

Update on Five-Year Strategic Plan

Outreach and Education Advisory Panel
June 4, 2020



Outline

- Project overview
- Project status
- Next steps

What is a Strategic Plan?

- A plan to guide an organization towards a clearly stated set of goals
- Where are we going? (The destination or “vision”)
- Where are we right now? (The starting point)
- How will we get there? (The journey)
- How will we know if we’ve succeeded? (The checkpoints)

Sources: Young, 2001 (Perspectives on Strategic Planning in the Public Sector); Cascade Strategy blog (<https://www.executestrategy.net/blog/5-key-elements-strategic-plan>)

Why have a Strategic Plan?

- Establish priorities and future direction
- Allocate resources (staff time/ effort) effectively
- Plan for environmental uncertainty and/or change
- Decision support tool for the Council
 - Transparency for stakeholders regarding Council choices
 - Accountability in use of resources



Project Status

- August 2019: Strategic planning presentation, project approval
- January 2020: Project start; background research
- February/March 2020: Development of Strategic Plan Survey (online and paper)
- March 2020: Survey launch in English and Spanish (3/18/2020)
- April 2020: deadline extended (7/31/2020); survey emailed to Council & DAPs



Survey Purpose

- Determine current concerns and future priorities
- Solicit new ideas, suggested improvements
- Understand stakeholder definitions of success
- Clarify differences differences between islands (concerns, priorities, improvements)

Survey Design

- General information
 - Stakeholder roles
 - Island/region (**very important!**)
- Resource Health
- Cultural, Social and Economic Issues
- Management and Operational Issues
- Communication and Outreach
- Ecosystem-Based Management



How YOU can help the Council!

- Please spread the word about the survey!!!
- CFMC website homepage: <https://caribbeanfmc.com>
- Direct links to online survey
 - English: <https://www.surveymonkey.com/r/CFMC-strategic-plan>
 - Spanish: https://www.surveymonkey.com/r/CFMC-strategic-plan?lang=es_PR
- Online survey posted on CFMC Facebook and Instagram accounts
- Paper survey forms (English and Spanish) available from Council staff

Next Steps: Original Timeline

- Background research (January 2020) ✓
- Survey tool development (January-February 2020) ✓
- Survey administration/analysis (March-April/May 2020) In Progress
- Communication/public outreach (May-June 2020)
- Complete stakeholder input report (June-July 2020)
- Present results to Council & Council member workshop (August 2020)
- Present draft Strategic Plan to Council (December 2020)
- Public comment (December 2020-February 2021)
- Present public comment and final plan to Council (April 2021)

Next Steps: Adjusted Timeline

- Survey analysis/preliminary results (August-September 2020)
- Communication/public outreach (October 2020)
- Complete stakeholder input report (October-November 2020)
- Present results of input to Council (December 2020)
- Strategic planning workshop (March 2021)
- Present workshop results to Council (April 2021)
- Strategic Plan development (May-July 2021)
- Present Draft Strategic Plan to Council (August 2021)
- Public comment (September-October 2021)
- Present public comment and final plan to Council (December 2021)

Questions?