



TCS Annual Report

2020

Message from the President

Dear TCS Member,

Like everyone, The Coastal Society (TCS) began 2020 in a very different world – one in which we recognized significant challenges and opportunities for our organization as well as our coastal environment, but one that in retrospect seemed a bit simpler and more predictable. Then the COVID-19 pandemic upended our socioeconomic foundations. Then widespread protests over the killing of unarmed black citizens highlighted systemic racial inequities in our society. Then a contentious U.S. presidential election expanded rifts in our political and ideological establishments. This reminded us that we must address more than just environmental issues to build a sustainable and equitable coastal community.

Therefore, TCS launched initiatives in 2020 to adapt to the “new normal” of socially distanced lifestyles while addressing the latest social and environmental challenges to the welfare of our coasts. These initiatives included hosting our first virtual coastal career workshops; creating a Diversity, Equity and Inclusion Working Group; and coordinating a new Coastal Connections web conferencing series. All this has been accomplished on a tightening budget through active support from our Board of Directors and several key committee volunteers. We need your help to continue the success of these education and outreach efforts. Please consider increasing your own participation in TCS and invite at least one other colleague to join TCS. This will help maintain the solvency of our Society and build on our important mission to foster education and dialogue regarding coastal issues. With your involvement, we look forward to a brighter year in 2021 for both TCS and the world.



Sincerely,

Steven MacLeod
TCS President
March 30, 2021

Contents

Message from the President	1
TCS Leadership	3
Student Chapters	3
Student Poster Competition	4
Margaret A. Davidson Coastal Career Development Workshops	4
Annual Membership Meeting	6
Diversity, Equity, and Inclusion Working Group	6
Coastal Connections Web Conferencing Series	7
TCS Blog and Social Media	8
<i>Coastal Management Journal</i>	9
Annual Giving Campaign	9
Statement of Financial Position	10
Become Involved!	11
TCS Office Contact Information	12

TCS Leadership

The 2020 Board of Directors included the following individuals:

Past-President:	Caitlyn McCrary
President:	Steven MacLeod
Treasurer:	Christopher Katalinas
Secretary:	Avery Siciliano
Directors:	Tom Bigford, Jeff Flood, Kim Grubert, Tricia Hooper, Jill Meyer, Alaurah Moss (until February 2020), Matt Nixon, Eugene (Geno) Olmi, and Emily Patroliia.

In 2020 TCS did not have a President-Elect, so the board approved Steve MacLeod's re-appointment to the position of President for 2021. Alaurah Moss resigned from the board in February 2020, so the board appointed Emily Patroliia to complete Ms. Moss' term as a Director (through December 2021). Kim Grubert and Jill Meyer completed their terms as Directors in 2020, and TCS elected Ashley Gordon and Adrian Laufer to serve as new Directors in 2021.

The board continued to be supported by TCS's Executive Director, Judy Tucker. Board members served on and were supported by several committees. 2020 Committee Chairs included Tom Bigford (Development and M.A.D. Coastal Career Development), Kim Grubert and Meg Reed (Chapters Co-Chairs), Caitlyn McCrary (Acting Communications Chair), and Tricia Hooper (Diversity, Equity, and Inclusion). At the end of 2020, Jeff Flood became the Co-chair for the Development and M.A.D. Coastal Career Development committees, and Nicole Rodi became the Communications Committee Chair. More background and contact information for current [board members and committee chairs](#) can be found on the TCS website.

Student Chapters

TCS was honored to continue its affiliation with [six student chapters](#), which serve as a nexus for undergraduate and graduate students who are helping to advance the Society's mission by fostering dialogue, supporting career development, and conducting local activities such as beach clean-ups. We especially recognize the dedication and creativity of our 2020 student chapter members to stay connected

and stay motivated in the wake of campus closures and online classroom requirements stemming from the COVID-19 pandemic. 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 2020:

- **Duke University**, President: Masha Edmondson
- **East Carolina University**, President: Genevieve Guerry
- **Eckerd College**, President: Kevin Schwar
- **University of North Carolina - Wilmington**, Faculty Advisor: Jennifer Biddle
- **Oregon State University**, President: Marie Heuberger
- **University of Rhode Island**, President: Courtney Milley

Student Poster Competition

A 2020-21 virtual student poster competition was informally announced during the October 2020 all-chapters meeting. The deadline for submittals is **April 2, 2021**. The contest was opened to all current members who wish to present work performed while they were enrolled in an academic program between June 1, 2019 and April 2, 2021. The top entry will be awarded the Thomas E. Bigford award for Best Student Poster, with a \$250 cash prize. The second-place entry will receive a \$100 cash prize. Further details and previous virtual poster winning entries are available at the [Student Poster Award Program](#) web page on the TCS website.

