Does the Council want to consider a Visioning/Strategic Planning Exercise in 2020?
What is a Strategic Plan?

A plan to guide an organization towards a clearly stated set of goals.

- Where are we going?
- Where are we currently?
- How will we get there?
- How will we know if we’ve succeeded?
Why Have a Strategic Plan?

- Establish priorities and future direction
- Allocate resources (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
What Could this Project Look Like?

Define the Vision  →  Strategic Planning Workshop  →  Develop Plan  →  Review and Publish

Who can be Involved?

- Internal - Council members
- Hybrid - Council and direct stakeholders (SSC & AP Members)
- Public – Council, direct Stakeholders, general public
What Have Other Councils Done?

Mid-Atlantic Council
- 2014 - 2018 Extensive Public Visioning & Strategic Plan
- 2020 - 2024 Hybrid Strategic Plan

South Atlantic Council
- Extensive Public Snapper/Grouper Visioning
- 2016 – 2020 Snapper/Grouper Blueprint

Caribbean Council
- Beginning phase of public visioning
Feedback and Questions?