

NWS Strategic Plan

Vision 2005 - America's No Surprise Weather Service

October 21, 1999

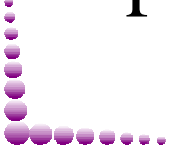
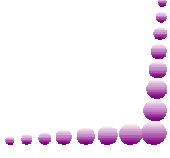


Why a Strategic Plan?





Importance of NWS Strategic Plan

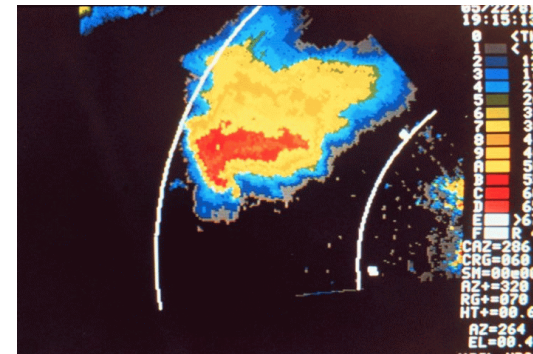
- We are enjoying a level of success, greater than ever before – and with this success comes rising public expectations.
 - We have nearly completed the modernization, but cannot take a well-deserved rest or technology, our customer base, and our reason for being will pass us by.
 - Quantifying our performance allows us to set goals for improving our services and meeting public expectations.
- 
- 

Importance of NWS Strategic Plan (continued)

- We must be as invaluable to our public, our customers and our partners as we can be or they will find another organization for the job.
- We can either lead the way in providing the nation's weather services or fall behind -- or even worse -- be replaced.
- America has the worst weather in the world and the best national weather service. Let's keep it that way.

NWS Mission

- Provide weather, water and climate forecasts and warnings:
 - ▶ To America
 - ▶ To protect life and property
 - ▶ To enhance the national economy
- Provide a national information database for:
 - ▶ Government agencies
 - ▶ Private sector
 - ▶ Public
 - ▶ Global community



NWS Vision

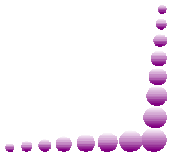
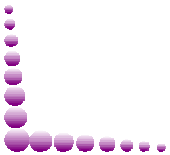
- America's no surprise weather service
- A world class team of professional who:
 - ▶ Produce and deliver quality forecasts you can trust when you need them most
 - ▶ Use cutting edge techniques
 - ▶ Provide services in a cost effective manner
 - ▶ Strive to eliminate weather related fatalities and improve the economic value of weather information

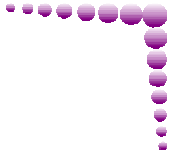





Vision 2005 and the Strategic Plan

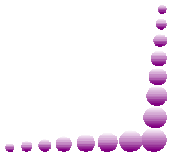
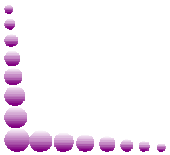
- NWS Vision is critical - it's where we must be in 2005 to ensure a healthy NWS
- Strategic Plan is extension of our vision - builds on current modernization to develop a service modernization





Why Should You Care About the Strategic Plan?

- As shareholders in the NWS, we are all responsible for its future and in making the NWS Vision a reality.



