

Strategic Plan Framework

Caribbean Fishery Management Council

April 27-28, 2021



Overview

- Brief review of strategic plan components
- Sources of information
- General plan organization/structure
- Review and selection of draft Vision, Mission, Goal statements
- Review and approval of draft island-specific objectives as modified by DAPs

Strategic Plan Components

VISION

Desired future state an organization would like to achieve (aspirational)

MISSION

Fundamental purpose or focus of an organization and its approach to achieve its vision

GOALS

Broad outcome that helps an organization achieve its vision

OBJECTIVES

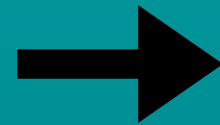
Specific, often measurable target that helps an organization achieve its goals; mini-steps or a subset of the goals

STRATEGIES

How an organization will meet an objective

Problem: I'm tired, I'm grumpy and my pants don't fit*

Vision: I look and feel fabulous



Goal: Get healthy

Objectives



Exercise more

Eat better

Lower stress



Strategies

Jog 3x week

Yoga 2x week

Take the stairs

Make dinner at home 5x week

Reduce meat

Increase vegetables

Yoga 2x week

Spend time with dog

Strategic Plan Components

VISION

What does the Council want U.S. Caribbean fisheries to look like in the future?

MISSION

Council's mandate for management under the Magnuson Act

GOALS

Big picture focus areas; describe the ultimate impact of the Council's work; necessary to achieve the Vision

OBJECTIVES

Specific and observable; describe intended results; can be directly linked to an issue or problem

STRATEGIES

The approaches the Council will take to meet its objectives

Sources of Information

- Council Vision Statement brainstorming session
- Stakeholder Input Report
 - District Advisory Panels (DAPs), Outreach & Education Advisory Panel (OEAP) and Council feedback and issue prioritization
 - Management partner outreach
 - Public Comment Form
- Island-Based Fishery Management Plans and previous public input

Stakeholder and Public Input Discussion Themes

**Management &
Operational Issues**

Resource Health

**Social, Cultural &
Economic Issues**

**Communication &
Outreach**

Strategic Plan Structure

Vision

Mission

Goal Statement Themes

Management • Ecosystem and Resource Health •
Social, Cultural & Economic Issues • Communication and Outreach*

PR Objective 1

PR Strategies

PR Objective 2

PR Strategies

PR Objective 3

PR Strategies

**STT/STJ
Objective 1**

STT/STJ Strategies

**STT/STJ
Objective 2**

STT/STJ Strategies

**STT/STJ
Objective 3**

STT/STJ Strategies

STX Objective 1

STX Strategies

STX Objective 2

STX Strategies

STX Objective 3

STX Strategies

*Communication and Outreach objectives apply to entire CFMC jurisdiction and are not island-specific

Vision and Mission

Vision Statement Alternatives

Healthy island ecosystems that support sustainable and resilient local fisheries and fishing communities.

Thriving and resilient island ecosystems, fisheries, and fishing communities that provide cultural, social, and economic benefits for all.

Healthy island ecosystems and sustainable, resilient fisheries that provide cultural, social, and economic benefits for all.

Mission Statement Alternatives

The Caribbean Fishery Management Council conserves, restores and manages fishery resources in the U.S. Caribbean consistent with the requirements of the Magnuson Stevens Act.

The Council is committed to the stewardship of these marine resources and supporting island ecosystems through collaboration and stakeholder input.

The Council is committed to advancing the collaborative stewardship of these fisheries and supporting island ecosystems through education, outreach, and stakeholder input.

The Council is committed to advancing the stewardship of these fisheries and associated island ecosystems through stakeholder outreach, education, and collaboration.

Goal Themes

Management Goal Alternatives

Develop management strategies that provide for healthy, sustainable island fisheries and fishing communities, and reflect local ecosystem productivity.

Advance management approaches that provide for healthy, sustainable fisheries, account for local ecosystem productivity, and consider the needs of island fishing communities.

Advance management approaches that promote healthy local fisheries and ecosystems, consider the needs of island fishing communities, and foster collaboration among management partners.

Ecosystem and Resource Health Goal Alternatives

Support ecologically sustainable uses that provide for healthy, resilient marine resources and maintain island ecosystem structure and function.

Promote sustainable utilization of local marine resources in a manner that maintains local ecological structure and function and provides for resilient fishery resources.

Advance ecosystem-based approaches that support healthy, resilient fishery resources and promote local ecological, productivity, structure, and function.

Social, Cultural, and Economic Goal Alternatives

Ensure that management decisions consider the unique characteristics and needs of island fishing communities while promoting fair and equitable resource use.

Promote fair and equitable resource use while considering the social, cultural and economic needs of island fishing communities.

Ensure that management decisions promote fair and equitable resource use and consider the unique social, cultural, and economic characteristics of island fishing communities.

Communication and Outreach Goal Alternatives

Engage a variety of audiences through education and outreach that fosters understanding of, and participation in, the Council process.

Engage, educate, and inform a variety of audiences to improve public understanding and participation in the Council process.

Foster engagement in the Council process through communication and outreach that informs and educates a variety of audiences.

Draft Island-Specific Management Objectives

General Observations

- Within each theme, overlaps in priority issues identified by the DAPs and Council result in similar island-specific objectives.
- Many priority issues are more appropriately addressed as island-specific strategies, or activities as part of an implementation plan.
- Ultimately, all U.S. Caribbean island districts are working toward same broad goals.

