

What have we learned from the 2018-2021 Strategic Planning Process? (1.5 hours)

Panel leader: Margaret (Peg) Brady, NOAA

Panelists: Dale Baker, Chair of the National Sea Grant Advisory Board; Jon Pennock, National Sea Grant College Program Director, Jim Hurley, President of Sea Grant Association & WI Sea Grant Director

The 2018-2021 National Sea Grant College Program Strategic Plan is under development. A planning steering committee, comprised of representatives from NSGO, SGA, NSGAB, and Network Advisory Committee, has prepared a draft of the plan. The draft strategic plan reflects information gathered from a number of planning exercises that included Strengths, Weaknesses, Opportunities and Threats (SWOT) analyses, as well as a survey of the Sea Grant network. Outcomes of the panel discussion included: an overview of the draft 2018-2021 Sea Grant Strategic Plan and description of the similarities/differences from the current 2014 strategic plan and the reasoning for the modifications based on the planning exercises and the survey response. During the discussion the participants highlighted a few items such as: the need to highlight the university-based model, highlight local food/seafood to respond to the seafood trade deficit, questions about the process such as approval process/timeline and what the expected level of congruence with the national and state plans.