

Improving Integration of Industry & NGOs into IOOS

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1. Goal setting

Increase collaboration, if not partnerships, to enable decision making or to advance science & tech

Seek [**continue**] to bring industry into our communities AND **push IOOS into their communities**

Teach/**nurture** IOOS communities how to **increase the relevance/applicability of its science and tech**

Clarify industry **needs** for IOOS data, processes and people

Aspire to individual successes with **early adaptors** to build basis for larger system-wide initiative

Accelerate P3 report recommendations

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2. Applicable working definitions - integration can entail a variety of engagements

co-investment to expand coverage, improve O&M, support meetings

co-investigation of unmet needs in IOOS mission area markets

co-creation of new products for IOOS mission area clientele, with IP

preparedness of future workforce

increase awareness by customers

align dialog with Congress

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3. Possible types of deliverables

list of current **successes** integrating closely with industry and or NGOs

recommended **coaching vendors** who help serve providers connect better with clients (e.g. Compass)

“How to make your services more applicable, valuable, relevant, compelling to clientele”

presentations by coaches to: FAC; IOOS Directors' meeting; Association; and eager RAs

job description for central Industry Integration **catalyst in Program Office**

supplemental assessments of integration opportunities and external venues to join (i.e. match making)

consolidated/composite requirements documents of industry/NGO clientele's needs

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4. Possible members of their subcommittee beyond the FAC members

a representative from the community of coaching vendors

1-2 IOOS practitioners whose success offers helpful examples to others

a representative from a prominent industry group IOOC considers a key client group

5. Plans to get this done intercessionally

timeline has quarterly targets as well as multi-year progression from case studies to policy