



TCS Annual Report
2019

Message from the President

Dear TCS Member,

We have much to be proud of as we enter the year that The Coastal Society (TCS) turns 45, including a legacy of networking and collaboration ranging from a long-running series of biennial conferences to several recent coastal career development conferences. From the accelerating rate of sea level rise to more extreme weather, the Society's mission to support wise and sustainable use of coastal resources is as relevant now as it was in 1975. However, just as we see our environmental climate changing, so too have we seen fundamental shifts in the social environment in which TCS operates. From the reduction in federal support for science-based organizations to the way we interact in this age of social media, it is clear we must modernize the way in which we execute our mission and service our membership. In order to accomplish this, it is essential that we get input and involvement from you, our members. Therefore, I ask you to please consider increasing your involvement with TCS this year. That involvement can range from volunteering as a committee chair to simply encouraging other colleagues to join TCS. Together we can move TCS to a more stable organizational foundation so the Society may continue to help our coastal communities transition towards a more resilient future.



Sincerely,

Steven MacLeod
TCS President
February 28, 2020

TCS Leadership

The 2019 Board of Directors included the following individuals:

President:	Caitlyn McCrary
President-elect:	Steven MacLeod
Treasurer:	Vanessa Meer
Secretary:	Avery Siciliano
Directors:	Tom Bigford, Kimberly Grubert (nee Hernandez), Tricia Hooper, Kimberly Lellis-Dibble, Jill Meyer, Alaurah Moss, and, as of December 2019, Jeff Flood.

As 2019 concluded, Caitlyn McCrary earned the distinction of becoming Past President while Steven MacLeod assumed the position of President. Vanessa Meer's term as Treasurer ended and Christopher Katalinas was voted into the Treasurer position for 2020. Kim Lellis-Dibble completed her term as Director, and TCS elected Eugene (Geno) Olmi and Matt Nixon to serve as new Directors in 2020. Matt served as TCS President in 2016, so we welcome him back to the board.

The board continued to be supported by TCS's Executive Director, Judy Tucker. Board members served on and were supported by several committees. 2019 Committee Chairs included Tom Bigford (Development and M.A.D. Coastal Career Development), Kim Grubert (Chapters Co-Chair), Meg Reed (Chapters Co-Chair), and Amanda Leinberger (Communications). More background and contact information for current [board and committee members](#) can be found on the TCS website.

Margaret A. Davidson Coastal Career Development Workshops

With strong leadership from multiple board members, TCS hosted five career workshops in 2019 to honor the late Margaret A. Davidson (M.A.D.), a TCS luminary who mentored and befriended many of today's coastal leaders. The workshops, designed by The Coastal Society and developed in coordination with partner organizations and events, were developed to benefit the next generation of coastal practitioners, from university students to early-career professionals. The full-day workshops featured inspirational testimonies from seasoned coastal professionals

who described career opportunities, as well as small-group discussions covering various job skills such as resumé development and professional networking. Evolving from other successful “Career Days” that TCS has hosted over the past decade, these workshops have garnered overwhelmingly positive feedback from the participants. The 2019 workshops were hosted on the following dates:

- **January 10, 2019 (Washington, DC)** in conjunction with the National Council for Science and the Environment conference
- **April 4, 2019 (Woodbridge, VA)** in conjunction with the Atlantic Estuarine Research Society Spring Meeting
- **June 3, 2019 (Washington, DC)** in conjunction with Capitol Hill Ocean Week (CHOW)
- **June 10, 2019 (Brockport, NY)** in conjunction with the International Association for Great Lakes Research (IAGLR) Annual Conference
- **November 18, 2019 (Wilmington, NC)** in conjunction with the Univ. of North Carolina – Wilmington¹

In 2020, TCS will build on its momentum and reputation to develop several more M.A.D. coastal career workshops, such as the Atlantic Estuarine Research Society spring meeting (March 2020). Please visit the [M.A.D. Coastal Career Development Program](#) page on the TCS website link for more information on recent and pending workshops.

