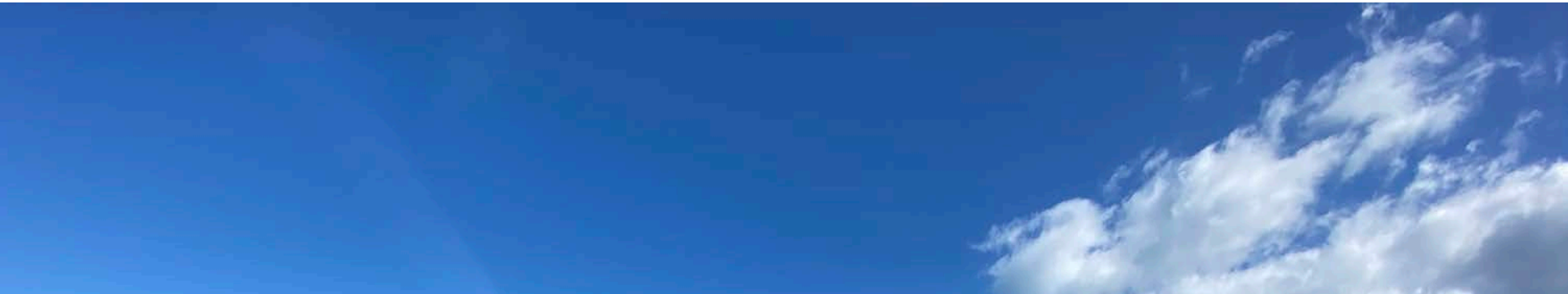




Tab G, No. 5b

**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?

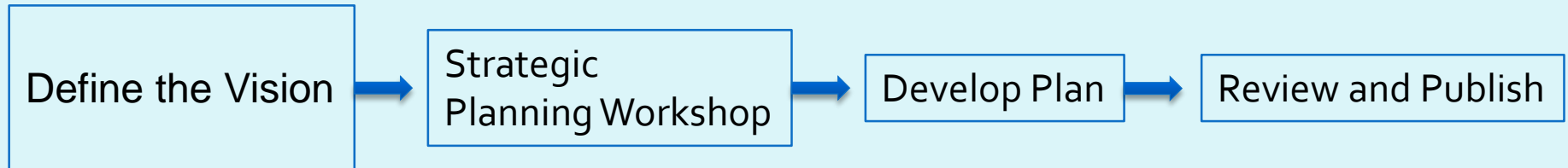


Why Have a Strategic Plan?

- 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?



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?

