



Draft 2020-2024 Strategic Plan

October 9, 2019

Background



2011-2012: Visioning Project



2012-2013: Development of 2014-2018 Strategic Plan



2014-2018: Strategic Plan implementation



Jan. – May 2019: Stakeholder outreach and data gathering for 2020-2024 plan



Aug. 2019: Council approval of strategic plan framework



Aug. 2019 – present: development of strategic objectives and strategies

Outline

- Context
- Vision, Mission, Core Values
- Goals and Objectives
- Discussion and Next Steps

Strategic Planning Rationale

A strategic plan is designed to enable the Council to...

- Identify, and proactively respond to, emerging challenges and threats to Mid-Atlantic fisheries
- Develop management systems that are responsive to changing fishery conditions
- Implement innovative management approaches to improve efficiency and reduce waste
- Clarify management goals for Mid-Atlantic fisheries
- Communicate more effectively with stakeholders
- Evaluate successes and failures and track progress over time
- Collaborate with management partners more effectively

Strategic Planning Landscape



Stakeholder Themes

**Communication
tools and
methods**

**Listen,
engage,
respond**

**Constituent
balance &
participation**

**Data accuracy
and credibility**

**Management
partner
collaboration**

**Fisherman
observations,
collaborative
research**

**Social &
economic data**

**Business &
community
sustainability**

**Forage
protection**

**Ecosystem
approaches to
management**

**Habitat
productivity &
protection**

**Process
transparency**

See Stakeholder Input Report for detailed summaries of themes

Draft Vision

Approved by the Council in August:

Thriving, sustainable marine ecosystems, fisheries, and fishing communities providing the greatest overall benefit to the nation.

Staff suggested modification:

Healthy marine ecosystems and thriving, sustainable fisheries and fishing communities providing the greatest overall benefit to the nation.

Draft Mission

The Council manages fisheries in federal waters of the Mid-Atlantic region for their long-term sustainability and productivity consistent with the national standards of the Magnuson-Stevens Fishery Conservation and Management Act. The Council is committed to the stewardship of these fisheries, and associated ecosystems and communities, through the collaborative development of effective, science-based fishery management plans and policies.

Core Values

-  **Stewardship**
-  **Integrity**
-  **Effectiveness**
-  **Fairness**
-  **Competence**
-  *Transparency*

Areas of Focus

Communication

- How the Council communicates to stakeholders.
- How the Council engages, educates, and solicits input from stakeholders.

Science

- How the Council uses data in its decisions.
- How the Council works with partners to address data needs.
- How the Council identifies and prioritizes data needs.

Management

- How the Council manages its fisheries to ensure sustainability and meet the goals of each fishery.

Ecosystem

- How the Council implements EAFM.
- How the Council partners to address ecosystem and habitat interests and impacts.

Governance

- How the Council makes decisions and operates.
- How the Council coordinates with management partners.
- How the Council addresses stakeholder concerns.

Draft Goal Statements

Communication

Engage stakeholders and the public through education and outreach that foster sustained participation in, and awareness of, the Council process.

Science

Ensure that the Council's management decisions are based on timely and accurate scientific information.

Management*

Develop effective management strategies that provide for sustainable fisheries and healthy marine ecosystems while considering the social and economic needs of fishing communities and other resource users.

Ecosystem

Support the ecologically sustainable utilization of living marine resources in a manner that maintains ecosystem productivity, structure, and function.

Governance

Ensure that the Council's practices accurately represent and consider fishery, community, and public interests through a transparent and inclusive decision-making process.

*Draft Management Goal

Approved by the Council in August:

Develop effective management strategies that provide for sustainable fisheries and marine ecosystems and consider the social and economic needs of fishing communities and other resource users.

Staff suggested modification:

Develop effective management strategies that provide for sustainable fisheries and healthy marine ecosystems while considering the needs of fishing communities and other resource users.

Draft Communication Goal

Engage stakeholders and the public through education and outreach that foster sustained participation in, and awareness of, the Council process.

