

## Mid Atlantic Chapter of the American Fisheries Society Strategic Plan 2017-2019

*The mission of the Mid Atlantic Chapter of the American Fisheries Society is to improve the conservation and sustainability of fishery resources and aquatic ecosystems by advancing fisheries and aquatic science and promoting the development of fisheries professionals.*

This mission aligns with the American Fisheries Society's (Society's) mission. Similarly, the Strategic Plan of the MAC-AFS aligns directly with the Society's Plan. The 2017–2019 Chapter Strategic Plan does not specify operational actions but rather specifies strategies that include suggested actions. The Strategic Plan is a planning document and a framework for reporting accomplishments. The current strategic plan requires development and implementation of an annual operational work plan, proposed by the Chapter President<sup>1</sup> (implicit in this approach is that the work plan is developed prior to taking presidency, during President-Elect period and likely developed in consultation with the Executive Committee, especially the current Chapter President and Chapter past-President), to accomplish the goals specified herein. Specific action may be taken by any MAC Executive Committee officer, standing committee, technical committee, subunit, or individual member to achieve these goals. The work plan could be consulted prior to bi-monthly conference calls of the Executive Committee to measure progress and provide a convenient time to itemize accomplishments or plan action towards one or more goals.

### Goals

- **Science Goal:** Advance and promote fisheries, aquaculture, and aquatic sciences.
- **Education Goal:** Support education and professional development in fisheries, aquaculture, and aquatic sciences.
- **Communication Goal:** Disseminate fisheries science information.
- **Networking Goal:** Provide forums and networks to promote interaction among fisheries professionals and students.
- **Advocacy Goal:** Promote the fisheries profession and support evidence-based decision making for the conservation, development, and wise use of fisheries resources and aquatic ecosystems.
- **Governance Goal:** Practice good governance of the Society and its member units.

### Strategies

*The MAC uses a number of Strategies, closely aligned with the Society's, to accomplish these goals; each strategy may address multiple goals. The Chapter President's annual work plan should identify one (or more) strategies on which to focus.*

1. Organize and sponsor forums to present new findings and exchange ideas.  
*(Possible metrics: (1) Number of meetings, workshops, conferences, and symposia organized, (2) Number of informal gatherings or other networking opportunities organized, (3) Results of member satisfaction surveys, (4) Number of attendees)*
2. Provide continuing education opportunities with an emphasis on training and courses that are not commonly offered by academic institutions and/or that will be essential tools in the future.  
*(Possible metrics: (1) Number of courses; (2) Number of students; (3) Types of courses offered: quantitative skills, regulatory, social science/human dimensions of fisheries management, field and lab safety certification, field and/or laboratory methods, new and emerging topics, fisheries management; (4) Post-training reporting)*
3. Develop communication products and publicly accessible information to promote the value of fisheries, aquatic habitat, and fisheries sciences.  
*(Possible metrics: (1) Descriptions of information developed and how that information was communicated, (2) Potential number of people who received the information)*
4. Develop relationships, partnerships, and collaborations with other professional societies, conservation organizations, decision makers, and stakeholders to establish and promote mutual goals of fisheries science, education, and stewardship.  
*(Possible metrics: (1) Descriptions of relationships/collaborations developed and how those contributed to the advancement of Society priorities and shared interests of partner organizations)*
5. Provide online resources of value and interest to members and non-members to be the leading source of online fisheries science.  
*(Possible metrics: (1) Number of unique visits to website, (2) Engagement of visitors on the website, (3) Time spent per visitor on the website; (4) Number of scientifically based tweets generated and number of Twitter followers)*
6. Support and promote a fisheries professional certification program that is recognized as a distinguished mark of scientific excellence and expertise within and outside the Society.

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<sup>1</sup> Developed by President-Elect for introduction on first day of Presidency (e.g., late October).

*(Possible metrics: (1) Number of certified scientists, (2) Number of agencies or institutions that give credit for certification in hiring and promotion, (3) Number of re-certifications)*

7. Use innovative techniques such as surveys, focus groups, social media, and other means, to determine and respond to the needs, interests, and opinions of Society members.  
*(Possible metrics: (1) Blog entries, (2) Opinion surveys via website or social media, (3) Formal or informal focus group meetings; (4) Number of scientifically based tweets generated and number of Twitter followers)*
8. Embrace and adopt new technologies to enhance and expand the Society's education, communications, networking, and advocacy activities.  
*(Possible metrics: (1) Types and numbers of technology used)*
9. Enhance participation of students and professionals at all levels of the Society to assure member recruitment, retention, and leadership development into the future.  
*(Possible metrics: (1) Number of emerging leaders mentorship awardees, (2) Number of student awards, (3) Number of members in each membership category, (4) Proportion of student members that become young professionals, (5) Proportion of young professionals that become regular members, (6) Number and proportion of Chapter members who are Society members, (7) Development of membership database to support analysis, (8) Number and type (e.g., high school, undergraduate, graduate) of student subunits within parent Chapter)*
10. Promote ethnic, socio-economic, generational, and disciplinary diversity within the Society and the fisheries profession.  
*(Possible metrics: (1) Group membership statistics; (2) Group membership survey results; (3) Group annual meeting participation; (4) Number of plenary speakers who are female or members of underrepresented groups; (5) Number of specific groups, teams, or individuals contacted for participation)*
11. Recognize and acknowledge the achievements and contributions of members and partners through awards, special conference sessions, and other activities.  
*(Possible metrics: (1) Number and types of awards, (2) Number of awardees)*
12. Hold elections and convene regular meetings of elected officers to plan activities that advance the mission of the Society and provide sound financial management of assets, revenue, and expenses.  
*(Possible metrics: (1) Financial status, (2) Elections held, (3) Number of leadership meetings, (4) Audit report results, (5) Diversity and sizes of income streams, (6) Accuracy of approved budget estimates)*
13. Periodically review constitution, bylaws, and procedures manual and revise using appropriate procedures as necessary.  
*(Possible metrics: (1) Number and substance of new amendments passed, (2) Number of periodic reviews of documents)*