



Mid-Atlantic Fishery Management Council Visioning and Strategic Planning Working Group

*Marriott Courtyard Philadelphia Downtown
211 N. Juniper St.
Philadelphia, PA 19107*

Meeting Agenda: Monday, August 13, 2012

At the end of the meeting, participants will have:

- Convened as a functional working group;
- Acquired common understandings of the Visioning and Strategic Planning Project background and history;
- Discussed the *Charge to the Working Group* and defined the final products and timelines;
- Defined, agreed upon and aligned the Council's Core Values, Vision Statement and the mandated mission under the Magnuson-Stevens Fishery Conservation and Management Act of 2006
- Developed broad-brush themes that may function as the construct for strategic goals.

8:30 AM Registration and Check In

9:00 AM Welcome and Opening Remarks

Mr. Richard Robins, Chairman - MAFMC

- Discuss the purpose of the MAFMC strategic planning process and the reason for using collaborative decision making as the main construct.
- Present the "Charge" to the group and introduce the RESOLVE Team.

9:15 AM Introductions and Other Administrative Details

Mr. Adam R. Saslow, Senior Facilitator - RESOLVE

- Brief participant introductions
- Discuss the Pre-Valuation, the Code of conduct, the Agenda and other administrative topics.

10:15 AM Presentation and Discussion: The Convening Assessment

Mr. Adam R. Saslow, Senior Facilitator - RESOLVE

- Summarize the RESOLVE Convening Assessment and the themes that became apparent during the effort.
- Question and answer session

11:00 AM Presentation and Discussion: The Visioning Project

Mary Clark, Communications Program Coordinator - MAFMC

- Overview of the Visioning Project background, themes, and opportunities for integrating the Stakeholder Input Report in to the strategic planning process.
- Question and answer session

- 11:30 AM** **Core Values**
Facilitator: Mr. Adam R. Saslow, Senior Facilitator - RESOLVE
- Facilitated discussion of participants’ shared views, ethics, and principles.
 - Discuss the Council’s “Core Values” and the role that these values have in the fisheries management process.
- 12:15PM** **Lunch**
On your own
- 1:30 PM** **Vision Statement**
Facilitator: Mr. Adam R. Saslow, Senior Facilitator - RESOLVE
- Facilitated discussion of the attributes and content of pre-distributed sample Vision Statements from a variety of organizations.
 - Collaborate to develop three possible Vision Statements. The group will then combine elements of these to formulate a single Vision Statement for the Council.
- 2:30 PM** **Presentation and Discussion: Mission Statement**
Council Staff
- Review the legal foundations and key provisions of the Magnuson-Stevens Fishery Management and Conservation Act that shape the Council’s Mission.
- 3:00 PM** **Strategic Alignment: Core Values, Vision and Mission**
Facilitator: Mr. Adam R. Saslow, Senior Facilitator - RESOLVE
- Refine a table that depicts the basic elements of the Council’s Core Values, Vision, and Mission.
 - Discuss the alignment of these three elements and adjust them as needed.
- 3:15 PM** **Strengths and Weaknesses, Opportunities and Threats**
Facilitator: Mr. Adam R. Saslow, Senior Facilitator - RESOLVE
- Identify organizational strengths and weaknesses and external opportunities and threats.
- 4:15 PM** **Strategic Goals – The Ten Broad Themes**
Facilitator: Mr. Adam R. Saslow, Senior Facilitator - RESOLVE
- Review strategic goals from a variety of organizations.
 - Define up to ten broad themes for the later development of goals.
- 4:45 PM** **Review of Progress and Next Steps**
Mr. Adam R. Saslow, Senior Facilitator - RESOLVE
- Review the day’s progress and discuss a schedule for future meetings.
- 5:00 PM** **Adjourn**
Mr. Richard Robins, Chairman - MAFMC

The times in this agenda reflect the facilitator’s best estimation.



Charge to the Visioning and Strategic Planning Working Group

The stakeholder process will elicit meaningful discussion on complex fisheries issues, trends, opportunities and challenges for the Mid-Atlantic Fishery Management Council (“MAFMC”) as they relate to the Council’s activities over the next ten years.

Participants in this Visioning and Strategic Planning Working Group will work with our project facilitation team (RESOLVE) to build consensus on the strategic paths to take during the next 10-years. Members of the Working Group will identify a clear and concise vision that aligns with our statutorily defined mission as well as the core values of the organization.

The Strategic Plan will contain a series of **strategic goals** to guide our activities in the coming years. We will then develop a series of **objectives** that mark the pathway to achieving those goals and identify **performance measures** that will allow us to track our progress. The Visioning and Strategic Planning Working Group will also develop a companion document known as a **Tactical Plan** that will delineate a set of more specific activities over the next one to three years.

Mr. Richard Robins
Chairman

Dr. Christopher Moore
Executive Director