



September 2, 2008

MEMORANDUM FOR THE RECORD

TO: NOAA Executive Panel Members  
Executive Management Team (EMT) Authors

FROM: Tim McClung  
NOAA Deputy Chief of Staff

SUBJECT: Guidance for Executive Management Team (EMT) Report Submissions

**General Information:** Every Monday morning the Under Secretary, or a designee, attends the Department of Commerce (DOC) Executive Management Team (EMT) meeting, led by the Secretary of Commerce or a designee. The purpose of the meeting is for every DOC Under Secretary to inform the Secretary of timely, high-level issues within their respective bureaus and identify how these issues relate to the Secretary's primary policy initiatives. NOAA's Program Coordination Office (PCO) compiles the EMT report each week for NOAA.

**EMT Composition Schedule:** EMT submissions are to be received by PCO *no later than* 5:00 PM ET each Thursday. **Late submissions will not be accepted.** PCO compiles the report late Thursday and early Friday of each week. The date on the EMT is the Monday (or the next business day in the case of holidays) of the next week. For example, submissions due by 5:00 PM ET on Thursday, June 19 will appear in the June 23 EMT (see below).

June 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



**Submission Format:** The timeframe for PCO staff to prepare the final EMT report does not allow for editing incorrectly prepared submissions. *The following submission guidance should be strictly followed.*

- ☺ **FORMAT/FONT** – Submissions must be provided in one Microsoft Word file using 12pt Times New Roman font. Font color must be black.
- ☺ **TITLE** – Submissions must be led by a short, informative title (ending with a colon). The title and the colon must be in **bold** print, followed by two spaces. All acronyms (with the exception of NOAA) must be spelled out the first time they are used with the acronym following in parentheses.

**Submission Content:** Submissions should contain relevant, timely, and concise information for the NOAA Under Secretary to raise to the Secretary. The submissions of the EMT report will be used by the Under Secretary as “talking points” to generate awareness of recent NOAA accomplishments and other items of interest.

- ☺ **IDENTIFYING GOALS** – Using the table below, each submission for the EMT report must be organized by and correspond to one specific initiative and goal within the Secretary’s policy initiatives (see below). To save time, Line Offices should state the initiative and goal number only. This information should be listed at the TOP of each submission in bold (e.g., **Environmental Stewardship, Goal: 4**).

**Secretary’s Policy Initiatives**  
(NOAA related)

<b>Initiatives</b>	<b>Goals</b>
<b>Environmental Stewardship</b>	<b>(1) Promote productive ecosystems (2) Ensure climate science is used for informed decision making (3) Demonstrate global leadership on environmental issues (4) Improve our environmental and marine infrastructure</b>
<b>Gulf</b>	<b>(1) Use a market and regionally driven approach to rebuilding the region (2) Contribute to a comprehensive development strategy (3) Avoid moral hazard in rebuilding the region (4) Advance economic prosperity</b>
<b>Competitiveness and Innovation</b>	<b>(1) Increase the return on investment in R&amp;D (2) Establish better competitiveness and innovation metrics (3) Promote best practices on competitiveness and innovation (4) Align economic development around regional innovation (5) Better understand regulatory and other costs to competitiveness and provide solutions</b>

- ☛ **TIMELINESS** – Submissions should discuss events that will occur during the week of the EMT report date, or any that occurred during the preceding week that could not have been anticipated (*e.g.*, response to a severe weather event). Submissions highlighting events a week or more ahead of the EMT report date may be submitted as a Weekly Report item.
- ☛ **CLARITY** – Submissions must be concise, composed for the right audience (*i.e.*, the Secretary and DOC bureau chiefs), free of technical jargon, and, when appropriate, coordinated across multiple line offices. Submissions must include dates, locations, and a list of principals involved (AA level and above). Ensure that the following questions are addressed in each submission: who, what, when, where and why? Similarly, ensure that the importance of the particular submission item and its likely outcomes are highlighted.
- ☛ **SUBMISSION IMPORTANCE/ORDER** – List the submissions within each goal *in order of importance* using the following color scheme:
  - RED** → hot/controversial topics, the Secretary must know (trouble may arise)
  - YELLOW** → important issues (especially bad news) on which to brief the Secretary
  - GREEN** → good news stories or examples of completed one-NOAA successes

Red and yellow items are the most likely to be discussed; green items typically serve as background for the Under Secretary. Submissions should not be numbered. In rare cases, PCO staff may re-order and/or re-categorize the submissions.
- ☛ **MEETINGS** – Do not report on attendance of conferences/meetings, unless the event(s) are of unusual National or international significance. Submissions regarding meetings should be written in an action-oriented manner (*e.g.* “NOAA Proposes Amendment to..”).

