

FISHERIES

Leadership & Sustainability

FORUM

Summer Flounder Goals and Objectives Workshop

Project Overview and Perspectives on Goals and Objectives

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Goals and objectives discussion: Setting the stage

- Project overview and timeline
- Terminology (*goals, objectives, strategies*)
- Perspectives from interviews (*context, use of goals and objectives*)



Goals and Objectives: Project overview and timeline



Process and Timeline

Fisheries Forum task: Support Council and Board discussion of revised goals and objectives

Phase 1: Gather feedback

Explore the range of ideas and perspectives
(September – October)

Phase 2: Synthesis

Synthesize feedback, FMAT recommendation
(October – November)

Phase 3: Workshop

Discuss, revise, and/or approve goals/objectives
(December)



Phase 1: Gather feedback (September – October 2015)

Focus: purpose, structure, content of goals and objectives;
relevance of current FMP objectives

Information sources

- Informal interviews (19 total; 10 state agency representatives, 9 volunteers)
- Online comment form (3 total; distributed to Demersal Committee, Summer Flounder Board, and Advisory Panels)
- Scoping comments related to goals and objectives, from comprehensive amendment scoping meetings



Informal interview questions

- **General purpose of FMP goals and objectives** (*How are they used? How should they be used? Who is the audience?*)
- **General structure of FMP goals and objectives** (*How broad or specific? Time horizon? Should they be prioritized?*)
- **Specific content for revised FMP goals and objectives** (*Priorities, values, issues, changes, trends, etc.*)
- **Relevance of current objectives**



Phase 2: Synthesis and FMAT Recommendation (November 2015)

Draft synthesis includes:

- ✓ Themes, questions, perspectives, context
- ✓ Ideas for revised goals/objectives
- ✓ Feedback on current FMP objectives
- ✗ Specific strategies and actions



Phase 2: Synthesis and FMAT Recommendation (November 2015)

4 main categories of feedback

- Biological sustainability
- Effective Council and Commission coordination
- Reasonable access
- Stakeholder values



Phase 2: Synthesis and FMAT Recommendation **(November 2015)**

FMAT review of draft synthesis:

- Recommended wording for “strawman” goal and/or objective
- Recommendations for structure (*e.g., should this be a goal or objective?*)
- Recommendations regarding content
- Recommendations for additional discussion (*tradeoffs, decision points, additional guidance*)



Phase 3: Final Synthesis Document and Goals and Objectives workshop (December 2015)

- Perspectives on goals and objectives
- Workshop discussion guide (*approach, possible outcomes, discussion questions*)
- Issue overviews and FMAT recommendations
 - Issue overviews (*what we heard*)
 - FMAT recommendation
 - FMAT discussion



Phase 3: Final Synthesis Document and Goals and Objectives workshop (December 2015)

- Perspectives on goals and objectives
- Workshop discussion guide (*approach, possible outcomes, discussion questions*)
- Issue overviews and FMAT recommendations
 - Issue overviews (*what we heard*)
 - FMAT recommendation
 - FMAT discussion



Goals, Objectives, and Strategies: What's the difference?



Goals, Objectives, and Strategies

Source: MAFMC Strategic Plan Facts and FAQs

GOALS

- Broad, long-term aspirations that stay relatively consistent over time
- *What aspirations will help us fulfill our mission and move toward our vision?*

OBJECTIVES

- Short-term goals with clearly defined milestones and metrics, can be periodically revised
- *What specific steps do we need to take to accomplish our goals?*

STRATEGIES

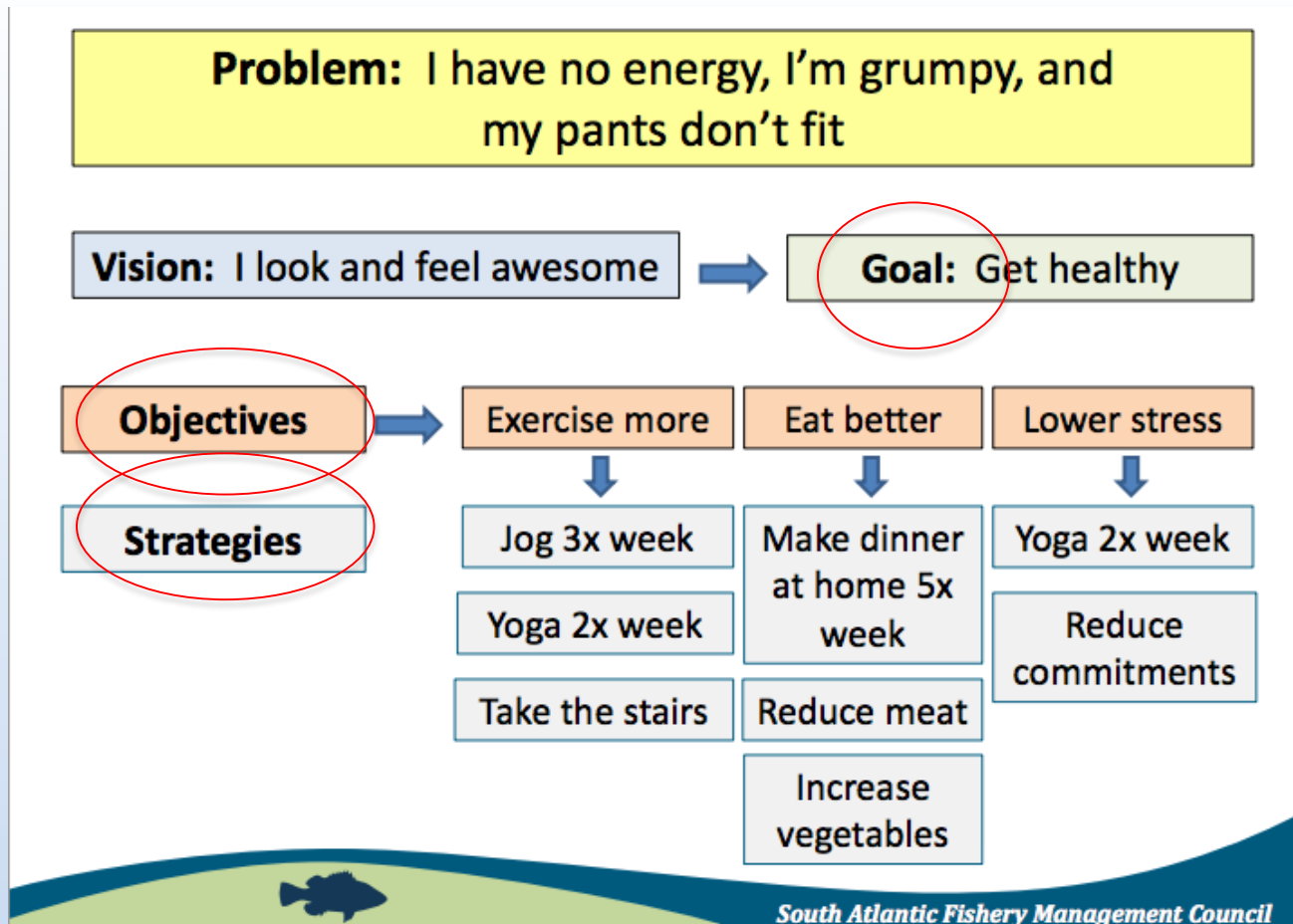
- Specific action items, or tactics, designed to help the organization achieve its goals and objectives
- *What are we going to do, how are we going to do it, and who will be responsible?*