Margaret A. Davidson Coastal Career Development Workshops

In 2020, TCS continued to honor the late Margaret A. Davidson (M.A.D.) by hosting five career workshops in her name. Margaret was a TCS luminary who mentored and befriended many of today's coastal leaders. The workshops, designed by TCS and often coordinated with partner organizations and events, were developed to benefit the next generation of coastal practitioners, from university students to early-career professionals.

The 2020 workshops were hosted on the following dates:

- **February 7, 2020 (Charleston, SC)** in conjunction with the NOAA Office of Coastal Management's Social Coast Forum

- **February 27, 2020 (Durham, NC)** led by the TCS Duke Chapter in coordination with the Duke Ocean Policy Working Group's symposium
- **June 10, 2020 (Virtual Workshop)** in conjunction with the NMSF Capitol Hill Ocean Week
- **September 24, 2020 (Virtual Workshop)** coinciding with National Estuaries Week
- **November 4, 2020 (Virtual Workshop)** in conjunction with the joint AERS and Southeast Estuarine Research Society fall meeting

The first workshop in 2020 was an in-person, full-day event that 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. The second workshop in 2020 was a half-day in-person event that is notable because TCS Duke Student Chapter members managed most of the logistics, with support from TCS national organization volunteers.

Unfortunately, the widespread outbreak of COVID-19 forced us to cancel a workshop scheduled for the Atlantic Estuarine Research Society's (AERS) spring meeting in late March 2020. Adapting to the subsequent social distancing guidance and travel restrictions, TCS scheduled the [first virtual M.A.D. Coastal Career Workshop](#) to coincide with the June 2020 Capitol Hill Ocean Week, which is hosted by the National Marine Sanctuary Foundation (NMSF). Following the overwhelmingly positive feedback for this half-day web-based workshop, two more similar virtual workshops were hosted in the fall of 2020.

In 2020, the MAD Coastal Career Development Program Committee increased efforts to recruit workshop speakers and participants of diverse backgrounds and adjust topics to be inclusive of a broader audience. To support these efforts, TCS began pursuing grants and partnerships to increase the participation of underrepresented and historically marginalized student groups in our workshops, in collaboration with other organizations such as the Coastal and Estuarine Research Federation (CERF), several Sea Grant groups, and the National Center for Atmospheric Research and the Ecological Society of America/Rutgers University "Ecology Plus Scaling for Diversity" program.

We thank our 2020 workshop sponsors, including: Atlantic Estuarine Research Society, Chesapeake Bay National Estuarine Research Reserve (NERR), Clark Nexsen, Coastal & Estuarine Research Federation, Duke University, East Carolina University, Lynker, NERR Association, National Marine Sanctuary Foundation, Ocean Conservancy, South Carolina Sea Grant Consortium, Southeast Estuarine Research Society, TRIDEC Technologies.

In 2021, TCS plans to host several more virtual career workshops, and possibly an in-person event in late 2021. Please visit the [M.A.D. Coastal Career Development Program](#) page on the TCS website for more information on recent and pending workshops.

Annual Membership Meeting

TCS hosted its second virtual annual meeting on April 15, 2020. Using Google Hangouts, the TCS board and other members joined a video conference during which the state of TCS was discussed. The virtual platform was initially chosen to allow all members to join the meeting without the expense of traveling to an out-of-town venue; this became a necessity in the wake of the COVID-19 pandemic. During the meeting, TCS honored several members with the following awards:

- Outstanding Service Award – Michelle Covi
- Distinguished Service Award – Caitlyn McCrary
- Robert W. Knecht Award for Professional Promise – Brittany Pashkow
- President's Awards – Vanessa Meer

Please mark your calendars for the 2021 TCS annual membership meeting on Thursday, April 8 from 4 pm to 6 pm (Eastern) via Zoom.

