

## 2024 MAD Committee Work Plan Version 2.0a

*Version 1.0a initially submitted by Jeff Flood to the TCS Executive Committee on January 11, 2024*

*Version 2.0 updated on January 23, 2024 by Jeff Flood after January 18, 2024 call w/ Tom Bigford*

*Version 2.0a updated on February 27, 2024 after email exchange w/ Paul Ticco, Steve MacLeod, & Judy Tucker requesting support for TCS Coastal Connections webinar series (see underlined note below).*

Committee Members: Jeff Flood (Chair), Cirse Gonzalez (TCS Board), Genevieve Guerry (TCS Member), Riley Lewis (TCS Board), Tom Bigford (TCS Member)

Mission: In accordance with 2024 TCS Strategic Plan Goal 3, Action Items 1 & 4, the MAD Committee intends to develop & hold three (3) MAD workshops in 2024 & will coordinate w/ the Chapters Committee to secure interest in hosting MAD workshops at existing student chapters or as a recruiting tool for the creation of new student chapters. Tom Bigford has stepped down as Committee Co-Chair effective January 18, 2024 & will be serving as a “Committee Member Emeritus” only available to recruit speakers/sponsors for workshops & attend those events as he is able. Committee Co-Chair Jeff Flood will be stepping down from his position at the end of 2024 w/ Cirse Gonzalez & Riley Lewis becoming the new Co-Chairs for 2025. Jeff will lead the first workshop, Cirse will lead the second workshop, & Riley will lead the third workshop. While not all Committee Members will be expected to play significant roles for each workshop, they should a) be initially invited to participate in the planning process & b) attend the majority of planning meetings for at least two (2) workshops in order to learn the process & be prepared to take a leadership role. Flood has recommended that Ticco/MacLeod/Tucker recruit Guerry to lend her expertise from running the All Swell? podcast (ECU TCS student chapter) to helping the effort to continue the Coastal Connections webinar programming. Flood, Gonzalez, Lewis, & Bigford (as well as local workshop partners) should be able to manage the 2024 MAD Committee workload.

Committee Meeting Schedule: semi-annually (June & December) plus as needed for individual workshop planning. A special kickoff meeting was held on February 9, 2024 to on-board new MAD Committee Members Gonzalez, Guerry, & Lewis on the workshop planning needs. If additional support is needed, Flood will request this at the April/May TCS Board meeting as part of the Committee report.

### 2024 MAD Workshops:

- 1) **March 21, 2024** at the Virginia Institute of Marine Science (VIMS) in conjunction w/ the Atlantic Estuarine Research Society (AERS)’s Spring Meeting.
  - Planning Start Date: November 2023 (AERS reached out to Jeff in October 2023)
  - Save the Date Flier: January 15, 2024
  - Planning Team Lead: Jeff Flood (TCS)
  - Planning Team: Jeff Flood (TCS), Cirse Gonzalez (TCS Board), Genevieve Guerry (TCS), Tom Bigford (TCS), Shelley Katsuki (AERS President)
  - Attending Event: Jeff Flood, Cirse Gonzalez, Genevieve Guerry, Tom Bigford, Shelley Katsuki
  - Anticipated Revenue = \$1,100 (\$600 registration + \$500 sponsorships from speakers’ organizations)
  - Anticipated Costs = \$200 lunch (Costco sandwiches, salads, & snacks)

- Anticipated Profits = \$900
- Schedule: bi-weekly meetings of Planning Team prior to the event w/ debrief meeting 2 weeks after the event.

2) **August X, 2024** at NOAA's Silver Spring offices for the 2024 class of Sea Grant/Knauss Fellows

- Planning Start Date: May 2024 (Jeff to reach out to NOAA in April 2024)
- Save the Date Flier: June 2024
- Planning Team Leads: Jeff Flood, Cirse Gonzalez
- Planning Team: Cirse Gonzalez, Jeff Flood, Tom Bigford
- Attending Event: Cirse Gonzalez, Tom Bigford, Jeff Flood (TBD)
- Anticipated Revenue = \$1,300 (\$800 registration + \$500 sponsorships from speakers' organizations)
- Anticipated Costs = \$0 (Fellows bring lunch, NOAA provides snacks)
- Anticipated Profits = \$1,300
- Schedule: bi-weekly meetings of Planning Team prior to the event w/ debrief meeting 2 weeks after the event.

3) **November X, 2024** at a North Carolina academic institution (UNCW, ECU, Duke, NC State) in Morehead City, NC

- Planning Start Date: August 2024 (initial outreach will follow semi-annual June Committee meeting)
- Planning Team Leads: Riley Lewis, Dr. Jenny Biddle (UNCW)
- Planning Team: Riley Lewis, Dr. Jenny Biddle, Dr. Larry Cahoon (UNCW), Jeff Benoit (TCS Treasurer based in Beaufort, NC)
- Attending Event: Riley Lewis, Dr. Jenny Biddle, Jeff Benoit
- Anticipated Revenue = \$1,300 (\$800 registration + \$500 sponsorships from speakers' organizations)
- Anticipated Costs = \$200 (Lowe's Foods or Food Lion sandwiches, salads, & snacks)
- Anticipated Profits = \$1,100
- Schedule: bi-weekly meetings of Planning Team prior to the event w/ debrief meeting 2 weeks after the event.

\*\*\*Backup Option to be considered during June 2024 MAD Committee meeting (or earlier)\*\*\*

**October 6-10, 2024** in conjunction w/ the Restore America's Estuaries (RAE) Bi-Annual Summit in Washington, DC.

- Planning Start Date: July 2024 (initial outreach will follow semi-annual June Committee meeting)
- Planning Team Leads: Need to establish capacity & ID local TCS contacts beyond the Board & MAD Committee members (Flood, Benoit, Gonzalez, Maxwell, Guerry, Bigford)
- Planning Team: TBD per above.
- Attending Event: TBD per above.
- Anticipated Revenue = \$1,300 (\$800 registration + \$500 sponsorships from speakers' organizations)

- Anticipated Costs = \$200 for materials & room sharing w/ RAE. No lunch provided.
- Anticipated Profits = \$1,100
- Schedule: bi-weekly meetings of Planning Team prior to the event w/ debrief meeting 2 weeks after the event.

Strategy Notes (applies to each workshop):

- Recruit Committee Members from workshop speakers
- Inform workshop sponsors about the opportunity to sponsor other workshops & get their name out as a potential employer.

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