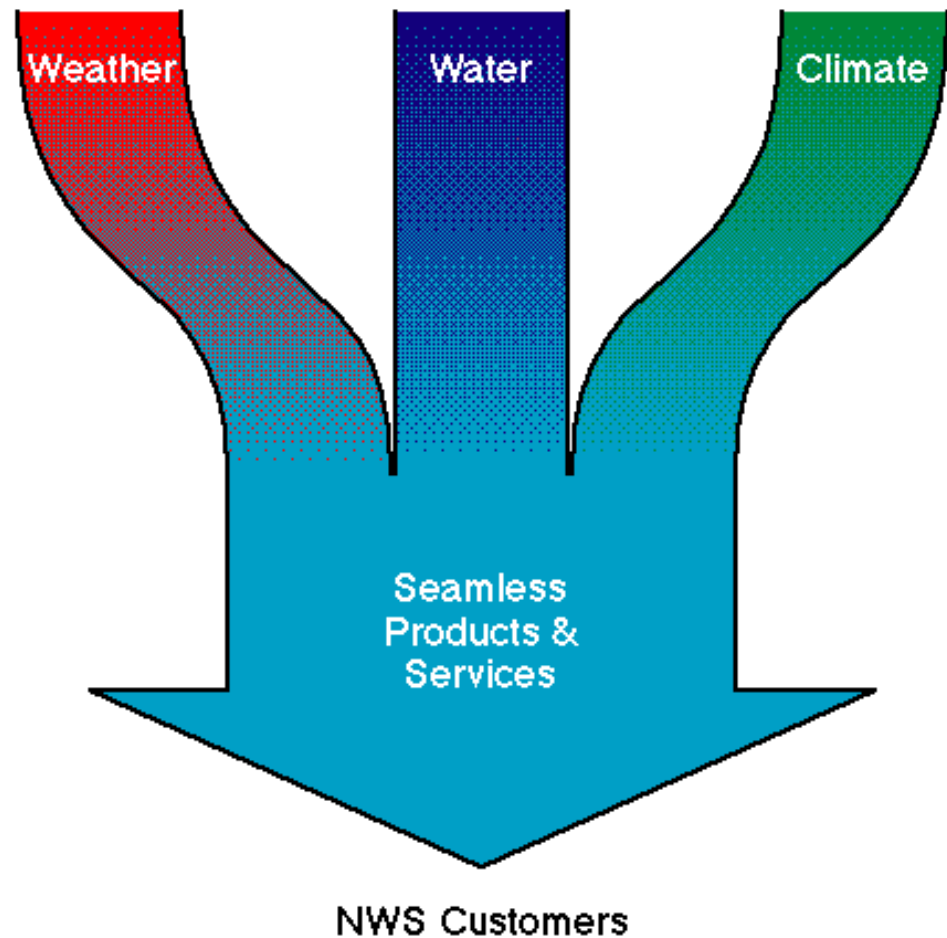


Content of Strategic Plan



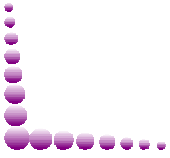
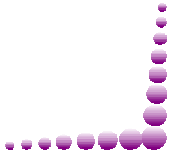
NWS Strategic Focus

Our focus through 2005 will be to build on the NWS modernization and provide a seamless suite of weather, water, and climate products and services with time scales ranging from minutes to years. These products will be relevant to user needs, accurate, and timely.



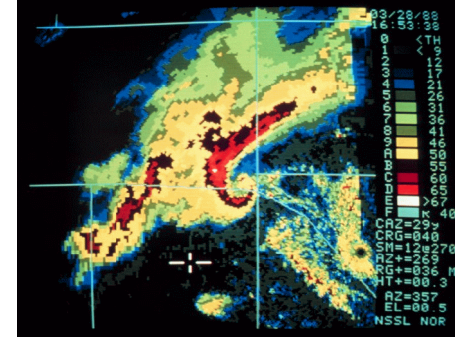


Interlocking Goals for Advancement

1. Deliver Better Products and Services
 2. Capitalize on Scientific and Technological Advances
 3. Exercise Global Leadership
 4. Change the NWS Organizational Culture
 5. Manage NWS Resources
- 
- 

