

## Great Lakes Observing System (GLOS) Business Plan Outline

### I. "Market Analysis"

This process will inventory existing monitoring/observing programs and the information already available, document who uses it and how, identify both current needs and potential new uses and/or users that may emerge in the future, and examine the effectiveness of various delivery channels. The market analysis function will also take the first steps toward development of a marketing strategy

Output from this process will guide implementation planning during the business plan development process, and also feed into next steps in the process of securing federal funding for GLOS, providing justification for data development programs of agencies and new collaborative initiatives identified as relevant or needed.

- A. Current Information
  - 1. Inventory current monitoring and observing information
  - 2. Survey currently unmet but known needs
- B. Current Uses
  - 1. Inventory current uses of monitoring and observing information
  - 2. Explore potential new uses and the additional information requirements
- C. User Needs
  - 1. Required data (based on federal or state mandates) not yet available in the Great Lakes region
  - 2. Additional user needs
    - a. Product/service desires
    - b. Data inputs required to provide those products or services
- D. Delivery Channels
- E. Initial Survey of Funding Availability
  - 1. Federal and state programs
  - 2. Perceived value of service from possible paying users

### II. "Product Development"

Development of the GLOS will involve using systems engineering and integration tools to build value-added products based on user needs and compatibility with the national Integrated Ocean Observing System (IOOS). Development of the GLOS Business Plan will include a cost analysis, examination of cost recovery strategies and development of a proposed governance structure which will focus on long-term sustainability of the system.

- A. Integration of Available Information
- B. Definition of New Products
- C. Cost Analysis
  - 1. Data acquisition
  - 2. Data integration
  - 3. Tool development
  - 4. Data, information and tool access/distribution

### III. “Marketing”

Promotion of GLOS will be directed at primary user groups as identified in the market analysis, and will make maximum use of the Steering Committee, Regional Interest Group, NOAA resources and key stakeholders such as the Council of Great Lakes Resource Managers. The marketing strategy will also include a legislative component to build and maintain Congressional support, and a public information/education campaign to identify new uses and conscript new users.

- A. Funding Sources
    - 1. Government programs
      - a. Existing agency programs
      - b. Proposals and new initiatives
    - 2. Potential paying users
  - B. Data Sources
    - 1. Non-participating organizations and institutions
    - 2. Commercial entities
  - C. User Groups
- IV. Target Cost Recovery Strategy
- V. Governance Structure for the GLOS Regional Association