

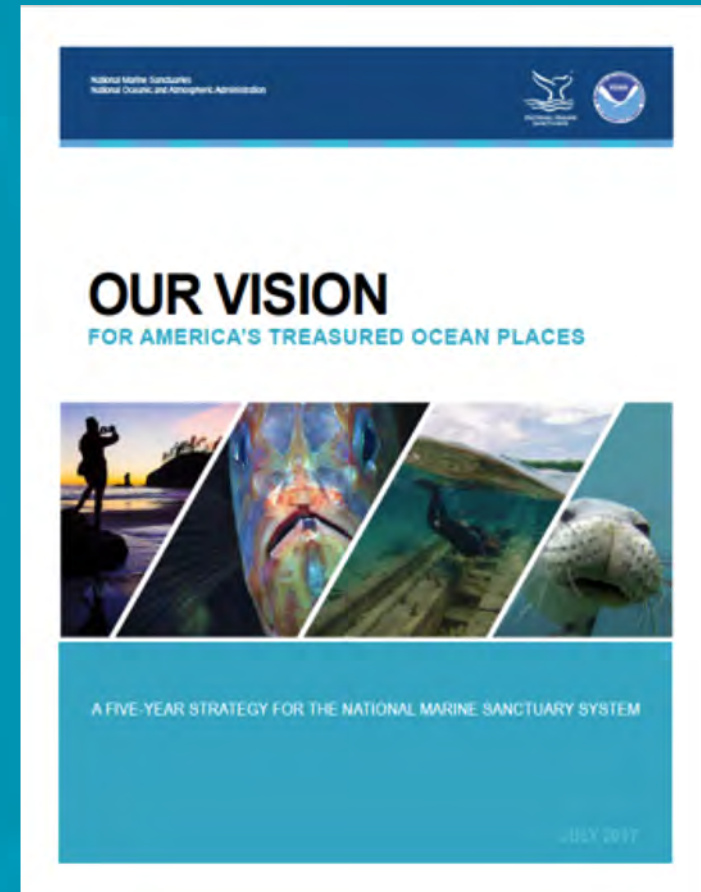


# Overview of ONMS' New Strategic Plan

**Monterey Bay National Marine Sanctuary Advisory Council**

**December 15, 2017**

- **Background**
- **Core Values**
- **Goals and Objectives**
- **Implementation**
- **Questions/Discussion**





## Background

What is this document for?

*“...we built this document to address four principal needs:*

- To convey to the American public our priorities over the next five years;*
- To provide focus and direction for our staff in a time of growth and transition;*
- To affirm our core values as an organization; and*
- To best deliver on NOAA’s responsibilities as stewards of nationally significant ocean places.”*

*- Core development team*

## Background

*The document will:*

- 1) Keep ONMS organized, effective and efficient in managing the Sanctuary System;
- 2) Concentrate people and resources on empowering communities to protect these important areas;
- 3) Improve coordination and dexterity within NOAA while expanding partnerships



### ABOUT THIS DOCUMENT

On behalf of NOAA's Office of National Marine Sanctuaries, thank you for taking the time to read *Our Vision for America's Treasured Ocean Places: A Five-Year Strategy for the National Marine Sanctuary System*. As the title suggests, this document is designed to set a five-year course for managing some of our nation's most amazing ocean and Great Lakes places. Charged with caring for more than 600,000 square miles, we have multiple responsibilities, finite resources, and increasing needs. And we are growing, as communities around the country recommend new areas for protection, we are responding. With that in mind, we built this document to address [four principal areas](#).

<b>ACTIONS</b> To convey to the American public the key actions we will take over the next five years.	<b>STAFF</b> To enhance focus and inspire our staff.
<b>VALUES</b> To affirm our core values as an organization, and	<b>STEWARDSHIP</b> To deliver on NOAA's responsibilities as stewards of nationally significant ocean places.





## Background

*The document will:*

- 4) Prioritize investments in our facilities, boats and visitor centers
- 5) Help plot the course for ONMS' 50th anniversary;
- 6) Make ONMS a more diverse and inclusive place to work.

