

Strategic Planning Process Q&As

The following questions were submitted to the feedback inbox or asked during the webinar for the network on 03/21/2022.

Are the things needed in a program's draft plan listed in the guidance or the slides?

Always refer to the Guidance on the [website](#). The slides are not meant to be exhaustive or an authoritative source.

What is the schedule of public listening sessions for the national plan?

Broadly-focused webinars

Please use the links below to register and then join the webinar. The following listening sessions are intended to receive input on the overall strategic plan.

Wednesday, March 30, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Wednesday, April 13, 1:00 pm Eastern, 11 am Pacific, 3 am Guam: [Register here](#)

Wednesday, May 4, 3:30 pm Eastern, 12:30 pm Pacific, 5:30 am Guam: [Register here](#)

Topic-specific Webinars

Please use the links below to register and then join the webinar. The following listening sessions are for specific topics within the strategic plan.

Habitat, ecosystems and the services they provide are protected, enhanced and/or restored. (Healthy Coastal Ecosystems Goal)

Tuesday, March 29, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

An environmentally literate public that reflects the range of diversity of the nation's coastal communities is informed by lifelong formal and informal learning opportunities. (Environmental Literacy and Workforce Development Goal)

Thursday, March 31, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Water resources are sustained and protected to meet existing and emerging needs of the communities, economies and ecosystems that depend on them (Resilient Communities and Economies Goal)

Tuesday, April 5, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Fisheries, aquaculture and other coastal and freshwater natural resources supply food, jobs and economic and cultural benefits. (Sustainable Fisheries & Aquaculture Goal)

Thursday, April 7, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Coastal communities use their knowledge of changing conditions and risks to prepare for and adapt to extreme weather and environmental events, economic disruptions and other threats to community well-being. (Resilient Communities and Economies Goal)

Tuesday, April 12, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

A diverse and skilled workforce is engaged and enabled to address critical local, regional and national needs (Environmental Literacy and Workforce Development Goal)

Thursday, April 14, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Natural resources are sustained to support fishing communities and industries, including commercial, recreational, subsistence fisheries and aquaculture (Sustainable Fisheries & Aquaculture Goal)

Tuesday, April 19, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Land, water, and living resources are managed by applying sound science, tools and services to sustain ecosystems. (Healthy Coastal Ecosystem Goal)

Thursday, April 21, 5:00 pm Eastern, 2 pm Pacific, 7 am Guam: [Register here](#)

Since DEIJA is a cross-cutting principle, will there be time in the listening sessions specifically for DEIJA?

DEIJA is a high priority for NSGO, so we intend to have a prompt for such input, but how much time is spent on the topic will be driven by the attendees.

What are the links for the resources you listed from the Office for Coastal Management (OCM) resources?

[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.

Is there any guidance on how to prepare a mission or vision statement?

Not directly from NSGO, but there are in the resources we shared from OCM.

You may want to revisit the [Congressional declaration of policy](#) from the National Sea Grant College Program Act, which informs our national mission statement.

Is there any range of target length for the state program plans? We realize that all programs are different, but how much detail are you looking for?

We have no specific requirements for length so long as your plan has the elements listed in the guidance. Do what you feel is best to position your program for success in implementation and evaluation.

Is there review process in OAR for the National Plan to be approved?

There is a policy under development that we believe we are compliant with. We will engage with OAR with the initial draft and expect to submit for approval.

Are programs expected to adopt goals from the national plan?

Just as with the 2018-2023 plans, individual program plans must align with national focus areas, goals, and performance measures and metrics. Alignment means you can adopt the national focus areas and goals just as they are written in the national plan, if that is appropriate for your program, or you can make some alterations and still have them cross-walk to the national elements. You can opt out of a national focus area if it is not well-suited for your program. You may also choose to have additional focus areas and other elements that are entirely unique to your program. Just ensure that as you make choices to diverge from the national plan that you are clear on the ramifications for uploading your plan elements into PIER, for reporting, and for evaluation with aligning your focus areas and goals to the national focus areas and goals; if you have any questions, please raise them to your program officer.

Should feedback about national performance measures and metrics go to NSGO focus area leaders or our program officers?

Although you can provide your thoughts to either, if you send your comments on performance measures and metrics to oar.sg-feedback@noaa.gov, we can ensure that all the folks who need to consider them receive this feedback.

Will the 2024-2027 performance measures & metrics be linked within the body of the strategic plan to specific Goals/Actions/desired outcomes so we can track progress within each focus area or will they still be grouped together as part of an appendix?

With regard to programs' individual plans, you can include performance measures and metrics information in the format that works best for you. Keep in mind that some performance measures and metrics are cross-cutting while others are tied to focus areas. Targets should not be provided within the text of the plan, as they are subject to revisiting and potential revision with more frequency than your strategic plan should be.

With regard to the national strategic plan, we will be starting with the current format (listing performance measures and metrics in an appendix), but you are welcome to share with us if you have suggestions for a more useful alternative.

The timeline says that in late May/early June programs will share feedback from their stakeholder engagement process; do you have a sense of what this will look like?

Not yet. We are working on providing an efficient method for programs to share what they have heard with NSGO. Your input is welcome on how best to do this!

Is NSGO most interested in the topics/content that we hear from our stakeholders OR are you more interested in the process we used?

We are interested in both. For the sake of the national plan, in late May/early June, we'd like to hear about what you've heard from your stakeholders. However, your program officer will be interested in understanding your process, at least by the time of their review of your initial draft plan.

Will input that NSGO gathers through the listening sessions and comment cards be available to the programs at some point, or will the NSGO simply release the new strategic plan, which will have incorporated the most salient points?

The summary that NSGO provides in late May/early June will share feedback gathered during our engagement phase so that the network has an indication of what we've heard before the first draft national plan is completed.

How will accomplishments & impacts connect/link to the strategic plan or will they?

They will be related just as they are now: each entry is connected to Focus Areas and Goals when they are added to PIER.

How does the state strategic plan final approval date of December 7 influence when the 2024-26 biennial research competition is advertised? Do we need to wait for final approval of the strategic plan before releasing the RFP?

We realize the timelines will overlap for some programs and we do not intend for programs that release their RFPs in the fall to be held up by the strategic planning process. If your program officer has been appropriately engaged, they should have confidence that your planning process to date is supporting the priorities your solicitation describes, and they should have no problem approving your RFP in a timely manner.