SCCWRP Commission Strategic Planning Meeting**
 - The first took place in 1994, following creation of the present SCCWRP Commission structure
- **The meetings have all led to substantial positive growth for the organization**
 - I expect today will be the same
- **Let me walk you through the accomplishments at the previous meetings**

1994 STRATEGIC PLANNING MEETING

- **Followed from a substantial structural change to the Commission In 1990**
 - Commission members were changed from political appointees to high level executives at the member agencies
 - Scientific Advisory Board disbanded
 - Regulatory agencies came aboard
- **The 1994 meeting was their opportunity to develop a vision for the organization**
 - Forged an agency Mission Statement and Goals
 - Developed a joint vision with the new Executive Director
- **Adopted the vision of a Regional Monitoring program**
 - This decision was the foundation for your present monitoring programs
 - Regional monitoring is still SCCWRP's single largest investment

1997 STRATEGIC PLANNING MEETING

- **Developed a common vision with the new Executive Director**
- **Transitioned the agency from a data generator to a data integrator**
 - Emphasis on collaboration and consensus building
 - Defined national leadership goals
 - Established publication rate targets for staff
- **Identified the need for new research areas**
 - SCCWRP had never worked in microbiology until that time
 - We are now the world leader in beach water quality monitoring

2001 STRATEGIC PLANNING MEETING

- **Stormwater agencies were invited into SCCWRP**
 - Much of our work had been moving into the watershed
 - Needed them at the table if our work was to lead to meaningful management consideration
- **Decision to invest in a new facility**
- **Determined appropriate organizational size**
 - Critical to selecting a new facility
 - Added a Deputy Director to help support that larger size

2007 STRATEGIC PLANNING MEETING

- **Conducted a survey to assess SCCWRP effectiveness**
 - Set the stage for what topics to talk about at the meeting
- **That led to development of enhanced outreach and communication initiatives**
 - Hired a science writer
 - SCCWRP Symposium
 - New quarterly reports
 - \$300K investment in web site
- **Added a new member agency: Ocean Protection Council**
 - Desire to better connect with the Natural Resource agencies

TODAY'S MEETING

- **Another potentially important growth step for the agency**
- **We recruited an Expert Panel to help us start the discussion**
 - These are former Directors of national research institutions
 - They are also prominent scientists
- **They bring incredible perspective on how we can move forward**
 - We will start the meeting by hearing from the Panel Chair