

# Development of CARA Business Plan

*Alexis Molinares*  
*alexeco@onelinkpr.net*

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Business Plan...

Is one of the most significant  
documents of CARA

# Challenge

- Provide direction
- Main Planning Tool
- Requires a business approach
- Demand a new communication “language” among academics, scientists and stakeholders
- Bases for economic sustainability in a depleted philanthropic environment
- Maintain a workable and collaborative environment among a diverse group of partners

# Dinamic...

- Most be updated regularly
- Requires input
- And measurable and pertinent outcomes and products

# Other Requirements

- Appropriate governance structure
- Articulated objectives
- Compliance with the seven societal goals

# Our Plan

- On-going back and forward process, until fully depurated
- Will be open to comments, in CARA's web site
- Input is essential!!!

# Format

- 1. Introduction
  - Emphasizes the Roles of RCOOS
  - Forum for users and data providers
  - Addresses the issue of how the governance structure helps the implementation of the plan

## 2. Goals and Objectives

- “Render integrated, remotely sensed and *in situ* information about Puerto Rico, U.S. Virgin Islands and Caribbean Coastal region and related ecosystems in real or near real time for use by researchers, managers, military, industry, and educators.
- Must relate to the seven societal goals



# CARA's Objectives

- Identify data users and their needs
- Identify data providers
- Identify best formats for data collection and use
- Enhance data flow and communication between users and providers
- Identify data gaps and design systems to fill these gaps

# 3. Needs, Benefits, Product Development and Marketing

- Establish a continuing strategy for needs assessment
- Develop and maintain a continuing media campaign to widen awareness of the benefits of the observing system and seek public support
- Identify priority products through “needs assessment”

# Marketing

- Need to address the relevance of the IOOS to the daily activities and economics of the target groups and the sustainability of marine ecosystems
- Develop a media campaign to create awareness and seek public support. The media plan should address local newspaper, talk shows, island wide coverage in newspapers and a television public service campaign. Who is the spoke person?

# Academic Institutions

- Provide the scientific base and validation of the system, using the research units
- Identify the research needs
- Provide the academic infrastructure and logistics to implement the outreach programs
- Provide a sense of reliability and credibility to the initiative

# For-Profits Groups

- Provide economic support to the local Association (CARA)
- Disseminate, integrate and implement the technological and scientific findings in their daily operations and business protocols
- Provide a sense of partnership and social responsibility

# NGO's

- Act as a liaison between the public and CARA
- Disseminate the initiative within the local community
- Improve credibility within local communities
- Provide local support and promote participation
- Facilitate the outreach programs
- Improve the funding capabilities of CARA, within the local and international philanthropic community

# Government Entities

- Commit to implement and react to the outcomes of the initiative
- Provide economic and human resources to promote the initiative
- Provide cohesiveness to local programs on coastal resources
- Institutionalize the outcome of the initiative in public policy actions

# 4. Linking Observations to Models and Other Products

- Extract knowledge from environmental data by developing local climatologies for comparison of real-time data to climatological means.
- Develop nested, data assimilative numerical ocean models, initially concentrated on currents and water mass displacement, progressing to biogeochemical modeling.



# 5. Research and Development

- Describe Operational Capabilities
- Pilot Projects

# 6. Training

- Establish and maintain a permanent program for training of:
  - Field personnel in charge of observing assets maintenance
  - Information technologists charged with data handling, climatology development and computer modeling

# 7. Funding/Budget

- Complete a 5 year budget plan
- Compete aggressively for Federal funds tagged for IOOS development in the current presidential draft budget.
- Private sector
  - Commit the private sector on a long term partnership to support CARA

# Government

- Promote local legislation to economically support CARA, based on the environmental awareness issues on coastal ecosystems, as a result of the recent IPCC Report
- Promote alliances and economic support from local municipalities, especially those highly dependent on coastal ecosystems
- Seek support from the PR Tourism Company

# Philanthropic Community

- Aggressively aim at the private foundations market, both local and international, to seek for economic support

# NGO's

- Create an *affiliate category* within the membership program
- Promote fundraising activities on local and international "emblematic days"

# Academic Institutions

- Commit CARA to become a provider of services and training to the local community as a continued education service partner.

# 8. System Performance

- Procedures must be implemented to quantitatively measure and qualitatively consider:
  - Data reliability
  - Questionnaires
  - Timely answer to public requests
  - Participation and voluntary work
  - Media coverage
  - Success of Membership program
  - User implementation
  - Cost/benefit
  - Fundraising outcome



# Next Step... "hoy"

- Round Table Discussion to provide input and examine
  - Governance
  - Business Plan
  - Assests Development
  - CaRA-CarICOOS Public Communication

# Next Step...tomorrow...

- Formally submit written comments and suggestions...

Thanks...