1) Increase knowledge of Indian River Lagoon issues and actions to protect - Education
      i. Develop activity book version of report card for students
      ii. Create report card-based lesson plan for classroom
   b. 12 Lunch-n-learn seminars focused on lagoon topics
      i. Increase attendance numbers by 20% to 47 attendees per month
   c. Conduct 4 Rain Barrel workshops – sell 130 rain barrels
   d. Conduct 8 civic presentations (meetings, workshops, presentations)
   e. Complete Brevard County Service A Contract deliverables
      i. 127 Youth Education
      ii. 18 Adult Classes
      iii. 22 Special events
      iv. 10 volunteer storm drain marking events
   f. Conduct 9 youth camp weeks (8 summer, 1 winter)
      i. Improve programming
      ii. Register 20 kids per session
   g. Launch STEM after-school program in August 2021
      i. Register 26 kids/week
   h. Hold 4 quarterly Lagoon SMART Committee meetings
      i. Research, plan and link website to WatershedEd – enhance regional search capability & GIS
   j. Coordinate Be Floridian Now program
      i. Retail education in Martin County
         1. Video
         2. Display
         3. Training
   k. Lagoon House Exhibits
      i. Create script for docents
      ii. Create cohesive layout design
      iii. Increase interactive experiences (i.e touch tank, etc.)
      iv. Find Exhibit sponsors
      v. Maintain living exhibits in the Lagoon House (i.e. Lionfish tank, etc.)
      vi. Sidewalk art
      vii. Boardwalk planks

2) Increase community participation – Education/Citizen Science
   a. Increase membership to 750 members
      i. x Brevard County members
      ii. x Indian River County members
      iii. x Volusia County members
      iv. x Martin County members
      v. x St. Lucie County members
      vi. Measure membership retention
      vii. Hold membership meeting and quarterly membership happy hours/meetings (along the lines of Lagoon and Lagers, etc)
b. Increase Lagoon Literacy volunteers
   i. Schedule 10 volunteer-led speaking events
   i. Certify 5 more LL speakers
   ii. Print name tags for certified LL speakers

c. Increase Lagoon Leader Green Business Program
   i. Create volunteer group of advocates
   ii. Secure funding for the program

b. Improve college internship program
   i. Work with FIT/EFSC
   ii. Create service-learning opportunities
   iii. Maintain at least 4 interns in Fall and Spring
   iv. Seek dedicated intern funding = 4 x 3,200 = $12,800/semester

2) Increase awareness of Marine Resources Council – Fundraising/Marketing
   a. Update and execute fundraising plan
   b. End of year giving
   c. Produce Annual Report
   d. Promotional items
      i. Purchase SWAG for events to hand out
   e. Participate in 10 outreach events throughout the lagoon
   f. Get in the newspaper/magazines at least 10 times
   g. Get on the radio at least 8 times
      i. WFIT
      ii. Beach FM
      iii. I Heart Radio
      iv. Cumulus
   h. Get on television at least 4 times
   i. Increase e-newsletter subscribers to 15,000

3) Citizen Science
   a. LagoonWatch
      i. Increase data transparency
         1. Make Ziscape available to the public?
      ii. Improve QA follow through
         1. Quarterly QA/QC workshops
         2. All volunteers vs failing – require yearly QA, but attend if fail
      iii. Identify data gaps and recruit lacking areas
   iv. SECURE FUNDING

b. Muck Finders
   i. Muck is largest investment of SOIRL for next ten years
   ii. Increased transparency - maps/data available on ziscape?
      1. Story Map and ArcGIS Online

   c. Right Whales
   i. IUCN Red List status (encourage change from ‘Endangered’ to ‘Critically Endangered’)
   ii. Assist with fishing gear educational workshops
iii. Distribute activity book
iv. Conduct 10 educational events
v. Continue to train USCG Auxiliary to ID/report right whales
d. Lab
   i. Improve chemical stocking
   ii. Supply inventory
   iii. Waste management

4) Restoration
   a. Restore Sebastian Greenway
      i. Education Center
      ii. Treat exotics
      iii. Submit large grant proposal for trails
         1. City of Sebastian
         2. Indian River County
         3. FOSR
         4. FWC
   iv. Education in Sebastian/Indian River County

   b. Expand partnerships
      i. Spoil Islands Working Group
         1. SIWG and FWC user survey
      ii. Florida Land Trust - Ken Grudens (Indian River Land Trust)
         1. Review of Sebastian Greenway requirements/reporting
      iii. FWC
         1. Sebastian Greenway collaboration
         2. Living shoreline contractors education
         3. Fish tagging?
      iv. SOIRL
         1. 2019? Private landowner recruitment?

   c. TJI
      i. Continuing trail maintenance
         1. New backpack sprayers
         2. Improved chemical and waste management
         3. Map Trails in GIS
      ii. Expanding education in Martin County
         1. Boys/Girls Club, Hobe Sound Nature Center

5) Nursery Operations
   a. Expansion to retail
      i. Product consistency – pots, plant size, # in each pot
      ii. Mangrove propagation - 10,000 propagules
      iii. Collection donations - public schools, clubs, Barrier Island Center
   b. Improve black/white propagation
   c. Increase capacity with new troughs - build terraced mangrove nursery
   d. Establish inventory and maintenance log
   e. Expand plant species - spartina, sea oats, native groundcovers
6) Secure Overhead Revenue – Fundraising $200,000
   a. Hold two fundraiser events to raise $100,000
   b. Private & corporate donations to raise $50,000
      i. Tracking Supporters
      ii. House parties
      iii. Corporate commitments
   c. Thank you gifts
   d. Liquidate unnecessary assets
   e. Promotional campaigns
   f. End of year Giving Campaign to raise $50,000

7) Increase staff capabilities - Overhead
   a. Grant-writing, job specific workshops
   b. Network at conferences
   c. Continuing learning opportunities/policies
   d. Staff training
   e. Computers
   f. Printers

8) Increase Board governing capabilities - Overhead
   a. Quickbooks reports
   b. Fundraising Reports
   c. Project tracking
   d. Board training
   e. Governance commitments

9) Administrative
   a. Switch to digital record keeping
   b. Clean-up digital files
   c. Create procedures for securing data on all computers (backup & anti-virus)
   d. Generate more involvement from Board
   e. Fully align Quickbooks with DonorPerfect and Budget
   f. Update Policies (Financial, HR, and Travel)