Annual Membership Meeting

Since the organization’s inception, TCS has hosted annual meetings as an opportunity to members to communicate and collaborate. In the past these meetings have coincided with annual conferences, but due to TCS no longer hosting an annual conference, TCS hosted its first “virtual” annual meeting on May 1, 2019. Using Google Hangouts, the TCS board and other members logged in for a video conference during which the state of TCS was discussed. The virtual platform was chosen to allow all members to join the meeting without the expense of traveling

¹ The workshop preceded, but was not directly associated with, the North Carolina Coastal Conference

to an out-of-town venue. During the meeting, TCS honored several members with the following awards:

- Outstanding Service Award – Jill Meyer
- Distinguished Service Award – Tom Bigford
- Robert W. Knecht Award for Professional Promise – Tricia Hooper
- President’s Awards – Kim Grubert and the Duke University Student Chapter

Please mark your calendars for the 2020 TCS annual membership meeting on Tuesday, April 14 from 4 to 6 PM (Eastern). TCS will again use a virtual platform that allows video conferencing, but you can turn off your camera if you wish and a conference number will also be available if you want to call in by phone. Stay tuned in the coming weeks for an email notice with more information on the 2020 annual meeting.

Student Chapters

TCS was honored to continue its affiliation with [six student chapters](#), which serve as a nexus for undergraduate and graduate students that are helping to advance the Society’s mission by fostering dialogue, supporting career development, and conducting local activities such as beach clean-ups. The colleges and universities at which these chapters operate are listed below with the primary points of contact for the respective chapters as of December 2019:

- **Duke University**, President: Brittany Pashkow
- **East Carolina University**, President: Tom Vogel
- **Eckerd College**, President: Derek Thorn
- **University of North Carolina - Wilmington**, Faculty Advisor: Jessica Weinkle
- **Oregon State University**, President: Lizz Duhn
- **University of Rhode Island**, President: Cassie Wilson

Student Poster Competition

At the May 2019 annual meeting, TCS officially kicked off its first virtual student poster competition. As with the annual meeting, the board’s intention was to provide an opportunity for all eligible members to participate without the cost of

travel and registration associated with a conference. The following awards were announced in September 2019:

- Best Student Poster – Benjamin Sweeney for “Designing Port Infrastructure for Sea Level Change: A Survey of U.S. Engineers”
- Second-Place Student Poster – Erin Peck for “Changing Sediment and Blue Carbon Accumulation Recorded in Oregon Salt Marshes”

These awards were accompanied by cash prizes. See these [winning poster submissions](#) on the TCS website:

TCS Website Migration and Blog

In 2019, TCS completed the migration of its website from the previous custom-built platform to a site hosted entirely on Word Press (<https://thecoastalsociety.org>, which redirects to <https://new.thecoastalsociety.org>). The new website was designed in part to be more user-friendly for smaller-format devices like cell phones and tablets. User tip – use the “search” box at the bottom of all TCS website pages for a key-word search to help find information. Note, there is no longer a “members” portal on the website; members are encouraged to use the Members-only TCS Facebook Group to view and share exclusive information (see the “TCS Social Media” section below). Among other things, the website presents the [TCS blog](#), which replaced the previous newsletter (*TCS Bulletin*), though [past issues](#) of the *TCS Bulletin* and previous biennial conference proceedings are still available on the website. ALL members are encouraged to submit posts for the blog, whether it be a TCS chapter activity update, a review of coastal policy developments, or tales from a recent coastal or oceanic journey. Please contact the TCS Communications Committee (ajleinberger@gmail.com and/or caitlyn.mccrary@noaa.gov) to share a story!

