



Cal-Neva Chapter of American Fisheries Society

2016 Strategic Plan

AFS Strategic Plan Goals

1. **Science Goal:** Advance and promote fisheries, aquaculture, and aquatic sciences.
2. **Education Goal:** Support education and professional development in fisheries, aquaculture, and aquatic sciences.
3. **Communication Goal:** Disseminate fisheries science information.
4. **Networking Goal:** Provide forums and networks to promote interaction among fisheries professionals and students.
5. **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.
6. **Governance Goal:** Practice good governance of the Society and its member units.

Cal-Neva 2016 Strategic Plan

1. Conduct Annual Meetings and plan future meetings
 - a. Co-sponsor 2016 Annual meeting with Western Division in Reno, NV (March 21-24, 2016).
 - b. Work with WDAFS to develop an MOU template for future collaborative meetings.
 - c. Select and negotiate locations for 2017 and 2018 Annual Cal-Neva Meetings.
 - d. Convene Planning Committee to prepare for 2017 Annual Meeting, led by President Elect.
2. Advance and promote fisheries, aquaculture and aquatic sciences
 - a. Support revision of Miller and Lea's Guide to California Marine Fishes
 - b. Provide forum for advancing and communicating science at annual meeting with multiple technical sessions and current issues
3. Support education and professional development.
 - a. Sponsor student subunits and support through grants, outreach and participation with subunit members.
 - b. Present at least 4 continuing education classes a year, at annual meetings and stand-alone courses.
 - c. Solicit input for continuing education topics and get feedback on past courses.
 - d. Provide travel grants to support participation of students and young professionals at annual meetings.
 - e. Promote the AFS Professional Certification Program and encourage members to become certified fisheries professionals.
4. Enhance communication on fisheries science and Chapter activities and AFS benefits.
 - a. Update Chapter website with format (consistent with new Society template if applicable), news items, governance documents, meeting minutes, links to other content.

- b. Newsletter prepared and distributed 3-4 times per year. Establish a standard schedule and template to streamline preparation.
 - c. Develop other novel communication strategies and social media, including existing Facebook page.
5. Retain and increase membership through outreach and benefits.
- a. Work with Society to update member database with current and recently lapsed members. Ensure that Chapter membership/dues can be selected on Society renewal page.
 - b. Reach out to lapsed members and non-member meeting attendees.
 - c. Poll members on interests and needs through town hall meetings and outreach
 - d. Communicate value and benefits of AFS membership to agencies and individuals.
 - e. Increase membership by public agencies by understanding agency policies and educating members of their rights for dues reimbursements and meeting attendance.
6. Provide forums for networking
- a. Annual Meeting socials and mentoring events
 - b. Plan one social mixer for Cal-Neva AFS, in conjunction with The Wildlife Society or other group.
7. Promote the fisheries profession and support evidence-based decision making for the conservation, development, and wise use of fisheries resources and aquatic ecosystems
- a. Fill vacant Conservation committee chair and members
 - b. Outreach to Western Division chapters and committees for ideas and support on advocacy.
8. Enhance effectiveness of Chapter Executive Committee.
- a. Fill vacant committee chairs (Bylaws and Nominations, Conservation, Historian, International).
 - b. Recruit additional members for committees.
 - c. Seek candidates for elected officer positions in timely manner – President, Secretary, and Treasurer.
 - d. Hold monthly meetings with timely distribution of agendas, minutes and action items.
9. Facilitate good governance of Chapter and streamline practices.
- a. Update the procedures manual and bylaws, working with the Society's Constitutional Consultant.
 - b. Prepare Annual Strategic Plan/President's Plan of Work.
 - c. Prepare 2-year Budgets, with goal of non-wasting investments.
 - d. Maintain sufficient financial reserves to pay for one annual meeting without any net revenue assumed.