***Background/Significance Submission Content:***

- ☛ **BACKGROUND** (optional) – Submissions may include a short background section, although ideally the submissions will be self-explanatory. Any background section included must begin on a new line with the word “Background” in italics, followed by a colon and two spaces (*i.e.*, *Background:* ). Background content should be very brief, highlighting longer-term program related information that will increase the Under Secretary’s understanding of the item and his/her ability to brief on it.
- ☛ **SIGNIFICANCE** (highly recommended) – In *almost every case*, EMT submissions should contain a significance section highlighting ***cost, schedule, and performance*** related issues. Any significance section must begin on a new line with the word “Significance” in italics, followed by a colon and two spaces (*i.e.* *Significance:* ). The significance section should highlight why the item is important based on NOAA’s goals and mission in terms of cost (amount of money involved with the deliverable), schedule (are we on time with the deliverable), and performance (did we meet specific goals with the deliverable). Additionally, Administration and Congressional priorities and mandates

should be highlighted in the significance section, as should any items that may generate interest from the media, the Hill, or constituents.

- ☛ **MEDIA** – At the end of all submissions (following the contact information), please indicate what type of media, if any, is expected to be linked to the event. Some examples may include a local press release, a NOAA.gov news release, or local or national media in attendance. The media section must begin on a new line with the word “Media” in italics, followed by a colon and two spaces (*i.e. Media:* ).

***Supplemental Submission Guidance:***

- ☛ **PRINCIPALS** – Only NOAA leadership (Under Secretary, Assistant Secretary, Deputy Under Secretary, Deputy Assistant Secretaries, Assistant Administrators and Goal Team Leads) should be mentioned by name in a submission. Names of individuals below the AA/DAA/Goal Team Lead level should not be included; it is, however, appropriate to say “The NOAA Office of Global Programs hosted...” or “NOAA scientists published....” It is also appropriate to name an individual staff member when he/she is the recipient of a prestigious award, or in other rare/noteworthy cases.

- ☛ **NAMING CONVENTION** – The following titles should be used for principals:

Conrad C. Lautenbacher, Jr., Vice Admiral, U.S. Navy (Ret.), Under Secretary of Commerce for Oceans and Atmosphere

Dr. William Brennan, Assistant Secretary of Commerce for Oceans and Atmosphere

Mary M. Glackin, Deputy Under Secretary for Oceans and Atmosphere

Timothy R. Keeney, Deputy Assistant Secretary for Oceans and Atmosphere

Dr. William Brennan, Deputy Assistant Secretary for International Affairs

Dr. Jim Balsiger, (Acting) Assistant Administrator for Fisheries

John H. Dunnigan, Assistant Administrator for Ocean Services and Coastal Zone Management

Dr. Jack Hayes, Assistant Administrator for Weather Services

Dr. Richard W. Spinrad, Assistant Administrator for Oceanic and Atmospheric Research

Laura Furgione, Assistant Administrator for Program Planning and Integration

Mary Kicza, Assistant Administrator for Satellite and Information Services

Rear Admiral Jonathan W. Bailey, NOAA, Director, Office of Marine and Aviation Operations, and Director, NOAA Commissioned Corps

Rear Admiral Phillip M. Kenul, NOAA, Director, Marine and Aviation Operations Centers

**NOAA Goal Team Leads**

Steve Murawski, NOAA's Ecosystem Goal Team Lead

Chet Koblinsky, NOAA's Climate Goal/Program Team Lead

George Smith, NOAA's Weather and Water Goal Team Lead

Captain Steven Barnum, NOAA, NOAA's Commerce and Transportation Goal Team Lead

In submissions for the EMT, the various **NOAA Line Offices** shall be referred to as:

National Marine Fisheries Service  
National Ocean Service  
National Environmental Satellite, Data and Information Service  
Office of Oceanic and Atmospheric Research  
National Weather Service  
Office of Marine and Aviation Operations  
Program Planning and Integration

- ☺ **CONSTITUENCIES** – Submissions should identify the specific constituencies affected by the item. Simply referring to these parties as “industrial interests” or “the public” is not sufficient (*e.g.*, if a local sport fishery and a commercial fishery will both be affected by a single event or act of legislature, provide a concise statement of facts identifying both parties, summarize their concerns, and explain why they are important to the Department).
- ☺ **LINK TO THE NOAA STRATEGIC PLAN** – When possible, include the overall relevance of the submission to NOAA's mission and strategic goals. Additionally, relate the submission to any ongoing programs/projects directly associated with NOAA's mission and/or the NOAA Strategic Plan.
- ☺ **SENSITIVITY** – In some cases, items of great sensitivity will be submitted. For any items that are for internal or official government use only, please **MARK THEM ACCORDINGLY**.

**Contact(s) for Clarifications and/or Significance Inputs:** Each EMT submission item **must** end with contact information of person(s) who can provide additional clarification/supplemental information to PCO staff should the need arise during the editing process (Friday mornings). The contact information shall include name(s) and phone number(s) (land/cell) for individuals who will be available for coordination. E-mail addresses may also be provided; however, *the preferred and most effective method for coordination will be via phone*. It is imperative PCO staff be able to reach (by phone) individuals with expertise to properly clarify submitted items.

**Grants Update Section:** Updates on Grants are sent (through the Grants Management Division via Grants Online) as an attachment each week with the EMT report.

