**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
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| **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
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| **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.
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| **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
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| **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
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| **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
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