

**Mid Atlantic Chapter of the American Fisheries Society
Work Plan
2017-2018**

1. Organize and sponsor forums to present new findings and exchange ideas.

Suggested actions:

- a) Hold an annual meeting (AM^{footnote}); ensure meeting has diversity of topics, socials, networking opportunities, and events that facilitate interactions between students and fisheries professionals.
- b) Encourage student participation at AM by offering cost-effective attendance options and events that facilitate interactions between students and fisheries professionals.
- c) Provide student volunteer options that provides specific tasks and duties, and expectations. In exchange for service, students may receive hourly pay, free lodging, and/or attendance at AM.
- d) Help plan and organize the 148th Annual Meeting of the American Fisheries Society taking place in Atlantic City, New Jersey.

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,

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.

Suggested actions:

- a) Conduct quantitative survey to gauge member interest in continuing education (CE) activities to guide CE planning. More generally, solicit input for CE topics and get feedback on past courses.
- b) Sponsor, with at least partial financial support, one continuing education workshop as funds or other resources allow.

Possible metrics:

- (1) Participation level in quantitative survey.
- (2) Number of courses.
- (3) Number of students.
- (4) 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, GIS.
- (5) Post-training reporting (e.g., survey of attendees)

3. Develop communication products and publicly accessible information to promote the value of fisheries, aquatic habitat, and fisheries sciences.

Possible actions:

- a) Provide information on MAC website that promotes the value of fisheries, aquatic habitat, and/or fisheries sciences.
- b) Update MAC website with news items, governance documents, and links to other related content.
- c) Ensure at least one talk or poster at AM addresses this goal.
- d) Send information that meets this goal through MAC listserv.
- e) Develop content for newsletters (e.g., Northeast Fish Rapper).

Possible metrics:

- (1) Descriptions of information developed and how that information was communicated,
- (2) Potential number of people who received the information (e.g., website traffic statistics from webpages containing 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 actions:

- a) Consider holding AM jointly with other professional societies or conservation organizations.
- b) Invite stakeholders and decision makers to AM (e.g., Cabinet Secretary or Deputy Secretary of DE-NREC; Commissioner, Deputy Commissioner, or Assistant Commissioner of NJ-DEP).
- c) Develop a list of professional societies, conservation organizations, decision makers, and stakeholders with which members can network with in the coming years.

Possible metrics:

- (1) *Descriptions of relationships/collaborations developed and how those contributed to the advancement of Society priorities and shared interests of partner organizations*
- (2) *List of names as developed in c) above.*

- 5. Provide online resources of value and interest to members and non-members to be the leading source of online fisheries science.

Possible actions:

- a) Periodically update website home page content to attract traffic.
- b) Maintain website to provide relevant and timely information to members and non-members. E.g., voting on leadership and issues, meeting and workshop dates, online member and meeting registration, newsletters, updates on recent activities such as award winners and meeting highlights.
- c) Add at least one new scientific abstract or paper to website quarterly.
- d) Provide links to new and relevant Society publications on the MAC website.

Possible metrics:

- (1) *Number of unique visits to website,*
- (2) *Engagement of visitors on the website,*
- (3) *Time spent per visitor on the website;*

- 6. Support, manage, and promote a fisheries professional certification program that is recognized as a distinguished mark of scientific excellence and expertise within and outside the Society.

Possible actions:

- a) Results of continuing education quantitative survey administered in 2017 suggest many members are unfamiliar with the certification program – distribute information on this program through MAC website, listserv, and social media.
- b) Promote AFS Professional Certification Program and encourage members to become certified fisheries professionals.

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 actions:

- a) Conduct quantitative survey of members to gauge interest in continuing education opportunities.
- b) Conduct surveys to evaluate Chapter needs, interests, and opinions.

Possible metrics:

- (1) *Blog entries,*
- (2) *Opinion surveys via website or social media,*
- (3) *Formal or informal focus group meetings;*

- 8. Embrace and adopt new technologies to enhance and expand the Society's education, communications, networking, and advocacy activities.

Possible actions:

- a) Stay abreast of technological advances; use as appropriate.

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 actions:

- a) Create committees of MAC or subcommittees of the Executive Committee whose focus would center on various aspects of the MAC mission statement and work plan.
- b) Recruit members for committees formed in b) above.
- c) Conduct exciting annual AM with social and networking opportunities.
- d) Provide valuable content and services to members such as job postings, relevant literature, and continuing education opportunities.
- e) Identify ways to identify leaders and identify ways to foster their development.
- f) Support student subunits through grants, outreach, and participation with subunit members.
- g) Reach out to lapsed members.
- h) Poll members on interests and needs.
- i) Coordinate meeting logistics with student subunits.

Possible metrics:

- (1) Number of student awards,
- (2) Proportion of student members that become young professionals,
- (3) Proportion of young professionals that become regular members,
- (4) Number and proportion of Chapter members who are Society members,
- (5) Development of membership database to support analysis,
- (6) Number of Committees/Subcommittees established; number of members that join each committee/subcommittee, identification of chairs for each committee/subcommittee

10. Promote ethnic, socio-economic, generational, and disciplinary diversity within the Society and the fisheries profession.

Possible actions:

- a) Consider holding AM jointly with another society.
- b) Consider interdisciplinary talks at AM.
- c) Ensure AM addresses diverse topics and disciplines by encouraging multi-disciplinary talks and posters.
- d) Advertise AM among networks of diverse disciplines.
- e) Engage retirees and student subunits to broaden generational diversity.
- f) Target underrepresented groups and encourage membership and participation.

Possible metrics:

- (1) Number of plenary speakers who are female or members of underrepresented groups;
- (2) 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 actions:

- a) Award at AM best poster and best talk by a student. Promote on MAC website, social media, newsletters, and MAC listserv.

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 actions:

- a) Conduct annual elections at AM.
- b) Prepare annual work plan.
- c) Conduct bi-monthly conference calls with the Executive Committee.
- d) Participate in monthly conference call of the Northeast Division.
- e) At least once annually, evaluate budget and account balances.
- f) Develop a financial stability plan and investment policy to promote annual budget solvency and long term-chapter financial stability.
- g) Populate a finance committee.

- h) Develop a policy to determine how proceeds from investment portfolio will be used to further the mission of the MAC.
- i) Populate a financial stability and/or investment committee (maybe leverage the NED investment/finance committee). This/These committees shall promote diversification by selecting stocks, mutual funds, and cash from several asset classes. This/These committees will give special consideration to funds and companies whose objectives are consistent with the mission of the Chapter; this consideration shall not be construed as preventing investment in funds or companies that are at variance with the mission.

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*
- (7) *Meeting minutes*
- (8) *Account balance*

13. Periodically review constitution, bylaws, and procedures manual and revise using appropriate procedures as necessary.

Possible actions:

- a) Every five years, review and revise the MAC strategic plan (next review: 2019).

Possible metrics:

- (1) *Number and substance of new amendments passed,*
- (2) *Number of periodic reviews of documents*