

Strategic Planning for 2024-2027

March 21, 2022

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2024-2027 Strategic Planning

Guidance released 2/25 via email, available on Inside Sea Grant

National effort to be led by NSGO with input from the individuals from the NSGAB, the programs and external stakeholders

General process:

- Starting with existing 2018 - 2023 strategic plan
- Focus area leads identified in national office
- Assessing existing language for relevance, priority, needs for expansion, etc.
- Many listening sessions being planned

Concurrent but Iterative

Phased approach:

- Initial Engagement and Development
- Review
- Refinement and Finalization



Initial Engagement and Development

- Now!
 - through June for the national plan
 - through August for the individual program plans
- Concludes with an initial draft
 - Late **June** for the national plan, after a high-level summary of initial findings is shared with programs in **late May/early June**
 - Programs are asked to submit their initial drafts to their POs by Monday, **August 8**, but should be keeping their POs informed on stakeholder engagement and plan status throughout this phase



Initial Engagement and Development: Focus Areas



Healthy
Coastal
Ecosystems

Lacy Alison



Resilient
Communities
And
Economies

Elizabeth
Rohring



Sustainable
Fisheries
And
Aquaculture

Mark Rath



Environmental
Literacy and
Workforce
Development

Joshua Brown

National Plan Listening Session Webinars

March 29	Healthy Coastal Ecosystems - Goal 1 (5pm ET)
March 30	Whole Plan (5pm ET)
March 31	Environmental Literacy & Workforce Development - Goal 1 (5pm ET)
April 5	Resilient Communities & Economies - Goal 2 (5 pm ET)
April 7	Sustainable Fisheries & Aquaculture - Goal 1 (5 pm ET)
April 12	Resilient Communities & Economies - Goal 1 (5pm ET)
April 13	Whole Plan (1pm ET)
April 14	Environmental Literacy & Workforce Development - Goal 2 (5pm ET)
April 19	Sustainable Fisheries & Aquaculture - Goal 2 (5pm ET)
April 21	Healthy Coastal Ecosystems - Goal 2 (5pm ET)
May 4	Whole Plan (3:30 ET)

Review

- National plan review by network
 - opportunity for feedback late June-August
 - resulting in a second draft released in **late August/early September** prior to Sea Grant Week (September 11-15)
- Individual program plan review at NSGO
 - POs share written comments to program directors within approximately two weeks from receipt of draft
 - drafts will be shared with NSGCP Director and Strategic Planning lead for awareness on alignment



Refinement and Finalization

- National plan
 - final plan release targeted for **Friday, September 30**
- Individual program plan review at NSGO
 - final drafts submitted to POs by **Wednesday, October 26**
 - POs recommend approval to NSGCP Director, who makes final approval expected by **Wednesday, December 7**
 - PIER upload and website posting will continue through **January 2023**



Engaging Your Program Officer

- Ideally already engaged!
 - two-way sharing of progress on a regular basis
- POs are here to support your success
- Review and feedback



Resources

From the Office for Coastal Management

Preparing to Write Your Strategic Plan

Provides a pre-planning course of action for developing a strategic plan, including approaches for information collection and a process for sharing that information within the organization.

Writing Your Strategic Plan

Shows how to use the information collected through the *Preparing to Write Your Strategic Plan* guide to articulate vision statements, focused goals, and achievable objectives.

How to Write a Strategic Plan

Outlines 10 essential steps for developing a strategic plan and includes downloadable worksheets useful for gathering information and a slide template that, once completed, can be used to communicate the results to others.

Planning for Meaningful Evaluation

Describes a seven-step process for planning an evaluation of a project or program.

Writing SMART Objectives

A quick reference guide for writing clear and actionable objectives.

Office for Coastal Management

Strategic Planning Assistance



TECHNICAL ASSISTANCE

Support services are provided for key and priority regional partners embarking upon a strategic planning effort. Services include the following:

- Process design support for strategic planning processes
- Meeting facilitation
- Consultation with subject matter experts who can offer advice on planning processes and review draft plans
- Sample process agendas

INSTRUCTOR-LED TRAINING

VIRTUAL

Virtual – Planning Effective Projects

- Duration: nine hours over three days
- Course includes self-guided learning, live sessions, and optional technical assistance opportunities with an instructor.
- Participants come with a project in mind and are encouraged to attend with project team members.
- Participants learn how to conduct an assessment, use a logic model to plan a new project or reassess a current one, and prepare for a meaningful evaluation.

IN-PERSON

Planning Effective Projects

- Duration: two days
- Course includes self-guided learning, live sessions, and optional technical assistance opportunities with an instructor.
- Participants come with a project in mind and are encouraged to attend with other project team members.
- Participants learn how to conduct an assessment, use a logic model to plan a new project or reassess a current one, and prepare for a meaningful evaluation.

Thank you
Questions?

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