FWS Fisheries Vision and Strategic Plan Development
Outline of Process, Schedule, and Deliverables

The Sport Fishing and Boating Partnership Council (SFBPC) has contracted with DJ Case & Associates (DJ Case) to assist the U.S. Fish and Wildlife Service (FWS) and the SFBPC in coordinating and conducting the Fisheries Program Vision/Strategic Plan Revision. To accomplish this task, the SFBPC, DJ Case and the subcontractor will work closely with the SFBPC Fisheries Issues Committee, FWS Fisheries staff, and wide range of stakeholders and partners in this process. Specifically the project involves 3 groups of fisheries expertise and experience:

1. FWS Fisheries Strategic Plan Team (FWS Team) consisting of 9 Assistant Regional Directors and/or their designees, and representatives from other FWS programs.
2. SFBPC Strategic Plan Steering Committee (Steering Committee) consisting of SFBPC Fisheries Issues Committee, the FWS Team, and representatives from the larger fisheries community.
3. FWS Fisheries Stakeholders and Partners (Partners) comprising the broad fisheries conservation community including states, tribes, other federal agencies, conservation organizations, research and academia, and private interests.

The SFBPC and DJ Case propose to conduct this project in three phases:

<u>Phase 1</u>: Revise FWS Fisheries Vision and develop Strategic Plan framework linked to vision (April - July 2012).

1. SFBPC and FWS Fisheries staff meet with DJ Case to agree on process, schedule of deliverables, and staffing responsibilities.
    a. Preliminary meeting with FWS Fisheries Leadership, March 22, 2012
    b. Second set of meetings April 22-25, 2012 with FWS leadership and others to initiate project.

2. Assemble SFBPC Strategic Planning Steering Committee.
    a. Steering Committee is the primary work group that DJ Case will staff. Steering Committee members represent a diversity of backgrounds and viewpoints, including representatives from states, tribes, industry, conservation community and academia.
    b. FWS fisheries issue white papers and other pertinent information collected and posted to web-based workspace for access by steering committee members.

3. The SFBPC and DJ Case assemble vision elements, drawing from previous visions/strategic plans, programmatic evaluations, and other published reports. The elements of a Strategic Plan Framework will also be assembled outlining how the Vision's broad constructs will be accomplished.

4. First meeting of Steering Committee to assemble preliminary vision draft and strategic plan framework.
    a. First steering committee meeting, June 6-7, 2012 in Washington DC, staffed and moderated by SFBPC Coordinator and DJ Case.
    b. Steering Committee will work to ensure draft Vision & Framework provides list of topic areas to generate discussion among partners on directions for FWS Fisheries, but does not feel like a done deal before the partners comment.
    c. Outcome: draft FWS Fisheries Vision and Strategic Plan Framework.

Phase 2: Ensuring Buy-in and Ownership of Vision and associated Strategic Plan Framework by partners (July - October 2012).

1. Review of draft Vision/Framework by FWS Staff, Stakeholders and Partners.
    a. Gain input from wide range of interests using existing professional meetings, face-to-face meetings of Steering Committee members with fellow stakeholders/partners, and series of electronic briefings. Ensure rigorous process for review by wide range of partners Include wide range of communication tools including conference calls, webinars, collaborative workspace, survey tools and on-line forums. For example:
        i. Stakeholder Input Sessions (held in association with existing related events/meetings, where possible to facilitate travel access)
        ii. Stakeholder Input Webinars
        iii. Stakeholder Input 1-on-1 Briefings
        iv. Collaborative workspace for Steering Committee document exchange.
        v. Electronic online commenting forums for participants to provide feedback on issues and view input from others (e.g., online stakeholder assessment question form).
        vi. Process description and other summaries will be used to keep FWS Directorate involved and understanding status.
    b. Develop face-to-face meeting list, appropriate meetings (FWS to provide list), and other outreach vehicles (i.e., 170 AFS contacts).

2. Revise Vision and Strategic Plan framework as required based on comments.
    a. DJ Case will track all comments received to ensure reviewers able to determine treatment of their recommendations.
    b. Outcome: revised FWS Fisheries Vision and Strategic Plan Framework.

Phase 3: Development of Final Vision and Draft Strategic Plan (November 2012 - February 2013).

1. SFBPC Coordinator and Fisheries Issues Committee, and DJ Case develop draft Strategic Plan based on Vision/Framework.

2. Second meeting of Steering Committee to finalize Vision and Strategic Plan Framework, and develop Strategic Plan.
    a. 2-day face-to-face Work Group wrap up meeting, staffed and moderated by DJ Case.
    b. Outcome: FWS Fisheries Vision and draft Strategic Plan.

3. Present final work products to SFBPC. SFBPC transmits to FWS Director.

Exhibits:

1. Invitation Letter to Fisheries Community
2. Steering Committee list
3. Fisheries Community Contact list