



The Coastal Society Strategic Plan 2013-2014

TCS MISSION

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

TCS STRATEGIC GOALS 2013–2014

1. GOAL ONE: FOSTERING DIALOGUE
2. GOAL TWO: FORGING PARTNERSHIPS
3. GOAL THREE: PROMOTING COMMUNICATIONS AND EDUCATION

ACTION ITEMS

STRATEGIC GOAL ONE: FOSTERING DIALOGUE AT THE TCS BIENNIAL CONFERENCE, REGIONAL MEETINGS, AND OTHER EDUCATIONAL EVENTS

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

- ACTION ITEM ONE: Develop and maintain relationships with key coastal community and professional leaders from coastal communities, tribes, NGOs, academia, and local, state and federal governments and engage them in fostering dialogue on key issues, such as integrated coastal management, coastal and marine spatial planning, and ocean observing systems.
- ACTION ITEM TWO: Develop at least two (2) regional and Chapter meetings and events (2013) on coastal issues. These meetings would target specific themes or sectors. Dialogue at the regional and Chapter meetings will inform the theme and topics of the national TCS Biennial Conference (2014). Dialogue begun at the regional and Chapter meetings could be continued at the Biennial Conference
- ACTION ITEM THREE: Sponsor at least two (2) TCS educational events with partner organizations.

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

- ACTION ITEM ONE: Identify the critical emerging coastal issues that resonate with TCS members and develop an objective, non-partisan space for dialogue.



- ACTION ITEM TWO: Use TCS communications vehicles, existing and new, to facilitate the exchange of information on the critical emerging coastal issues identified.
- ACTION ITEM THREE: Develop new ways to communicate with TCS members, TCS partners, and the public, including but not limited to: expand authorship of the *TCS Bulletin* newsletter, develop regular e-newsletters to complement the *TCS Bulletin*, engage in information-sharing using social media tools such as Twitter, Facebook, and LinkedIn, and develop a webinar series to provide TCS members and the coastal management profession with information on emerging coastal issues and the latest practitioner tools.

STRATEGIC GOAL TWO: FORGING PARTNERSHIPS

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

- ACTION ITEM ONE: Identify key government agencies, tribes, industry, and NGO organizations that share common interests with TCS to assist with the development of a TCS coastal issues portfolio.
 - This would involve engaging groups, such as major consulting firms, NGOs, and industry that work on ocean and coastal issues, along with interested tribes. TCS would encourage their participation in TCS regional meetings and Biennial Conference as presenters, session leaders, and sponsors, and as participants in networking events.
- ACTION ITEM TWO: Using the identified emerging coastal issues, convene sessions at other national, regional, and state meetings. For example, organize “TCS sessions” at other conferences and symposia on specific issues or themes, the goals of which would be to connect TCS members with other members and with TCS partners and to increase awareness of both TCS and coastal issues.

OBJECTIVE TWO: Identify opportunities to engage partners in TCS-related efforts.

- 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 also could include identifying current needs in information and dialogue and how TCS can help fill these needs.
- ACTION ITEM TWO: Create a dialogue with representatives of other groups that actively address coastal issues, such as the Coastal and Estuarine Research Federation, American Fisheries Society, Restore America’s Estuaries, American Shore and Beach Preservation Association, and the Coastal States Organization,



to explore opportunities for joint sessions and dialogues at meetings and functions.

- ACTION ITEM THREE: Create a dialogue with professional associations, such as groups that work with city and county managers, builders, and realtors, at the national level and regional level to explore opportunities that advance the missions of TCS and those associations.

OBJECTIVE THREE: Work with current and new TCS partners to develop events and publications that promote dialogue on emerging coastal issues.

- ACTION ITEM ONE: Engage public and private sector representatives in organizing special sessions and workshops at TCS regional meetings and Biennial Conference and other coastal-related meetings and conferences.
- ACTION ITEM TWO: Work with the Taylor & Francis Group to plan educational events that can result in articles submitted to the journal *Coastal Management*. This includes planning an event at the TCS Biennial Conference (e.g., plenary session) that would tie into a Special Theme Issue of *Coastal Management* and promoting the journal at regional meetings and educational events during the non-Biennial Conference year.
- ACTION ITEM THREE: Together with TCS partners, develop at least two (2) white papers during the strategic plan period on topics of importance to the coastal management field and to coastal communities. In addition, TCS would engage with its members on the development of these white papers.

STRATEGIC GOAL THREE: PROMOTING COMMUNICATIONS AND EDUCATION

OBJECTIVE ONE: Develop TCS member networks on a regional level.

- ACTION ITEM ONE: Create a regional TCS network of coastal professionals and students to promote and formalize the formation of TCS regions to enhance interactions and information-sharing between coastal professionals and students on region-specific issues and activities.
- ACTION ITEM TWO: Cultivate student chapter leaders and members and assist with their transition into new coastal professionals. This may include offering programs on mentoring and career advising at the TCS Biennial Conference and other TCS events.
- ACTION ITEM THREE: Host at least one (1) coastal leadership training and at least one (1) career training, at TCS regional meetings, the Biennial Conference, or both.



OBJECTIVE TWO: Engage students as future coastal professionals.

- ACTION ITEM ONE: Encourage student participation and presentations at the TCS Biennial Conference and regional meetings.
- ACTION ITEM TWO: Foster the TCS Student Awards program. Awards would be presented at the TCS Biennial Conference.
- ACTION ITEM THREE: Offer informal “Breakfast(s) with a Coastal Practitioner” at the TCS Biennial Conference and other TCS-led events to provide friendly and casual networking opportunities for students.
- ACTION ITEM FOUR: Support student travel to TCS regional meetings and the Biennial Conference.

OBJECTIVE THREE: Facilitate networking with senior career-level practitioners for mid-career and second-career practitioners and provide professional development opportunities.

- ACTION ITEM ONE: Explore TCS member needs for mid-career and second-career practitioners and develop activities and services to better serve these audiences.
- ACTION ITEM TWO: Partner with established groups that offer leadership and facilitation training programs to offer a reduced rate to TCS members and add in coastal practitioner-specific elements.
- ACTION ITEM THREE: Hold ongoing career-related dialogues at regional meetings and national conferences, including the TCS Biennial Conference and other TCS-led meetings, with a specific focus to serve mid-career and second-career practitioners.