



# STRATEGIC PLAN

---

2023-2026



**Prepared by:**

Erica Webber, Chair, Strategic Planning Committee

Jasmin Graham, CEO

Carlee Jackson, Director

Ingrid Hyrycena, International Member (Brazil)

Camila Cáceres, US Member

Alicia Jensen, Major Donor

Kassandra Ford, Friend of MISS

**With the help of:**

Kim Newman, Strategic Planning Expert

**Reviewed by:**

Mary Rooney, Donor

Julia Cardone, Donor

Triana Arguedas, Member (US)

Buddhi Maheshika, International Member (Sri Lanka)

Lisa Whitenack, Friend of MISS (US)

Lauren Simonitis, Member (US)

Meghana Binraj, International Member (India)

Chuck Bangley, Friend of MISS (Canada)

# TABLE OF CONTENTS

---

- About MISS
- Our Mission
- Our Vision
- Meet Our Team
- How you can help
- Get In Touch



# ABOUT **MINORITIES IN SHARK SCIENCES (MISS)**

---

MISS is a nonprofit organization providing community and funded opportunities for gender minorities of color who wish to enter the field of shark sciences. We aim to show that there are many gender minorities of color succeeding in and interested in this field.

We fundraise and apply for grants to create paid opportunities to attempt to knock down the financial barrier into marine and shark sciences. We encourage other organizations in our field to do the same.



# OUR MISSION

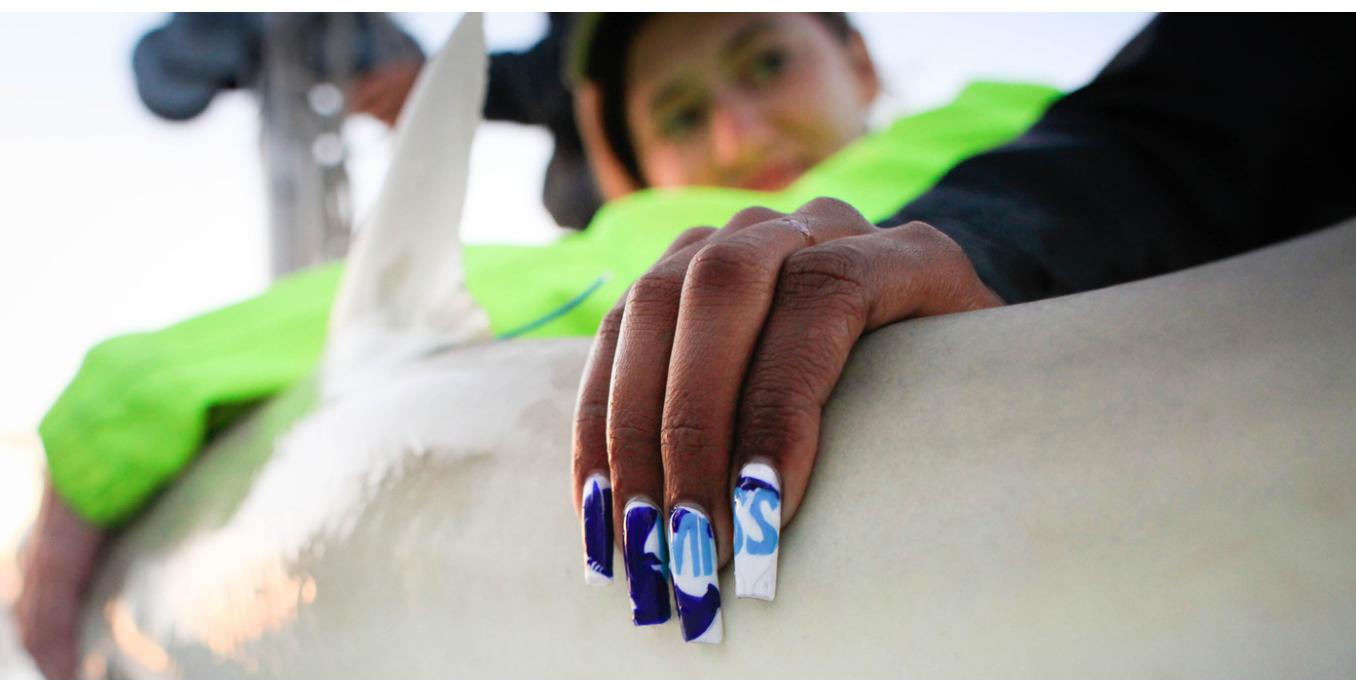
---

To advance the field of shark, ray and other marine sciences by challenging the status quo of underrepresentation of gender minorities from historically-excluded communities of color and the Global South and providing accessible and equitable pathways to research, conservation, and education.

