

The Coastal Society

Strategic Plan 2024-2025

The following document is a strategic vision for the continuing efforts of *The Coastal Society*, celebrating its 50-year anniversary in 2025.

I. MISSION

The Coastal Society (TCS or the Society) is an organization of private sector, academic, and government professionals and students. The Society is dedicated to actively addressing emerging and current coastal issues by fostering dialogue, forging partnerships, and promoting communications and education.

II. STRATEGIC GOALS 2024

GOAL ONE: Foster Dialogue

GOAL TWO: Forge and Maintain Partnerships

GOAL THREE: Promote Communication and Education

GOAL FOUR: Maintain a Robust and Sustainable Organization

III. ACTION ITEMS

STRATEGIC GOAL ONE: Foster Dialogue at the Local, Regional, and National Levels

OBJECTIVE ONE: Network and connect with coastal experts, organizations, and coastal communities.

ACTION ITEM ONE: Develop and maintain relationships with key coastal and other professional leaders from communities, tribes, NGOs, academia, and local, state, and federal governments; and engage them by personal or institutional contact in advancing dialogue on major issues such as integrated coastal management, coastal and marine spatial planning, climate change, coastal resiliency, and ocean observing systems.

ACTION ITEM TWO: Develop and hold at least three (3) regional events each year on coastal issues that focus on specific themes or sectors.

ACTION ITEM THREE: Develop and hold at least two (2) web-based Coastal Connection presentations and discussions each year on coastal issues that focus on specific themes or sectors.

OBJECTIVE TWO: Foster on-going information exchange and dialogue between TCS members and other individuals and organizations on coastal issues of mutual interest.

ACTION ITEM ONE: Identify the critical coastal issues that resonate with TCS members and develop an objective, non-partisan space for dialogue through several means including in-person and web-based meetings and events.

ACTION ITEM TWO: Continue the use of existing means of communication to facilitate an ongoing exchange of information on important coastal issues.

ACTION ITEM THREE: Develop new ways to communicate with TCS members, partners, and the public including, but not limited to, e-newsletters, webinars, and the enhanced use of social media tools such as X, Facebook, Instagram, and LinkedIn.

STRATEGIC GOAL TWO: Forge and Maintain Partnerships

OBJECTIVE ONE: Forge and maintain partnerships to identify common goals and to promote dialogue on important coastal issues.

ACTION ITEM ONE: Identify key partners that share common interests and may partner on activities with TCS such as government agencies, museums, major consulting firms, NGOs, Tribes, and industry representatives that focus on ocean and coastal issues.

ACTION ITEM TWO: Engage and collaborate with representatives of other groups, some new to TCS partnerships, that actively address coastal issues. These may include professional associations; city and county managers, builders, and realtors; the Coastal and Estuarine Research Federation, the American Fisheries Society, Restore America's Estuaries, the American Shore and Beach Preservation Association, the Coastal States Organization, etc., to explore opportunities that advance the common missions of TCS and those associations.

OBJECTIVE TWO: Identify opportunities to engage current and new TCS partners to develop events and publications that promote dialogue on coastal issues.

ACTION ITEM ONE: Reach out to current TCS partners to identify issues of importance to their organizations and discuss how TCS may assist them. This discussion may include identifying current needs in information and dialogue and exploring how TCS can help fill these needs.

ACTION ITEM TWO: Convene and participate in sessions at local, regional, national, and international meetings with partners. For example, organize "TCS sessions" at conferences and symposia on specific issues or themes, the goals of which would be to connect TCS members with both other members and partners, and to increase awareness of both TCS and important coastal issues.

ACTION ITEM THREE: Participate in at least two (2) events with partner organizations each year.

STRATEGIC GOAL THREE: Promote Communication and Education

OBJECTIVE ONE: Cultivate student chapter leaders and members, and assist with their transition into new coastal professions.

ACTION ITEM ONE: Create a TCS network of coastal professionals and students to promote and enhance interactions and information-sharing between coastal professionals and students.

ACTION ITEM TWO: Offer mentoring and career-advising opportunities, both in-person and web-based.

ACTION ITEM THREE: Encourage student participation and presentations at all TCS-related and partner events.

ACTION ITEM FOUR: Through the leadership of the Chapters Committee work to develop new student chapters with a particular emphasis on colleges and universities that predominantly represent underserved minority student populations.

ACTION ITEM FIVE: Develop and hold at least three (3) Margaret A. Davidson (M.A.D.) workshops each year.

ACTION ITEM SIX: Develop and hold at least two (2) Coastal Connections Web Conferencing Series events each year.

OBJECTIVE TWO: Facilitate networking with senior career-level practitioners for mid- and second-career professionals, and provide development opportunities.

ACTION ITEM ONE: Explore TCS member needs for mid- and second-career Practitioners, and develop activities and services to better serve them.

ACTION ITEM TWO: Partner with established groups that offer leadership and facilitation training programs.

ACTION ITEM THREE: Hold ongoing career-related dialogues at TCS and TCS-partner events with a specific focus to serve mid- and second-career practitioners.

STRATEGIC GOAL FOUR: Maintain a robust and sustainable organization

OBJECTIVE ONE: Develop specific short, mid, and long-term plans to help facilitate TCS function and growth.

ACTION ITEM ONE: Ensure that the current overall TCS Committee structure and responsibilities/assignments are aligned to meet the needs and expectations of this Strategic Plan.

ACTION ITEM TWO: Through the leadership and oversight of the Executive Committee, each TCS Committee will develop and implement short- (3-month), mid- (6-month), and long- (12 month) term plans that detail explicit target activities to accomplish internal TCS goals. One or more Committees may be involved in achieving an individual goal. These goals include:

- Increasing TCS membership
- Locating and cultivating new streams of revenue
- Enhancing TCS marketing, promotion, and visibility
- Developing new and increased partnerships
- Strengthening student and chapter connections

ACTION ITEM THREE: The plans, target activities, and accomplishments will be reviewed, endorsed, and tracked by the Executive Committee, and then possible revised as needed on a continuing basis.