



INTERNATIONAL ENVIRONMENTAL DATA RESCUE ORGANIZATION

Strategic Plan

2011-2015

Introduction

The International Environmental Data Rescue Organization (IEDRO) was founded on and maintains a strategic goal and accompanying objectives, regardless of funding sources or amounts. This document includes the period 2011 through 2015.

The objectives identified under the Strategic Goal are numbered in succession. Operational activities are identified for each these objectives in the IEDRO Operational Plan.

Our Mission

We strive to reduce deaths and injuries from extreme natural environmental events throughout the world by: (1) educating people and institutions on the critical need for historic environmental data; (2) instructing them how to use those data, and (3) locating, rescuing, digitizing and providing for the archiving those data in formats for vital research and operational purposes related to climate change, the spread of disease, alleviation of starvation, protection from floods and mudslides and countless other applications.

Our Vision

The more data we save the more lives we save.

Our Organization

Over sixty volunteers support our organization with a wide variety of education, work experiences and skills. Our management core consists of:

Board of Directors

Advisory Council

Executive Director

Director of Public Relations

Chief Financial Officer

Chief Operations Officer

Chief Technical Officer

Administrative Managers

Our Collaborators

IEDRO maintains working relationships with the National Oceanic and Atmospheric Administration's (NOAA) National Environmental Satellite, Data, and Information Service (NESDIS), the National Weather Service (NWS), and the World Meteorological Organization (WMO) (a United Nation's Technical Agency in Geneva, Switzerland), all of which have similar missions.

IEDRO's Strategic Goal

Reduce preventable deaths and injuries from extreme environmental events throughout the world

IEDRO's Strategic Objectives:

Objective #1 *Understanding*: Educate people and institutions to understand the critical role historic environmental data play in reaching our strategic goal.

Objective #2 *Training*: Teach people how to use these data to reach our strategic goal.

Objective #3 *The Data Rescue and Digitization Process*: Locate, rescue and digitize all available historic environmental data and make those data readily available and useful to everyone.

Objective #4 *Sustainability*: Provide the human and financial resources to expand data rescue and digitization (DR&D) to new countries, maintain and expand existing DR&D operations and ensure the viability and growth of IEDRO as a major proponent of DR&D throughout the world.

Objective #1: *Understanding*: Educate people and institutions to understand the critical role historic environmental data play in reaching our strategic goal

Measures of Success #1:

- A. Three new data owners agree to participate in DR&D activities during 2011.
- B. Four new data owners agree to participate in DR&D activities during 2012.
- C. Five new data owners agree to participate in DR&D activities during 2013.
- D. Seven new data owners agree to participate in DR&D activities during 2014.
- E. Ten new data owners agree to participate in DR&D activities during 2015.

Measures of Success #2:

- A. Two new applications that use historic digitized environmental data for research purposes are identified, written up with references and added to the IEDRO research applications database each year.
- B. Two new applications that use historic digitized environmental data for operational purposes are identified, written up with references and added to the IEDRO research applications database each year.

Measures of Success #3:

- A. Each year, two educational methodologies are constructed and implemented to educate people and institutions to understand the critical role historic environmental data play in reaching our strategic goal.
- B. Each year, three groups of individuals or institutions are identified for educational purposes and the educational methodologies are applied.
- C. Establish an IEDRO Response Center to respond to queries from the public and institutions. Success is measured by educated groups agreeing to continuing the education effort annually and by an increasing number of queries successfully handled (with occasional surveys)
- D. Educate people and institutions to understand the successes (and failures) IEDRO has experienced by establishing a Performance Tracking System (PTS). The PTS on a monthly basis identifies:
 - 1) Data in need of rescue;
 - 2) Countries that have been approached and have decided to accept or decline DR&D help. PTS also shows images/observations imaged, digitized and returned to the data owners, project costs and individuals involved. Success is that all data are accurate and compiled monthly.

Measures of Success #4:

- A. Each year, participate in one international meeting or conference related to DR&D.
- B. Each year, participate in two domestic meetings or conferences related to DR&D.
- C. Each year, provide DR&D presentations to four institutes of higher learning.
- D. Each year, provide DR&D presentations to four charitable or civic organizations.

Objective #2: The Training: Teach people how to use these data to reach our strategic goal.

Measures of Success #1

- A. The data needs of four countries are examined annually to form the foundation for the applications software search.
- B. Two specific software applications using digitized data are identified, tested and accepted by the IEDRO Technical Team for inclusion in the IEDRO software packages provided participants in the DR&D projects annually.

Measures of Success #2

- A. Training methodologies to show individuals the beneficial output of each application as well as construct a training plan for each application are accomplished annually.
- B. DR&D staff of four countries to receive training in the use of the new software applications annually.

Objective #3: The DR&D Process: Locate, rescue and digitize all available historic environmental data and making those data readily available and useful to everyone

Measures of Success #1

- A. Develop a new DR&D implementation plan for each of the 14 overseas sites during 2011. The plan must be at a level of detail to identify existing technical problems, costs for replacement equipment and travel of one or more IEDRO DR&D experts.
- B. Construct a new Memorandum of Understanding during 2011 between each the Data Owner and IEDRO wherein the Data Owner agrees to allow their rescued and digitized data to be placed in an open and unrestricted world data base (such as NOAA's NCDC).
- C. Establish a DR&D Prioritization Methodology in 2011 to identify those data and data locations most in need of DR&D, and promote establishing DR&D projects in those countries.

Measures of Success #2

- A. Identify at least six new countries each year that may be interested in DR&D and solicit their interest. At least three will agree to begin a DR&D Project in 2011; four in 2012; five in 2013; seven in 2014 and ten in 2015.

Measures of Success #3

- A. Complete the IEDRO DR&D Procedures Document outlining the entire process and identify key vulnerability points with recommendations of alternatives.
- B. Develop new methodologies and procedures to rescue and digitize data by beginning at least two new efforts annually, such as the Strip Chart Digitization Project, Weather Wizards, Headquarters Alpha-numeric digitization group, digitization groups in other locations, etc.
- C. Establish a PTS to show all IEDRO efforts in DR&D and our success and failures. PTS is updated monthly.

Objective #4: Sustainability: Provide the human and financial resources to expand DR&D to new countries, maintain and expand existing DR&D operations and ensure the viability and growth of IEDRO as a major proponent of DR&D throughout the world.

Measures of Success #1

- A. Increase the sources of major IEDRO funding by one each year through 2015.
- B. Using 2010 as the base year, increase overall IEDRO funding by 20% each year.
- C. Using the IEDRO DR&D Procedures Document, identify the personnel required to complete each step of the DR&D process and the funds required for equipment, training, travel, expendables, etc. for new sites.
- D. Entice one supplier of hardware/software to donate products to the DR&D effort annually.
- E. Increase the number of private donations received by 25% each year.
- F. Increase the number of total private donations by 25% each year.