# OUR VISION

---

Equitable representation of gender minorities from historically-excluded communities of color and the Global South in shark, ray and other marine sciences is the norm rather than the exception.



# MEET OUR STAFF



## Jasmin Graham

President/CEO, Co-founder

Before MISS, Jasmin worked at Mote Marine Laboratory where she was the project coordinator of their MarSci-Lace project. She has a bachelors in marine biology from the College of Charleston and an MSC in biological sciences from masters from Florida State University. She brings program development and management, grant writing, and leadership experience to MISS. Jasmin researches elasmobranch ecology and evolution with a special focus on sawfish. She is motivated and dedicated to making science more accessible for everyone.

## Carlee Bohannon

Director of Communications, Co-founder

Carlee is a shark and sea turtle scientist with an M.S. in marine biology from Nova Southeastern University. Her interests lie in how different human activities and urban development affect sharks and their habitats. Carlee brings social media and outreach experience to MISS. She is very passionate about research and field work, striving to contribute to the conservation of sharks and sea turtles. At MISS, Carlee manages marketing and communications, and assists with MISS program implementation.

## Tracey Books

Executive Assistant

Tracey works for the Center for Aquatic Sciences in Camden, NJ. She is the program coordinator for their teen youth development program known as CAUSE (Community and Urban Sciences Enrichment). Tracey's skills in administration help MISS continue to expand! She manages our emails, onboards participants of our programming, and is a great facilitator for keeping communication open and organized.



# MEET OUR BOARD OF DIRECTORS



## Amani Webber-Schultz

Chief Financial Officer

Amani is a current PhD student at the New Jersey Institute of Technology where she studies shark functional morphology and swimming kinematics with a particular interest in how shark scales interact with the surrounding water. Amani also assists with teaching the Introduction to Shark Research Skills course at Field School Miami. During her time at MISS, she has learned (and is still learning) how to manage nonprofit finances including budget creation, tax compliance, and accounting.



## Jaida Elcock

Director of Public Relations

Jaida Elcock is a PhD student in the MIT-WHOI Joint Program. Her research is on shark movement ecology of basking sharks. Jaida is an avid science communicator across social media platforms and enjoys spreading her love of marine sciences to all who will listen. She brings knowledge of science communication, social media content creation, and public speaking experience to MISS. Jaida is incredibly excited to help other underrepresented students light a fire within themselves to fuel a passion for marine sciences.



## Paula Carlson

Director of Partnerships & Partnerships

Paula Carlson is Director of Husbandry at The Dallas World Aquarium, in Dallas, Texas. She is an active member of the Association of Zoos and Aquariums serving as Chair of the Marine Fishes Taxon Advisory Group and as a member of the Animal Population Management Committee. Paula is also a member of the IUCN's Shark Specialist Group where she is Co-Chair of the Aquarium Working Group. Paula sees her career as a calling and feels incredibly fortunate to be able to help create awareness for marine science and conservation.



## Erica Webber

Chair, Strategic Planning Committee

Erica Webber is the Director of Research Alliances at IBM (NYC) where she accelerates the translation of scientific discovery in artificial intelligence, quantum computing, cybersecurity, and cloud computing into forward-thinking technology applications and services for enterprises. Erica has served as Board Chair and other leadership positions on several nonprofit boards. She is currently on the boards of World Trust Educational Services and ReHealth Collaborative, as well as on the advisory board of Workplace Pride. She also currently serves as Co-Chair of IBM's LGBTQ+ Executive Council.

# OUR GOALS



## GOAL 1

**Invest in the sustainability of MISS** by formalizing and continuously improving an efficient administrative, policy and financial structure, which will **serve as a global model for inclusion and longevity to other non-profit organizations**.

## GOAL 2

**Increase education and outreach in shark, ray and other marine sciences to K-12 audiences** by designing and delivering curricula, summer camps, interactive virtual events, social media, and targeted events, as well as increasing the reach within inner-city and low-income schools.

