**AOOS Executive Director Performance Objectives April 2012 – March 31 2013**

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| **Mission:** The Alaska Ocean Observing System is dedicated to providing ocean and coastal observations, data and information products to meet agency and stakeholder needs.  **2012 Goal**: To further develop a strong regional (Alaska) and national ocean observing program with sustained funding and partners, and with a particular emphasis on the Arctic, and to deliver excellent products as our commitments to multiple funding agreements. |

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| **2012 Objectives** | **2012 Strategies (% time allocated)** | **2012 Plans** |
| **1. Fundraising/marketing**   * Include AOOS in potential AK region programs & plans * Include AOOS in 2 proposal submissions * Obtain state capital budget request * Obtain funding for industry data portal | **1. Increase regional funding – 25%** | **1. Fundraising/marketing**   * Keep AOOS prominent at regional, natl & internatl levels – increase marketing tools * Include AOOS in 2 new proposal submissions * Follow-up with state capital budget request * Implement industry data portal – seek funds to support |
| **2. Board & committee effectiveness**   * Ensure board has all tools needed for successful functioning * Expand board & membership to more fully encompass state, federal, tribal & private interests | **2. Effective board & committees – 10%** | **2. Board & committee effectiveness**   * Develop long-term agreement with ASLC for fiscal agent services. * Support 2 full board mtgs, 2 or more DMAC mtgs, & 1 stakeholder mtg * Review board member expansion at fall mtg * Implement thematic stakeholder groups |
| **3. Program management**   * Ensure data team is delivering quality products on time. * Explore other staffing options * Revise 10 year build out plan & develop strategies for implementation * Obtain AOOS certification | **3. Effective program management – 30%** | **3. Program management**   * Continue to closely oversee data team products & timelines. * Obtain additional funding to hire 1 moe staff after Dr. Meehan leaves. * Complete all reports * Finalize PWS OS review – fall * Revise AOOS 10 year build out after vetting * Apply for IOOS certification. |
| **4. Partnership & external representation & leadership – national & International**   * Participate in activities to expand awareness of, credibility, and funding of national IOOS program, and AOOS at national & international levels | **4.Effective partnerships & external relations – nationally – 15%** | **4. Partnership & external representation & leadership – national**   * NFRA EXCOM, participate in national IOOS committees & program development, seek opportunities to expand national support for ocean observing * Participate in ICOOS Act reauthorization committee * Serve on Polar Research Board, ORAP * Participate in national IOOS Summit in fall and in international Arctic Observing workshop in winter |
| **5. Partnerships & external representation & leadership – AK region**   * Participate in activities to expand awareness of, credibility, and funding of need for ocean observing in Alaska in general and AOOS specifically | **5.Effective partnerships & external relations – AK region – 20%** | **5. Partnership & external representation – regional**   * Serve as CIFAR fellow, Sea Grant Advisory Group, ACCAP steering team, ARCTic (NOAA regional collaboration team) * Serve on CIRCAC and its Executive Committee & Environmental Monitoring Committee * Participate in ACCER, NSSI, Western & Arctic LCCs * Organize briefings/presentations to state & federal agency offices |
| **6. Stakeholder education/outreach**   * Partner in COSEE AK * Provide program & ocean information using multiple media: web, publications, presentations, etc. | **6. Effective education & outreach to AK stakeholders – 5%** | **6. Stakeholder education/outreach**   * Participate in COSEE AK management team * Website, newsletters, monthly updates & other publications * Develop IPAD friendly version of AOOS website * Consider Twitter/Facebook * Presentations at public forums * Co-host AK Marine Policy Forum |