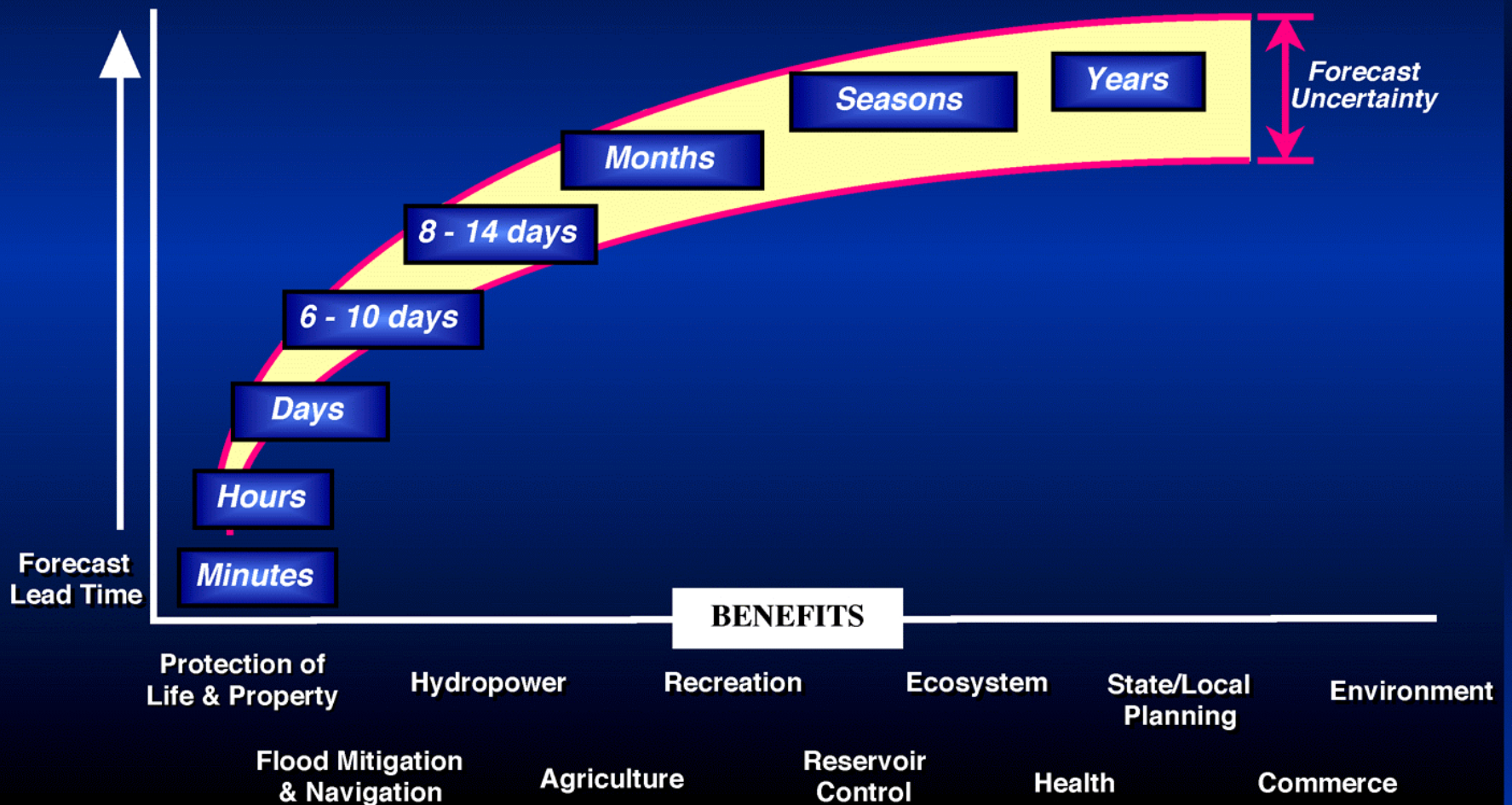
Deliver Better Products and Services

- Expand and improve the existing weather, water, and climate product and service line.
- Produce a seamless suite of products and services
- Nurture critical partnerships to provide effective and efficient delivery of NWS products and services
- Implement a customer service improvement program





Future NWS Seamless Suite of Forecast Products



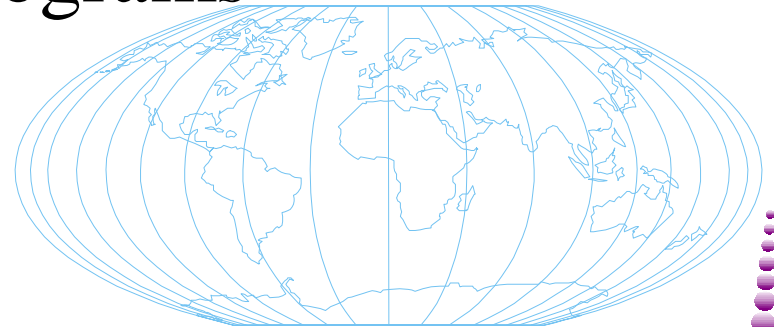
Capitalize on Scientific and Technological Advances

- Promote and guide research & development toward product & service improvement goals.
- Reduce time required to implement proven research & technology into operations.
- Improve data assimilation systems & numerical forecasts.
- Improve understanding & prediction of long-term climate variability.
- Prepare & disseminate NWS products in a form offering maximum flexibility to customers & partners.



Exercise Global Leadership

- Promote the open exchange of data and information worldwide
- Increase U.S. participation in international activities
- Foster national and international education efforts and technology transfer programs
- Continue U.S leadership of the International Tsunami and Volcanic Ash Programs

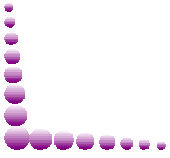
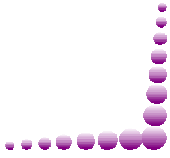


Change the NWS Organizational Culture

- Implement human resource and management practices to support Vision and Core Values
- Place decision and budget authority at the lowest and most effective levels
- Encourage, recognize, and reward innovation at all levels, especially for improved customer service
- Enhance professional development and training programs to include teamwork, leadership, diversity, EEO, customer service, and implementing change
- Capitalize on diversity of work force to improve participation, communication, and overall organizational performance
- Increase representation of women and minorities in NWS



Manage NWS Resources

- Implement integrated policy, planning, budgeting, assessment, and accountability system linking decision making and goals to program implementation and evaluation
 - Leverage information technology to improve cost effectiveness of NWS systems, programs, and operations
- 
- 

Summary

- NWS Strategic Plan is complete.
- Plan Focus: To build on modernization and provide a seamless suite of weather, water, and climate products and services that are:
 - **Relevant to user needs**
 - **Accurate**
 - **Timely**
 - **Improve Science & Technology Infusion**