Diversity, Equity, and Inclusion Working Group

Inspired by the Black Lives Matter movement, the TCS Board of Directors affirmed its commitment to a pro-diversity, anti-racist agenda, beginning with a [diversity message](#) from President MacLeod in early June 2020. Recognizing that implementing this agenda requires an organization-wide effort, the Board voted in July 2020 to establish the TCS Diversity, Equity, and Inclusion (DEI) Working Group. The ultimate goal of the Working Group is to support a systemic transformation

that creates a more diverse, equitable and inclusive culture that spans the breadth of TCS activities. This “working group” is composed of a mix of TCS Directors and members committed to advancing this work.

In autumn 2020, the DEI Working Group gathered input from the board and several members, including TCS chapter representatives, to develop the first TCS [anti-discrimination/anti-harassment policy](#). The policy was finalized in November 2020 and approved by the board in early December 2020. DEI Working Group members also coordinated with the MAD Coastal Career Development Program Committee and the Chapters Committee on ways to expand the diversity of topics and participants at our career workshop and student chapter events, and to enhance our member outreach to better reflect the communities we serve. The DEI Working Group is currently developing a survey to better understand the needs of underserved individuals in our community, and intends to complete a formal strategy for implementing DEI principles in all TCS activities in 2021.

Coastal Connections Web Conferencing Series

Coastal Connections is a web conferencing series launched in 2020 to engage TCS members and the broader coastal community through virtual web presentations and discussions. The Coastal Connections series consists of two session types: *Trending Topics* and *Professional Spotlight*. *Trending Topics* sessions feature expert panelists who present on new or pressing coastal issues, followed by an opportunity for members and guests to ask questions of the panelists and offer their own insights on the topic. *Professional Spotlight* sessions are a members-only opportunity to learn about the career paths of seasoned TCS coastal professionals, with a short presentation followed by open dialogue between the guest speaker and all participants.

The inaugural *Coastal Connections* meeting on August 7, 2020, was a *Trending Topics* session about [Improving Diversity and Equal Representation in Coastal Planning and Education Activities](#), including a discussion about the effects of racism in the STEM field, initiatives to increase minority student participation in coastal science curriculum, and engaging faith-based organizations to improve coastal watersheds. This was followed by a *Trending Topics* session on

November 12 to discuss [Plastic Pollution: Coastal and Marine Trends](#), including a focus on recent microplastic research, crowd-sourced tracking efforts, and policy changes. The first *Professional Spotlight* session on October 1, 2020 featured Rick DeVoe, recently retired Executive Director of the South Carolina Sea Grant Consortium, while the second *Professional Spotlight* session on December 17 featured Lisa Phipps, North Coast Regional Representative for the Oregon Department of Land Conservation and Development. A [summary of the first two Professional Spotlight sessions](#) is available on the [TCS blog](#). A new web page dedicated to the [Coastal Connections series](#) is now available on the TCS website; visit it to find summaries of previous sessions and information on upcoming sessions. You may also direct questions about the web conferencing series to TCSConnections@thecoastalsociety.org.

TCS Blog and Social Media

In 2020, several TCS activity updates were shared via the [TCS blog](#), which is hosted on the [TCS Website](#). The Communications Committee aims to increase the frequency and expand the content of the blog in 2021. 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 of surreal beach vacations in the time of COVID-19. Please contact the TCS Communications Committee (via admin@thecoastalsociety.org) to share a story!

Our [public Facebook page](#) is an 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 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](#) and [Instagram account](#) - tweet or message us using [@CoastalSociety](#).

A [Members-only Facebook Group](#) also provides 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 currently follow us and share posts via the [TCS group](#)

[account on LinkedIn](#). Further, TCS established an official [organizational account on LinkedIn](#) in 2020, which can be used to tag a member's volunteer experience on the TCS board and committees. In 2021, TCS may adjust the LinkedIn group to be a members-only forum in lieu of the Facebook Group.

Coastal Management Journal

Included in their 2020 dues, new professional and regular TCS members received free online access to [Coastal Management](#), the official journal of TCS. *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 soon after joining or renewing; 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](#)).

