



2019-2023 Strategic Plan

Proposed Timeline and Approach

October 11, 2017

Overview

- Background/context for development of 2014-2018 Strategic Plan (SP)
- Overview of 2014-2018 SP
- Proposed approach for development of 2019-2023 SP
- Discussion/Feedback

Discussion

- Feedback on proposed timeline and planning process
- Input on:
 - Issues you would like to see addressed in 2019-2023 SP
 - How can we improve the structure, organization, and utility of the plan?

Visioning Project

- Launched in 2011
- Followed period of intense rebuilding;
Council saw need to refine mgmt. strategies
for rebuilt fisheries
- Goals:
 - Engage stakeholders
 - Develop stakeholder-informed vision for Mid-Atlantic fisheries
 - Gather input for strategic plan

Data Collection Methods

Surveys

General

1,253
responses

Fishery-specific

1,048
responses

Roundtable Sessions



Position Letters

12
Letters

Mid-Atlantic Fishery Management Council



July
2012

Visioning and Strategic Planning Project
Stakeholder Input Report



MID-ATLANTIC
FISHERY MANAGEMENT COUNCIL

www.mafmc.org/strategic-plan

Theme & Recommendation Categories

Information and
Data

Management
Strategies

Economic
Challenges

Communication
and
Participation

Governance

Ecosystems

55 themes across
3 stakeholder groups

123 stakeholder
recommendations

Common Stakeholder Themes

Lack of confidence in the data used to inform management decisions

Insufficient stakeholder involvement in management

Confusion about jurisdictions, regulations, and authority of fishery management organizations

Need better communication and greater transparency in the decision-making process

Ecosystem and trophic interactions should be given more consideration

The Council is not set up to truly represent stakeholder interests

Pollution is degrading health of fisheries

Strategic Planning

- August 2012 – December 2012: Strategic Planning
 - SP Working Group (stakeholders and Council members)
 - 5 facilitated meetings
 - Participants developed a draft mission, vision, and 7 goals – objective – strategy sequences
- February 2013 – May 2013 - Staff review and revision
 - 7 goals consolidated to 4
 - Timeline reduced from 10 years to 5
- June – July 2013 – Public Comment
- August 2013 – Final SP approved

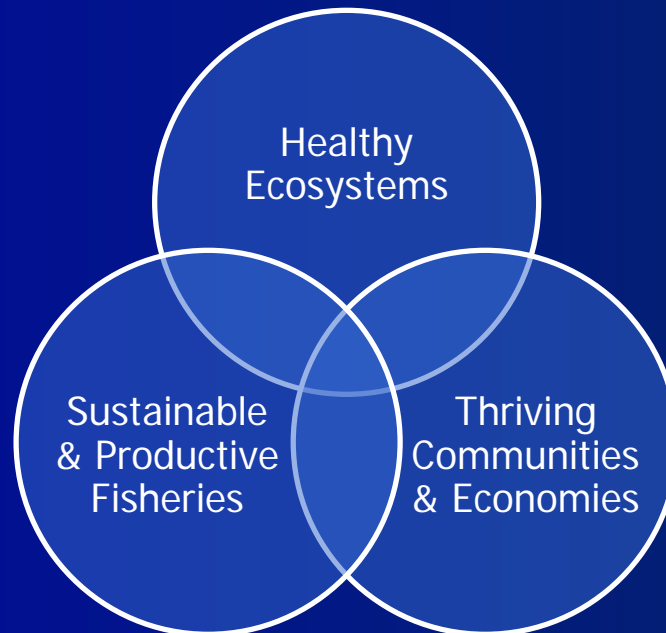
OVERVIEW OF 2014-2018 STRATEGIC PLAN ELEMENTS

Terminology

- **Vision:** Describes an ideal state for Mid-Atlantic fisheries and for the Council as an organization ("What do we want Mid-Atlantic fisheries to look like in the future?")
- **Mission:** Articulates the organization's fundamental purpose ("What do we exist to do?")
- **Goals:** Broad, long-term aspirations that stay relatively consistent over time
- **Objectives:** Short-term goals that can be measured with milestones and metrics; Can be periodically revised
- **Strategies:** Specific activities or actions designed to help the organization achieve its goals and objectives.

Council Vision

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



Council Mission

The Council manages marine 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 effective stewardship of these fisheries and associated habitats by incorporating scientific information and informed public input in transparent processes that produce fishery management plans and programs.

4 Strategic Goals

Communication

Engage, inform, and educate stakeholders to promote public awareness and encourage constructive participation in the Council process

Governance

Ensure that the Council's governance structures and practices **fairly represent** stakeholder interests, are **coordinated** with the Council's management partners, and include a **clear** and **well-defined decision-making process**

Science

Ensure that the Council's management decisions are based on **timely and accurate scientific data** that are analyzed and modeled in a manner that improves management performance and builds stakeholder confidence.

Management

Develop fishery management strategies that provide for **productive, sustainable fisheries**

Implementation of the SP

- Annual implementation plans include specific activities and “deliverables”
- Current format includes:
 - Deliverables (what we’ll accomplish)
 - Activity matrix (to show timeframe for ongoing actions/projects)
 - Action development checklist
 - Science and research needs

PROPOSED APPROACH AND TIMELINE FOR DEVELOPMENT OF THE 2019-2023 STRATEGIC PLAN

2019-2023 Strategic Plan

- Additional stakeholder input gathering
- Will build on elements of 2014-2018 plan
- Opportunity to review what is/isn't working with current plan

Visioning and Data Gathering

November 2017 – February 2018

- Stakeholder input gathering
 - Survey
 - Stakeholder meetings
 - Organization position letters
 - Possible advisory panel workshop
- Determine scope and role of contractor support in SP process
- Results presented at February 2018 meeting

Develop SP Framework

March – June 2018

- Strategic planning workshop – Executive Committee
 - Review vision and mission and refine if necessary
 - Develop goals and objectives

- Council review/approval of plan framework at June 2018 Council Meeting

Complete Draft SP

July – August 2018

- Complete draft SP, including strategies to achieve goals and objectives
- Additional Committee meeting if necessary
- Council approval of draft SP for public comment at the August 2018 meeting

Public Review of Draft SP

August – September 2018

- Draft SP distributed for public comment –
- Comments summarized for Council consideration prior to the October 2018 meeting

Finalize 2019-2023 SP

October 2018

- Review public comments and make revisions if necessary
- Adopt final 2019-2023 SP

Implementation Planning

- Council provides input on deliverables at October 2018 meeting
- Final 2019 Implementation Plan approved at December 2018 meeting

Mid-Atlantic Approach

The strategic plan **is**:

- Focused on **where** and **how** the Council can make the greatest progress toward achieving its vision
- Driven by stakeholder input
- Intended to be a living document

The strategic plan **is not**:

- A comprehensive work plan
- Designed to address all challenges and threats to Mid-Atlantic fisheries

Discussion

- Feedback on proposed timeline and planning process
- Input on:
 - Issues you would like to see addressed in 2019-2023 Strategic Plan
 - How we can improve the structure, organization, and utility of the plan