

Three Year Action Plan for The Coastal Society 2025-2027

1. **MISSION** The Coastal Society (TCS or the Society) is an organization of private sector, academic, and government professionals and students. The Society is dedicated to actively addressing emerging and current coastal issues by fostering dialogue, forging partnerships, and promoting communications and education.

I. Year 1: Increase Visibility

A. STRATEGIC GOAL: Promote Communication and Education

1. OBJECTIVE ONE: Cultivate student chapter leaders and members and assist with their transition into new coastal professions.

a) *ACTION ITEM ONE: Develop and hold at least three (3) Margaret A. Davidson (M.A.D.) workshops.*

B. STRATEGIC GOAL: Foster Dialogue at the Local and Regional levels

1. OBJECTIVE TWO: Network and connect with coastal experts, organization, and coastal communities.

a) *ACTION ITEM ONE: Create and launch 50th Anniversary Logo*

b) *ACTION ITEM TWO: Host 50th Anniversary Celebration Event that highlights TCS core values that serve as a connective thread, uniting past, present, and future services/activities.*

c) *ACTION ITEM THREE: Plan and Host at least (2) Regional Forums*

d) *ACTION ITEM FOUR: Submit Essay to Coastal Management journal on The History of TCS- past 50 years.*

e) *ACTION ITEM FIVE: Develop and hold at least two (2) Coastal Connections Web Conferencing Series events each year: Trending Topics and Professional Spotlight*

II. Year 2: Grow Network

A. STRATEGIC GOAL: Promote Communication and Education

1. OBJECTIVE ONE: Cultivate student chapter leaders and members and assist with their transition into new coastal professions.

a) *ACTION ITEM ONE: Grow Student Chapters*

(i) *Leverage board member contacts to recruit new chapters—identify Faculty supervisors and/or student champions.*

(a) Louisiana- (Polly and Andrew)

(b) Coastal Carolina (Jenny)

(ii) *Provide existing and dormant chapters with materials to restart and sustain chapters.*

(a) Duke University (Will Ferris)

(b) ECU (Kyra and GG)

b) *ACTION ITEM TWO: Plan and deliver at least four (4) Margaret A Davidson (M.A.D) workshops.*

B. STRATEGIC GOAL: Foster Dialogue at the Local and Regional levels

1. OBJECTIVE ONE: Network and connect with coastal experts, organizations, and coastal communities.

a) *ACTION ITEM ONE: Plan and Host at least (2) Regional Forums*

b) *ACTION ITEM TWO: Submit Essay to Coastal Management journal on Forum Proceedings*

c) *ACTION ITEM THREE: Develop 2-4 Coastal Connections Web Conferencing Series events each year: Trending Topics (2) and Professional Spotlight (2)*

III. Year 3: Engage Network

A. STRATEGIC GOAL: Foster Dialogue at the Local, Regional, and National Levels

1. OBJECTIVE ONE: Network and connect with coastal experts, organizations, and coastal communities.

a) *ACTION ITEM ONE: Maintain a TCS network of coastal professionals and retain student chapters and memberships to promote and enhance interactions and information-sharing between coastal professionals and students.*

b) *ACTION ITEM TWO: Plan and Host at least (2) Regional Forums each year on coastal issues that focus on specific themes or sectors.*

c) *ACTION ITEM THREE: Develop four (4) Coastal Connections Web Conferencing Series events each year: Trending Topics (2) and Professional Spotlight (2)*

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2. OBJECTIVE ONE: Cultivate student chapter leaders and members and assist with their transition into new coastal professions.

a) *ACTION ITEM ONE: Plan and deliver at least four (4) Margaret A Davidson (M.A.D) workshops.*

b) *ACTION ITEM TWO: Plan and deliver at least two (2) virtual Chapter meetings (one each semester) with chapter officers and supervisors to plan and coordinate events.*

c) *ACTION ITEM THREE: Create Mentorship program.*

B. STRATEGIC GOAL: Forge and Maintain Partnerships

1. OBJECTIVE TWO: Forge and maintain partnerships to identify common goals and to promote dialogue on important coastal issues.

a) *ACTION ITEM ONE: Identify key partners that share common interests with TCS and have them attend, support, and present at MAD workshops and Forums.*