

Blue Ocean Society for Marine Conservation

STRATEGIC PLAN

2021-2022



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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 marine life, focusing on fin, humpback and minke whales.
- Educating people about marine life and human impacts through hands-on experiences, including beach cleanups, whale watches, school programs, seminars, volunteer opportunities and our Blue Ocean Discovery Center in Hampton Beach.
- Inspiring people to take action to protect marine life through educational programs, community involvement and our online presence.



Research

Goal: Study the behavior and distribution of whales in the Gulf of Maine.

Objectives

- Further the scientific knowledge base of the health, habitat use, population, distribution and behavior of whales, which are indicator species in the Gulf of Maine.
- Document human and environmental impacts on marine life and develop programs to better protect them. This includes incorporating whale sightings and marine debris data into our programs and using the data to inform resource management and legislation.
- Increase awareness of our research through publicizing and distributing results.
- Increase our data collection efforts through establishing a citizen science-data submission program for boaters and fishermen.
- Collaborate with the broader scientific community, other organizations and resource managers to protect marine life in the Gulf of Maine.



Educate

Goal: Increase community awareness, appreciation for and protection of marine life.

Objectives

- Present our research in compelling ways and increase ecological literacy.
 - Teach students about whale biology, behavior and conservation using hands-on, virtual and in-person programs. Increase the accessibility of our education programs to underfunded schools and expose a larger, more diverse student population to marine science and ocean stewardship.
 - Help beach cleanup participants learn about human impacts on the environment.
 - Develop engaging exhibits for our Blue Ocean Discovery Center.
 - Work with whale watch businesses to provide whale watching trips that use our research for effective education.
 - Host an annual symposium and teacher workshops to provide professional development and scientific information to other educators, volunteers and other interested parties.
 - Collaborate with other organizations and businesses to increase our program offerings and disseminate our research.
 - Help boaters learn more about whales through establishing a citizen science reporting program where they engage with our research staff and receive information on reported species.
- Ensure all programming reflects relevant current events and aligns with appropriate learning standards.



Inspire

Goal: Encourage people to take action to protect the marine environment.

Objectives

- Using meaningful, interactive experiences, inspire people to become marine life advocates.
 - Help Blue Ocean Discovery Center visitors make lasting connections to the ocean through personal experiences at our exhibits.
 - Provide whale watch passengers with inspiration and tools to help protect the ocean.
 - Inspire beach cleanup volunteers to prevent pollution through participating in beach cleanups and making lasting behavior changes in their daily lives.
 - Protect marine life through encouraging fishing line recycling, reducing single use plastic and alternatives to balloons.
 - Inspire boaters to protect marine life through picking up litter at sea and reporting whale sightings.
 - Increase our messaging around climate change by developing consistent talking points and incorporating them into all our programs.
 - Maintain and expand our internship and volunteer programs.
- Inform resource managers about local whale behavior, distribution and human impacts.
- Effectively use the space at Carey Cottage to inspire confidence in our work and a desire to protect the ocean.
- Encourage and demonstrate sustainable actions for the benefit of marine life.
- Inspire giving to support Blue Ocean Society's work.



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 through building staff knowledge and capacity through professional development, building brand recognition through marketing efforts, increasing staff size as needed, evaluating programs to assess impact, and effectively utilizing the skills of volunteers and interns.
- Increase awareness of the organization so that more people are engaged in our work and willing to donate.
- Hire and competitively compensate enough qualified staff to accomplish all our goals. Regularly assess staff performance, well-being and job satisfaction.
- Consistently work to make our hiring and recruitment practices more diverse, equitable and inclusive.
- Host fundraising and other events at Carey Cottage to increase the strength of the organization.
- Collaborate with other organizations on funding opportunities/proposals.
- Sustain an engaged volunteer corps that contributes to our mission, and ensure volunteers are well-trained and appreciated.
- Recruit a strong Board of Directors that is diverse, engaged and well-qualified.
- Assure financial results from year to year contribute to the viability of a growing organization.
- Work towards a predictable stream of revenue that comes from a variety of sources.