## GOAL 3

**Expand international research collaboration** by co-sponsoring research internships, creating international member events, and increasing international participation of members, mentors and Friends of MISS who speak other languages besides English.

## GOAL 4

**Increase and diversify fellowship and training opportunities** for scientists from historically-excluded communities of color and the Global South by establishing partnerships in and outside of the US with international members, collaborators and Friends of MISS.

# HOW WE PLAN TO ACHIEVE THOSE GOALS

## GOAL 1

**Invest in the sustainability of MISS by formalizing and continuously improving an efficient administrative, policy and financial structure, which will serve as a global model for inclusion and longevity to other non-profit organizations.**

- Develop an annual business plan by September 30th each year to outline key activities and measurable outcomes needed to accomplish the MISS Strategic Plan.
- Strengthen Board governance with training for board members, clear staff/board roles and responsibilities, clear board/staff communication process, and recruitment of members with needed skills sets such as HR, education and legal.
- Create and implement a sustainable staffing model to support MISS growth and impact.
- Develop an annual report for donors that provides information on how people were directly assisted by donated funds (numerics) for existing/potential donors, and consistently engage with donors and our audience across all platforms
- Improve our bookkeeping and donor/grant management systems

## GOAL 2

**Increase education and outreach in the shark, ray and other marine sciences to K-12 audiences by designing and delivering curricula, summer camps, interactive virtual events, social media, and targeted events, as well as increasing the reach within inner-city and low-income schools.**

- Increase reach within inner-city and low-income schools, including supporting K-12 teachers and students
- Create engaging programs/content for the general public
- Partner with other organizations which already offer summer camps

## GOAL 3

**Expand international research collaboration by co-sponsoring research internships, creating international member events, and increasing international participation of members, mentors and Friends of MISS who speak other languages besides English.**

- Make the MISS website available with options for other languages such as Spanish, Portuguese and French, and provide ADA accommodations
- Develop a global model for inclusion in shark, ray, and other marine sciences
- Increase how many FOM are international or have affiliations outside of the US
- Have a MISS meeting outside the US

## GOAL 4

**Increase and diversify fellowship and training opportunities for scientists from historically-excluded communities of color and the Global South by establishing partnerships in and outside of the US with international members, collaborators and Friends of MISS.**

- Increase number of collaborative projects supported by MISS
- Engage with shark and ray research agencies/aquariums world-wide to offer MISS students internship opportunities.
- Increase opportunities for MISS members to do research in safe and supportive labs/universities
- Increase community-building and professional development opportunities for MISS members
- Promote the Friend of MISS aspect of membership to increase engagement and provide mentorship to MISS members



# HOW YOU CAN HELP

## **Programs that need sponsors:**

- Annual Workshops: Approx cost \$15,000/yr
- Love the Oceans Fellowship: Approx cost \$8,000/yr
- Rockery Bay Fellowship: \$4,500/yr

## **Educational Supply Donations**

- Shark teeth
- 3D shark models
- Preserved shark specimens
- Textbooks (K-12 and college level)
- Field identification guides
- Marine themed children's books
- Dummy transmitters, tags or receivers
- Write in the rain notebooks or paper
- Tablets or laptops
- Microscopes or Microscope slides
- Dive gear, PADI online dive courses

**Endowment donation:** MISS hopes to create an endowment to ensure our future. If you are interested in donating to this endeavor, please email us!

**Intellectual Knowledge Donation:** If you are knowledgeable in nonprofit management, educational programming, or fundraising with would love some tips!

If you are interested in any of the above opportunities or have another idea to support us, please reach out.  
[execboard@misselasmo.org](mailto:execboard@misselasmo.org)



# GET IN TOUCH

## CONTACT US:

-  [www.misselasmo.org](http://www.misselasmo.org)
-  [execboard@misselasmo.org](mailto:execboard@misselasmo.org)
-  PO Box 10493, Bradenton, FL 34282

## FOLLOW US:

-  @miss\_elasmo
-  @miss\_elasmo
-  [facebook.com/misselasmo](https://facebook.com/misselasmo)
-  [linkedin.com/company/minorities-in-shark-sciences-inc](https://linkedin.com/company/minorities-in-shark-sciences-inc)