Objective 1. Use a wide range of communication tools and methods tailored to meet the needs of target audiences.

Objective 2. Increase stakeholder participation in the Council process.

Objective 3. Broaden the public's understanding and awareness of the Council and its managed fisheries.

Draft Science Goal

Ensure that the Council's management decisions are based on timely and accurate scientific information and methods.

Objective 4. Collaborate with science partners and research institutions to ensure that the Council's science priorities are addressed.

Objective 5. Support the use of collaborative research to meet the Council's science, data, and information needs.

Objective 6. Promote efficient and accurate data collection, monitoring, and reporting systems.

Objective 7. Support the collection of relevant social and economic data and on-the-water observations.

Objective 8. Identify and prioritize the Council's research needs.

Draft Management Goal

Develop effective management strategies that provide for sustainable fisheries and healthy marine ecosystems while considering the needs of fishing communities and other resources users.

Objective 9. Strengthen state, federal, and interstate partnerships to promote coordinated, efficient management of fishery resources.

Objective 10. Adapt management approaches and priorities to address emerging issues and changing fishery conditions.

Objective 11. Ensure that management decisions consider social, economic, and community impacts and opportunities.

Draft Ecosystem Goal

Support the ecologically sustainable utilization of living marine resources in a manner that maintains ecosystem productivity, structure, and function.

Objective 12. Implement the Council's Ecosystem Approach to Fisheries Management (EAFM) as described in the EAFM Guidance Document.

Objective 13. Collaborate with management partners to develop ecosystem approaches that are responsive to the impacts of climate change.

Objective 14. Identify, designate, and protect habitat using an ecosystem approach.

Objective 15. Engage in the offshore energy development process to address impacts to Council-managed species and associated habitats.

Objective 16. Support the maintenance of an adequate forage base to ensure ecosystem productivity, structure, and function.

Objective 17. Develop management approaches that minimize adverse ecosystem impacts.

Draft Governance Goal

Ensure that the Council's practices accurately represent and consider fishery, community, and public interests through a transparent and inclusive decision-making process.

Objective 18. Maintain and open, accessible, and clearly defined process.

Objective 19. Engage management partners to promote effective collaboration and coordination.

Objective 20. Ensure that stakeholder interests are understood and addressed.

Objective 21. Promote training and development opportunities for Council members and staff to enhance organizational performance.

Communication

Tools and methods

Stakeholder participation

Education and awareness

Science

Planning for and addressing research needs

Collaborative research

Monitoring and reporting

Social and economic data

Priority setting

Management

Coordinated management through partnerships

Adapt to address new issues and changing conditions

Consider social/economic impacts

Ecosystem

EAFM Implementation

Climate change

Habitat

Offshore energy

Forage

Ecosystem impacts

Governance

Open, accessible process

Collaboration with management partners

Stakeholder interests

Member and staff training and development

Next Steps

October 9

Approval of draft Strategic Plan



October 16 – November 15

Public comment period



December Council Meeting

Presentation & discussion of public comment and approval of final Strategic Plan

QUESTIONS?

Vision Statement Alternatives

Alternative 1.1

Staff Recommendation

Thriving, sustainable marine ecosystems, fisheries, and fishing communities that provide the greatest overall benefit to the nation.

Alternative 1.2

Thriving, sustainable marine ecosystems, fisheries, and fishing communities.

Alternative 1.3

Healthy and productive marine ecosystems supporting thriving, sustainable marine fisheries that provide the greatest overall benefit to the nation.

Management Goal Alternatives

Alternative 5.1

Staff Recommendation

Develop effective management strategies that provide for sustainable fisheries and marine ecosystems and consider the social and economic needs of fishing communities and other resource users.

Alternative 5.2

Manage abundant, sustainable fisheries in a manner that considers the needs of fishing communities and other resource users.

Alternative 5.3

Develop management strategies that rebuild and maintain sustainable fishery resources and consider the social and economic needs of fishing communities.