TCS Social Media

Our public Facebook page (<https://www.facebook.com/TheCoastalSociety/>) is an excellent example of how TCS can connect its members and other coastal-conscious individuals with little out-of-pocket expense. Launched in fall 2018, the TCS Facebook page has been actively managed by the Communications Committee

(particularly Amanda Leinberger and Caitlyn McCrary – thank you!) to provide TCS activity announcements as well as news posts for relevant coastal- and ocean-related topics at the local, regional and global scale. Similar posts are provided via the TCS Twitter account (<https://twitter.com/CoastalSociety>) and Instagram account (<https://www.instagram.com/thecoastalsociety/>) - tweet or message us using @CoastalSociety. A [Members-only Facebook Group](#) has also been created to provide a networking forum exclusively for TCS members. Members can use the Members-only Facebook Group to ask for career advice, post coastal activity photos, or suggest a local-member meet-up. Additionally, anyone may follow us and share posts via the TCS group account on [LinkedIn](https://www.linkedin.com/groups/3779235/) (<https://www.linkedin.com/groups/3779235/>)

Coastal Management Journal

While dormant in 2019, the contract with Taylor and Francis has been renegotiated for 2020 to again provide new professional and regular members with free online access to *Coastal Management*, the official journal of TCS (<https://www.tandfonline.com/toc/ucmg20/current>). *Coastal Management* is a premier peer-reviewed journal dedicated to exploring the technical, applied ecological, legal, political, social, and policy issues relating to the use of coastal and ocean resources (*a \$700/year value!*). Eligible members receive the free-access credentials when they join or renew; contact the TCS Executive Director (admin@thecoastalsociety.org) with questions. Student members are encouraged to access the journal through their college/university libraries, and to consider publishing their work in the journal. A Taylor and Francis handout with links to resources for publishing research in the journal is available via the TCS Facebook Members-only Group (see the [“Files” tab](#)).

Member Survey

In October 2019 TCS members were invited to take a six-question online survey to gauge their latest perspectives on TCS. Approximately 18% of our active members responded. Most participants confirmed that they joined TCS to be a part of a national network of coastal professionals. Several also looked forward to receiving the bi-monthly email with job announcements (22% of responses) and learning

about various job paths within the coastal community (22% of responses). Some joined to receive the *Coastal Management* subscription (17% of responses), be part of a student chapter (17% of responses) or find a mentor (3% of responses). The free-form responses also emphasized our members' main interest in networking with other coastal professionals, sometimes to find a job. Perhaps not surprisingly, these are the same general results that were identified through a more formal and extensive membership survey in 2014. The board and committees are working to address these priorities through the activities mentioned above and are evaluating what other services might be offered for members at all career stages, with consideration for the level of effort and cost that may be required.

Annual Giving Campaign

TCS officially initiated its 2019 Annual Giving Campaign on Giving Tuesday (December 2nd) in support of the M.A.D. coastal career workshop series. Roughly \$2,000 in donations were made through the end of 2019. The board is very grateful to all who contributed during the campaign! In January 2020, the board recognized that it can be a burden for some to donate in the middle of the winter holiday shopping season, so TCS will aim to present the 2020 Annual Giving Campaign requests occasionally throughout the upcoming year, with a goal of obtaining \$3,000 in donations by December 2020. [Please donate](#) at the time of year that is most convenient; any amount will be greatly appreciated. Please ask if your employer offers matching gifts for donations to non-profit (501(c)(3)) groups.