**Sending Submissions to PCO:** Submissions should be e-mailed in one attached Microsoft Word file (12pt Times New Roman font) to [emt.raw@noaa.gov](mailto:emt.raw@noaa.gov) no later than 5:00 PM ET each Thursday. The subject line of the email should use the following format:

Subject: {Line Office} {EMT} {Date}  
(e.g. NOS EMT Sep 26)

Please use the following naming convention for your attachment (similar to subject line):

Word file naming convention: {Line Office} {EMT} {Date}  
(e.g. NOS\_EMT\_Sep 26.doc)

Please do not send any other items with your EMT Word file submission. If you do not have any submissions to report, please send an email indicating "no report" in the subject line (e.g. NOS EMT Sep 26 – No Report). **Late submissions will not be included.**

***EMT Submission Examples (Red/Yellow/Green categorization not specified):***

**Gulf of Mexico Shallow-Water Grouper Closure:** NOAA Fisheries Service will close the Gulf of Mexico shallow-water grouper fishery on October 10, 2007. Landings data indicate the available commercial red grouper quota of 5.31 million pounds will be harvested on or before that date. Secretarial Amendment 1 to the Gulf of Mexico Reef Fish Fishery Management Plan (FMP) requires us to close the entire shallow-water grouper commercial fishery when either the red grouper quota or the shallow-water grouper quota is reached. The fishery will reopen on January 1, 2008. (Contact – Buck Sutter, 727-824-5301)

**Significance:** This action supports NOAA Fisheries Service's mandate to prevent overfishing and rebuild overfished stocks. The closure could be controversial with some commercial grouper fishermen because it will occur about one month earlier than last year's closure, despite efforts to slow harvest through commercial trip limits. Additionally, we closed the deep-water grouper fishery, in which some of the same fishermen participate, on June 23, 2007. Earlier landings data suggested the shallow-water grouper quota would be harvested prior to October 10, 2007.

However, landings were slowed by recent storm activity associated with Hurricanes Katrina and Rita, as well as by increased fuel costs.

**Media:** None.

**Marine Mammal Strandings in the Northeast Region:** Several marine mammal strandings occurred last week. A critically injured Risso's dolphin found at the Virginia-North Carolina border had to be euthanized. Additionally, five seals and one large whale, believed to be a minke, were found dead in Maine. Efforts are underway to collect as many samples as possible from the recovered carcasses to determine the cause(s) of mortality. One dead striped dolphin was also reported in Virginia on September 17, 2007. (Contact Dr. Teri Rowles, 301-713-2322)

*Significance:* NOAA Fisheries Service declared an Unusual Mortality Event for large whales in the North Atlantic in August 2007, following an above average number of fatalities reported during the month of July. We are particularly concerned about the number of stranded Risso's dolphins, and continue to monitor the situation. NOAA Fisheries Service is charged with protecting and conserving marine mammal populations, consistent with the requirements of the Marine Mammal Protection Act and the Endangered Species Act.

*Media:* None.

**NOAA Awards Contract to Seattle Shipyard to Convert New Ocean Exploration Ship:** On August 22, NOAA Marine and Aviation Operations awarded a contract for \$13.4 million to Todd Pacific Shipyards Corporation of Seattle, Washington, to convert the former U.S. Navy surveillance vessel *Capable* into a NOAA research ship that will explore the world's oceans. The Navy transferred \$18 million of its appropriated funds in FY2007. The funds will be applied to the conversion contract and a separate purchase of highly specialized on-board and shore-side equipment to connect expeditions at sea in real-time to teams of scientists, and to teachers and students ashore via satellite and high-speed Internet pathways. The shipyard's work is expected to be complete in the Spring or Summer of 2008. Once operational, the ship will support NOAA's Office of Ocean Exploration. (Contact Jennifer Hammond, 301-713-3418 x138)

*Background:* Congress mandated the ship be used solely for ocean exploration. It will be renamed *Okeanos Explorer* as a result of a nationwide ship naming contest. The location of the ship's homeport has not been determined. The governor of Rhode Island and the senators from the state of Washington have requested the ship be home ported in their states.

*Significance:* Per the Ocean Action Plan, acquiring a new ocean exploration vessel for NOAA is one way the Administration is enhancing the Federal government's oceanographic infrastructure.

*Media:* A press release was issued on NOAA.gov

**NOAA Hosts Annual Data and Information Users' Workshop:** On May 12-14, NOAA will host its 2008 Data and Information Users' Workshop in Asheville, NC. The theme of the workshop is "User Requirements for NOAA's Data and Information." Mary M. Glackin, Deputy Under Secretary of Commerce for Oceans and Atmosphere, and Mary Kicza, Assistant Administrator for Satellite and Information Services, will address approximately two hundred attendees including consultants, engineers, and personnel from insurance companies, news media, other government agencies, weather derivatives, reinsurance companies, and academia. NOAA will present new products and services and plans for the future, and breakout sessions will offer opportunities for discussion and analysis. (Contact Chuck Wooldridge, 301-713-3386)

*Significance:* This workshop is one of the primary forums for NOAA to interact with users of its data and information.

*Media:* Local press is expected to attend.