



## ***AFS 2020 Vision Strategic Plan for 2010-2014***

Eric Knudsen  
Past-President, Western Division and WA-BC Chapter AFS

### Strategic Plan Sections

- Preamble
- Worldview of the Fisheries Future
- AFS 2020 Vision
  - AFS Mission Statement
- AFS 2020 Goals, Objectives, and Strategies
  - Global Fisheries Leadership,
  - Education, and
  - Values of Membership



### Worldview of the Fisheries Future

*AFS will be the premier organization of fisheries-related professionals that:*

- Supports recruitment, training, and retention of professionals
- Promotes sound, science-based research, management, and aquaculture practices
- Interprets and transfers quality fisheries-related information
- Informs society on how human decisions alter the world's fisheries resources
- Provides forums for science-based solutions to local, national and global fisheries-related issues
- Supports integrated AFS Units
- Promotes diversity in the natural resources workforce
- Builds partnerships with other natural resource professional and scientific organizations to achieve common goals
- Supports adequate and stable funding for fisheries research and management

### AFS Mission Statement

*The mission of the American Fisheries Society is to advance sound science, promote professional development, and disseminate science-based fisheries information for the global protection, conservation, and sustainability of fishery resources and aquatic ecosystems*



### ***Goal 1: Global Fisheries Leadership***

- Objective 1.1: Promote fisheries conservation throughout North America and the world
  - Continue excellent conferences and meetings
  - Maintain excellence and expedience of AFS publications
  - Cooperate with global professional and conservation organizations
  - Help lead the World Council of Fisheries Societies
  - Increase funding and create endowments to support programs within AFS
  - Work to increase funding for fisheries programs, particularly critical research and monitoring
  - Build stronger partnerships with fisheries-related stakeholders,
  - Continue to pursue international relationships and establishment of additional units as needed worldwide.

### ***Goal 1: Global Fisheries Leadership***

- **Objective 1.2. Increase science-based fisheries conservation by increasing interactions with AFS members and government policy makers**
  - Use established guidelines for science-based advocacy
  - Communicate AFS goals for aquatic stewardship in resource advocacy more effectively
  - Increase policy activity by producing additional science-based position statements, conferences, books, and symposia on important fisheries topics
  - Use of more online communication tools
  - Facilitate the preparation of background documents for AFS policy statements
  - Communicate to key government leaders, NGOs and the private sector the importance of fish and their habitats to secure dedicated, sufficient funding
  - Develop an effective network to promote fisheries with local, state/provincial, regional and national legislators.

### Goal 1: Global Fisheries Leadership

- **Objective 1.3.** Promote fisheries conservation through development and dissemination of public outreach materials
  - Increase fisheries science and aquatic conservation-related outreach materials produced for non-scientists, teachers, and the public through diverse media
  - Collaborate with other groups to develop and disseminate outreach materials.
  - Increase attention to marine and estuarine issues by working with members and appropriate Units to address top priorities



### Goal 2: Education/Continuing Education

- **Objective 2.1.** Encourage educational institutions at all levels to maintain excellent academic programs in fisheries sciences and related disciplines
- **Objective 2.2.** Ensure that the fisheries professional certification program reflects the integration of many sciences relevant to fisheries while ensuring its recognition as a mark of scientific excellence and expertise
- **Objective 2.3.** Provide a wide array of continuing education opportunities using innovative methods to reach the widest possible audience of fisheries professionals

### Goal 3: Value of Membership

- **Objective 3.1.** Determine and respond to the needs and opinions of AFS members
- **Objective 3.2.** Enhance participation of students and professionals to assure recruitment, retention, and leadership into the future
- **Objective 3.3.** Promote diversity within AFS and the fisheries profession
- **Objective 3.4.** Develop innovative and cost-effective methods to make fisheries science and management information readily available to AFS members
- **Objective 3.5.** Practice good governance and organizational management

### Plan is on the AFS web site at

[http://www.fisheries.org/afs/docs/about\\_sp.pdf](http://www.fisheries.org/afs/docs/about_sp.pdf)

- Unit reports should follow the Strategic Plan
- Intent for a web-based reporting system

