

Blue Ocean Society for Marine Conservation

# STRATEGIC PLAN

## 2016-2020



143 Pleasant Street  
Portsmouth, NH 03801  
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# Vision

Thriving marine life in the Gulf of Maine with citizens committed to environmental stewardship.

# Mission

Protect marine life in the Gulf of Maine through research, education and inspiring action.

# Major Programs

- Researching the behavior and populations of Gulf of Maine fin, humpback and minke whales.
- Educating people about marine life and human impacts through hands-on experiences, including beach cleanups, whale watches, school programs and our Blue Ocean Discovery Center in Hampton Beach.
- Inspiring and taking action through marine debris cleanups, pollution prevention campaigns and introducing simple behavior changes anyone can take to benefit Gulf of Maine marine life.





# Research

**Goal: Use our leading research to protect marine life in the Gulf of Maine.**

## Objectives

- Increase the scientific knowledge base of the health, habitat use, population and behavior of whales, which are indicator species in the Gulf of Maine.
- Document human and environmental impacts on marine life to develop programs to better protect them in the future.
- Collaborate with the broader scientific community to protect marine life in the Gulf of Maine.



# Educate

**Goal: Increase the number of informed, appreciative and passionate citizens who engage in protecting marine life.**

## Objectives

- Using interactive experiences, inspire more than 50,000 people each year to become marine life advocates.
  - Teach more than 5,000 students annually about whale biology, behavior and conservation using our life-sized inflatable whale.
  - Help 20,000 Blue Ocean Discovery Center visitors make lasting connections to the ocean through personal experiences at our touch tanks and exhibits.
  - Provide the best whale watching experience in New England to over 25,000 passengers annually.
  - Inspire 3,000+ beach cleanup volunteers per year to prevent pollution.
  - Host an annual workshop to provide professional development, scientific information and inspiration to other educators.





# Inspire

**Goal: Increase the number of people that take action to protect the marine environment.**

## Objectives

- Provide meaningful hands-on experiences that lead to protection of marine life.
- Encourage and demonstrate sustainable actions for the benefit of marine life.
- Inspire giving to support Blue Ocean Society's work.



Courtesy Diana Schaller

# Thrive

**Goal: Have the necessary resources to achieve our mission and to sustain and expand the organization.**

## Objectives

- Increase resources to refine and improve all of our programs.
- Have a strong Board of Directors that is diverse, engaged and well-qualified.
- Achieve a balanced financial portfolio.