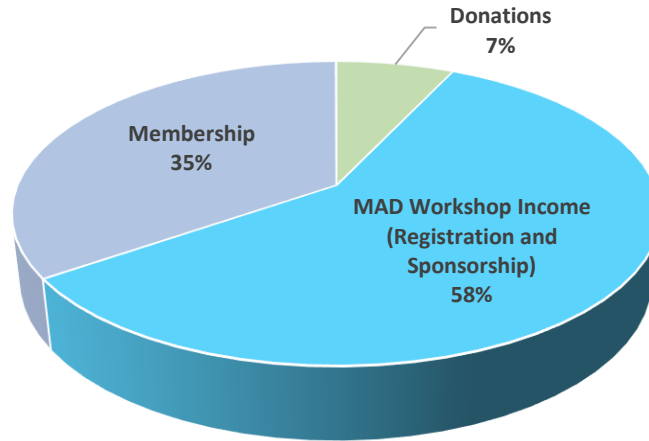
Statement of Financial Position

January 1, 2019: \$13,267 (audited)

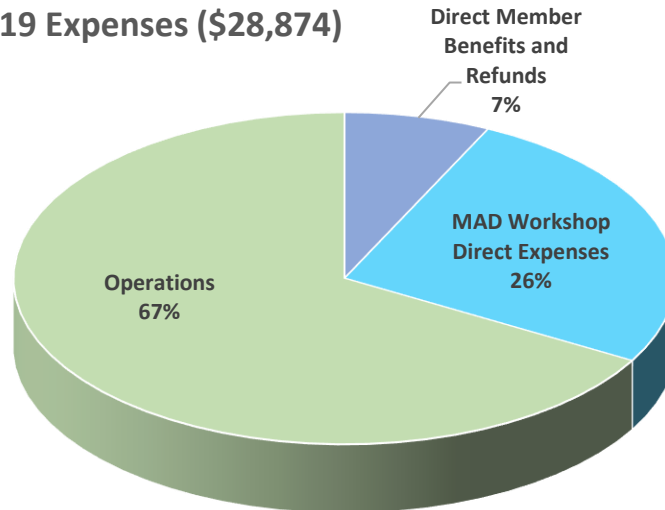
December 31, 2019: \$9,036 (unaudited)

**Excludes TCS student chapter income and expenses. See 2019 revenue and expense summary graphs below.*

2019 Revenue (\$24,283)



2019 Expenses (\$28,874)



Critical Action Plan

In careful consideration of diminishing finances (see Statement of Financial Position above), the TCS Board has begun identifying triggers for which specific actions should be taken to ensure TCS fulfills its legal and financial obligations in advance of a potential alteration in the Society’s operational status (e.g., shifting to a “hibernation” phase until more sustainable sources of funding can be secured). Our strategy includes a monthly asset review to verify that expenses budgeted for the

upcoming quarter can be paid. Our Development Committee is also actively working to identify sponsors at a programmatic level to support the MAD Coastal Career Development Program and other initiatives that TCS would like to develop.

Further, triggers are being established with respect to member participation; it is imperative for us to identify more volunteers to reliably fill the board, officer, and committee roles, as well as re-energize the support for our upcoming activities to serve both the membership and the coastal community at large.

Become Involved!

We need more support from our members to maintain our mission! Please consider what contribution you can make to strengthen our Society. Below are examples of the support you might provide, some of which are mentioned above.

- Encourage one or more colleagues to join TCS.
- Write a story for the TCS blog.
- Let members know what conference(s) you will be attending via TCS Twitter or Facebook accounts and invite them to meet you there.
- Help keep the TCS website up to date if you can program in WordPress.
- Get creative and expand TCS merchandise options on [Zazzle](#).
- Support (or lead!) the development of a MAD Coastal Career Workshop in your area or at a conference you will be attending.
- Join the Chapters Committee to keep TCS professional members and student members better connected.
- Join the Communications Committee to help manage TCS social media pages, email announcements, and general outreach.
- Identify a potential source of funding and help develop a request letter.
- Support the development of a coastal mentor matching program.
- Volunteer to manage a monthly member spotlight series.
- Help us recruit for and host a coastal research webinar series.
- Coordinate a local TCS member (and prospective member) gathering.



Please feel free to contact the TCS Office, President MacLeod or any of the board (contact information at this [link](#)) with your interest in helping out – the Society’s strength is in our connections. Thank you in advance for any supporting effort you can offer at this time!

TCS Office

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