Annual Giving Campaign

TCS officially initiated its 2020 Annual Giving Campaign (AGC) on Giving Tuesday (December 1st). Roughly \$2,500 in donations were made through the end of 2020, including members' employer-matched funds for 2020 donations that were received in January 2021. The board is very grateful to all who contributed during the campaign! This was shy of our \$3,000 goal, but still a commendable level given the financial uncertainties that so many households faced in 2020 due to the COVID-19 pandemic. Donations provide essential financial support for TCS to continue the M.A.D. coastal career workshop series and other programs. Please consider donating in 2021 at any level. Donations can be made at any time of year and are tax deductible. Please ask if your employer offers matching gifts for donations to non-profit (501(c)(3)) groups.

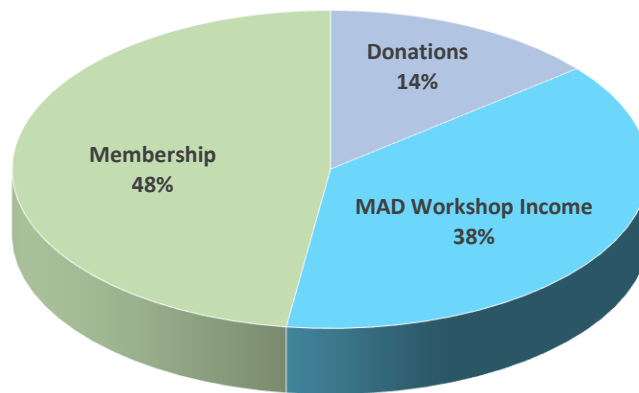
Statement of Financial Position

January 1, 2020: \$9,036

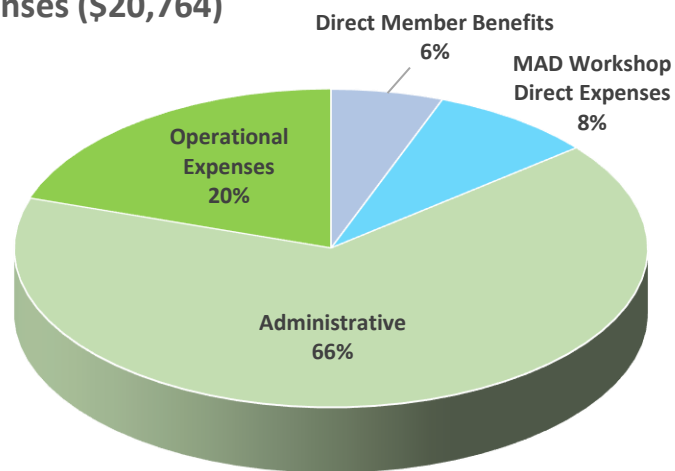
December 31, 2020: \$6,255

**Excludes TCS student chapter income and expenses.*

2020 Revenue (\$17,850)



2020 Expenses (\$20,764)



Become Involved!

After a very challenging 2020, additional member support is essential to continue our initiatives and fulfill the TCS mission! Please consider what volunteer effort(s) you can offer to strengthen our Society. Below are examples of the support you might provide. In turn, we trust you will benefit by directly expanding your professional network, improving your leadership skills, and/or enjoying additional member services that TCS seeks to offer as we grow.

- Encourage one or more colleagues to join TCS.
- Write a story for the TCS blog.
- Inform other members of coastal-related conferences, webinars, and other news via the TCS Facebook, Twitter, and/or LinkedIn accounts.
- Get creative and expand TCS merchandise options on [Zazzle](#).
- Ask friends and family to shop online through [Amazon Smile](#) with TCS as the designated charity.
- 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, MailChimp announcements, and the TCS website (WordPress).
- Volunteer with the Coastal Connections web meeting planning group.
- Help the DEI Working Group connect with a historically black college or other minority organization with interest in coastal management.
- Identify a potential sponsor for a TCS program or activity and help develop a request letter.
- Coordinate a regional TCS member (and prospective member) virtual 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 Contact Information

Judy Tucker, Executive Director

The Coastal Society

P. O. Box 3590

Williamsburg, VA 23187-3590

PHONE: (757) 565-0999

E-MAIL: admin@thecoastalsociety.org