Goals, objectives, and strategies

Example: SAFMC Snapper-Grouper Visioning

(Source: SAFMC Council Member Visioning Workshop, March 2013; Attachment 2b: Presentation on Strategic Planning)



South Atlantic Fishery Management Council



Goals, Objectives, and Strategies

Source: MAFMC Strategic Plan Facts and FAQs

✓ GOALS

- Broad, long-term aspirations that stay relatively consistent over time
- *What aspirations will help us fulfill our mission and move toward our vision?*

✓ OBJECTIVES

- Short-term goals with clearly defined milestones and metrics, can be periodically revised
- *What specific steps do we need to take to accomplish our goals?*

✗ STRATEGIES

- Specific action items, or tactics, designed to help the organization achieve its goals and objectives
- *What are we going to do, how are we going to do it, and who will be responsible?*



Goals and Objectives: Perspectives from interviews



General interview questions

- **General purpose of FMP goals and objectives** (*How are they used? How should they be used? Who is the audience?*)
- **General structure of FMP goals and objectives** (*How broad or specific? Time horizon? Should they be prioritized?*)
- **Specific content for revised FMP goals and objectives** (*Priorities, values, issues, changes, trends, etc.*)
- **Relevance of current objectives**



Perspectives on goals and objectives

- **Use (do you refer to them?)** From rarely to frequently; primarily for new actions and big decisions; more focus on outcomes and strategies
- **Vantage point:** Past, present, future
- **Audience:** Everyone...but primarily managers.
- **Time horizon:** Enduring but responsive; consistent with timeline for management and decision-making
- **Focus:** Goals are big, broad, overarching; objectives are more specific and action oriented



Management context

How has summer flounder management changed?

Fishery specific

- **Resource** (*e.g. stock status, availability*)
- **Fishery** (*e.g. effort, participation*)
- **Management** (*state quotas, commercial and recreational management measures*)

General

- **Management framework** (*MSA reauthorization, ACLs*)
- **Science, monitoring, data collection** (*also technology*)



Individual context

What factors might influence perspectives on goals and objectives?

- **Institutional history** (*Personal timelines for summer flounder management*)
- **State perspective** (*allocation, user group participation, geography*)
- **Individual background** (*appointee, state agency representative, proxy*)



Why do perspectives and context matter? Balance!

“The purpose of this workshop is to make progress toward revised goals and objectives that can accommodate different views while providing meaningful guidance and support.”

(Synthesis Document 1.2.4, Conclusions)



Questions?



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Original FMP Goals (Amendment 2, 1993)

1. Reduce fishing mortality in the summer flounder fishery to assure that overfishing does not occur.
2. Reduce fishing mortality on immature summer flounder to increase spawning stock biomass.
3. Improve the yield from the fishery.
4. Promote compatible management regulations between State and Federal jurisdictions.
5. Promote uniform and effective enforcement of regulations.
6. Minimize regulations to achieve the management objectives stated above.



Revised goals and objectives: What was considered? What was not?

- ✓ Communicate high level priorities
- ✓ Consistency (2007 MSA, Strategic Plans)
- ✓ Provide guidance and capture intent behind issues to be addressed in Comprehensive Amendment
- ✓ Flexible



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- ✗ Overly prescriptive, specific, or constraining
- ✗ Specific decisions and strategies to be considered as part of the amendment process (allocation, commercial and recreational management measures)



Why revisit goals and objectives now?

- Current FMP objectives adopted in 1993
- Identified as a priority during 2014 scoping
- Changing conditions: biological, social, economic
- References MAFMC 2014-2018 Strategic Plan
 - *Objective 11: Evaluate the Council's fishery management plans*
 - *Strategy 11.2: Review and update FMP objectives as appropriate to ensure that they remain specific, relevant, and measurable*
 - *Other goals, objectives, and strategies*