PR Draft Management Objectives

Support the development of accurate, timely, and cost-effective data collection, reporting, and monitoring programs. *(Seven potential strategies)*

Promote fisher involvement and other collaborative research approaches to meeting island-specific science and information needs. *(Five potential strategies)*

Ensure that management measures encourage regulatory compliance and foster effective enforcement. *(Three potential strategies)*

Collaborate with domestic and international partners to promote adaptive and efficient management that considers diverse community interests. *(Five potential strategies)*

STT-STJ Draft Management Objectives

Support the development of accurate, timely, and cost-effective data collection, reporting, and monitoring programs. *(Four potential strategies)*

Promote fisher involvement and other collaborative research approaches to meeting island-specific science and information needs. *(Six potential strategies)*

Ensure that management measures encourage regulatory compliance and foster effective enforcement. *(Three potential strategies)*

Collaborate with domestic and international partners to promote adaptive and efficient management that considers diverse community interests. *(Five potential strategies)*

Consider the potential impacts of climate change on the efficacy of management measures. *(Three potential strategies)*

STX Draft Management Objectives

Support the development and implementation of accurate, timely, and cost-effective data collection, reporting, and monitoring programs. *(Five potential strategies)*

Promote fisher involvement and other collaborative research approaches to meeting island-specific science and information needs. *(Five potential strategies)*

Ensure that management measures encourage regulatory compliance and foster effective enforcement. *(Three potential strategies)*

Collaborate with domestic and international partners to promote adaptive and efficient management that considers diverse community interests. *(Seven potential strategies)*

Draft Island-Specific Ecosystem and Resource Health Objectives

PR Draft Ecosystem and Resource Health Objectives

Implement the Fishery Ecosystem Plan as a roadmap for future Council actions to maintain the ecological relationships, roles, and services of Puerto Rico's island ecosystem. *(Five potential strategies)*

Identify, manage, and protect coral reef and other fishery resource habitats of Puerto Rico. *(Six potential strategies)*

Collaborate with management partners to address the impacts of natural disasters on ecosystem structure and function. *(Four potential strategies)*

Collaborate with management partners to address enforcement concerns that may affect ecological relationships. *(Three potential strategies)*

STT-STJ Draft Ecosystem and Resource Health Objectives

Implement the Fishery Ecosystem Plan as a roadmap for future Council actions to maintain the ecological relationships, roles, and services of the St. Thomas and St. John island ecosystem. *(Four potential strategies)*

Identify, manage, and protect coral reef and other fishery resource habitats of St. Thomas and St. John. *(Five potential strategies)*

Encourage efforts to create and rehabilitate fishery resource habitats that support ecosystem structure and function. *(Three potential strategies)*

Collaborate with management partners to address enforcement concerns that may affect ecological relationships. *(Two potential strategies)*

Collaborate with science partners to identify and address ecological data and information gaps. *(Three potential strategies)*

STX Draft Ecosystem and Resource Health Objectives

Implement the Fishery Ecosystem Plan as a roadmap for future Council actions to maintain the ecological relationships, roles, and services of the St. Croix island ecosystem. *(Five potential strategies)*

Identify, manage, and protect coral reef and other fishery resource habitats of St. Croix. *(Six potential strategies)*

Encourage efforts to rehabilitate and/or create fishery resource habitats that support ecosystem structure and function. *(Three potential strategies)*

Collaborate with management partners to address enforcement concerns that may affect ecological relationships. *(Two potential strategies)*

Collaborate with management partners to ensure that ecosystem approaches are responsive to climate and environmental change. *(Two potential strategies)*

Draft Island-Specific Social, Cultural and Economic Objectives

PR Draft Social, Cultural and Economic Objectives

Promote the collection of social and economic data that informs management decisions. *(Three potential strategies)*

Evaluate the social, cultural, and economic impacts of management decisions/actions across user groups. *(Four potential strategies)*

Promote efforts that support social and economic opportunity and stability across sectors and fishing communities. *(Three potential strategies)*

Consider the impacts of enforcement and illegal fishing in Puerto Rico on economic opportunity and social well-being. *(Two potential strategies)*

STT-STJ Draft Social, Cultural and Economic Objectives

Promote the collection of social and economic data that informs management decisions. *(Three potential strategies)*

Evaluate the social, cultural, and economic impacts of management decisions/actions across user groups. *(Two potential strategies)*

Promote efforts that support social and economic opportunity and stability across sectors and fishing communities. *(Three potential strategies)*

Consider the impacts of enforcement and illegal fishing on economic opportunity and social well-being. *(Two potential strategies)*

STX Draft Social, Cultural and Economic Objectives

Promote the collection and dissemination of social and economic data that informs management decisions. *(Four potential strategies)*

Evaluate the social, cultural, and economic impacts of management decisions/actions across user groups. *(Two potential strategies)*

Consider the impacts of non-regulation, enforcement and illegal fishing on economic opportunity and social well-being. *(Two potential strategies)*

Draft Communication and Outreach Objectives

Draft Communication and Outreach Objectives

Use a variety of communication tools that consider the social, cultural, and economic characteristics of target audiences in coordination with the OEAP. *(Six potential strategies)*

Promote participation of a variety of stakeholders in the Council process. *(Seven potential strategies)*

Improve public and stakeholder understanding and awareness of fisheries management, current issues, and the Council process. *(Eight potential strategies)*

Next Steps

- DAP review of potential strategies for island-specific objectives within each theme.
- OEAP review of Communication and Outreach strategies.
- Council approval of draft Strategic Plan for public review and feedback
- Review public input and suggested changes.
- Approval of final Strategic Plan
- Development and approval of Implementation Plan

Questions?

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