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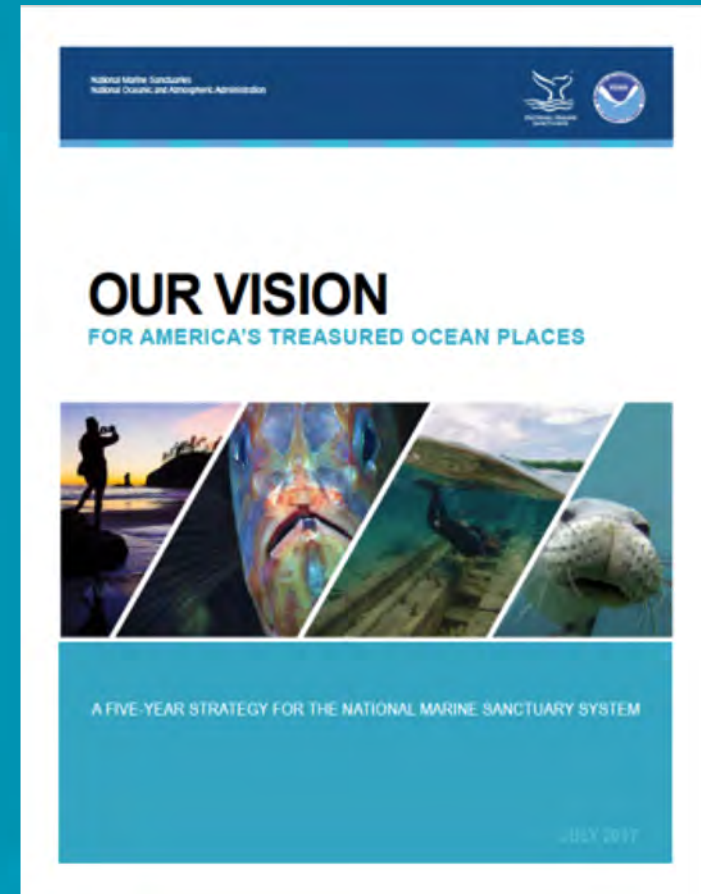
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## Our Vision for the Future

### Document Sections

- About Us
- About this Document
- Mission & Vision
- Core Values
- Goals
- Making it Happen





## Previous Vision:

The National Marine Sanctuary Program is a world class system of sanctuaries that protects the nation's natural and cultural marine resources for this and future generations and provides both national and international leadership for marine conservation

## New Vision:

A thriving Sanctuary System that protects our nation's underwater treasures and inspires momentum for a healthy ocean



## Previous Mission:

Identify, protect, conserve and enhance the natural and cultural resources, values and qualities of the National Marine Sanctuary System for this and future generations throughout the nation.

## New Mission:

We protect treasured places in the ocean and Great Lakes



## Core Values

Community

Conservation

Collaboration

Respect

Creativity

Accountability

Teamwork



## Core Values

### Community

We are dedicated to the communities in which we live and work. We connect with others who feel strongly about the future of our natural, cultural and historic treasures because together we keep these areas thriving.





## Core Values

### Conservation

We come from different places and backgrounds, but all of us are drawn to the ocean and Great Lakes. We are committed to leaving these places better than we found them because they are critical to communities and to a healthy planet.





## Core Values

### Collaboration

We join with a diverse and broad coalition of partners to pursue shared interests. Sanctuaries bring people together and build healthy partnerships.



## Core Values

### Respect

The communities and places in which we work reflect diverse cultures, values and ideas. We move forward by acknowledging the past and learning from our different cultural values and experiences.







## Core Values

### Creativity

New ideas and insights are essential to our success. We encourage innovation and flexibility to meet the unique needs of the sanctuary system.



## Core Values

### Accountability

We honor our commitment to the American public as stewards of their underwater treasures. We deliver results, practice transparency and strive to exceed expectations.



## Core Values

### Teamwork

Our success depends on the contributions from everyone on our team. We embrace our diversity of cultures, passions and talents, and foster a culture of trust, continuous learning and professional development.



## Strategic Goals

- 1) Ensure thriving sanctuaries and other ocean parks.
- 2) Safeguard more underwater treasures as sanctuaries.
- 3) Increase support for sanctuaries.
- 4) Deepen our understanding of sanctuaries.
- 5) Ensure the Office of National Marine Sanctuaries is a great place to work.



## Strategic Goals

### 1: Ensure thriving sanctuaries and other ocean parks.

1.1: Reduce threats to key species and marine habitats.

1.2: Protect significant maritime heritage resources.

1.3: Promote responsible human uses.

1.4: Promote resilience and adaptation.



## Strategic Goals

### 2: Safeguard more underwater treasures as sanctuaries.

2.1: Incorporate additional nationally significant resources into existing sanctuaries

2.2: Implement designation processes for new areas.

2.2: Implement designation processes for new areas.

2.3: Identify additional resources of national significance.



## Strategic Goals

### 3: Increase support for sanctuaries

3.1: Expand recognition of national marine sanctuaries.

3.2: Increase sanctuary engagement.

3.3: Create a vision for the next 50 years of sanctuaries.





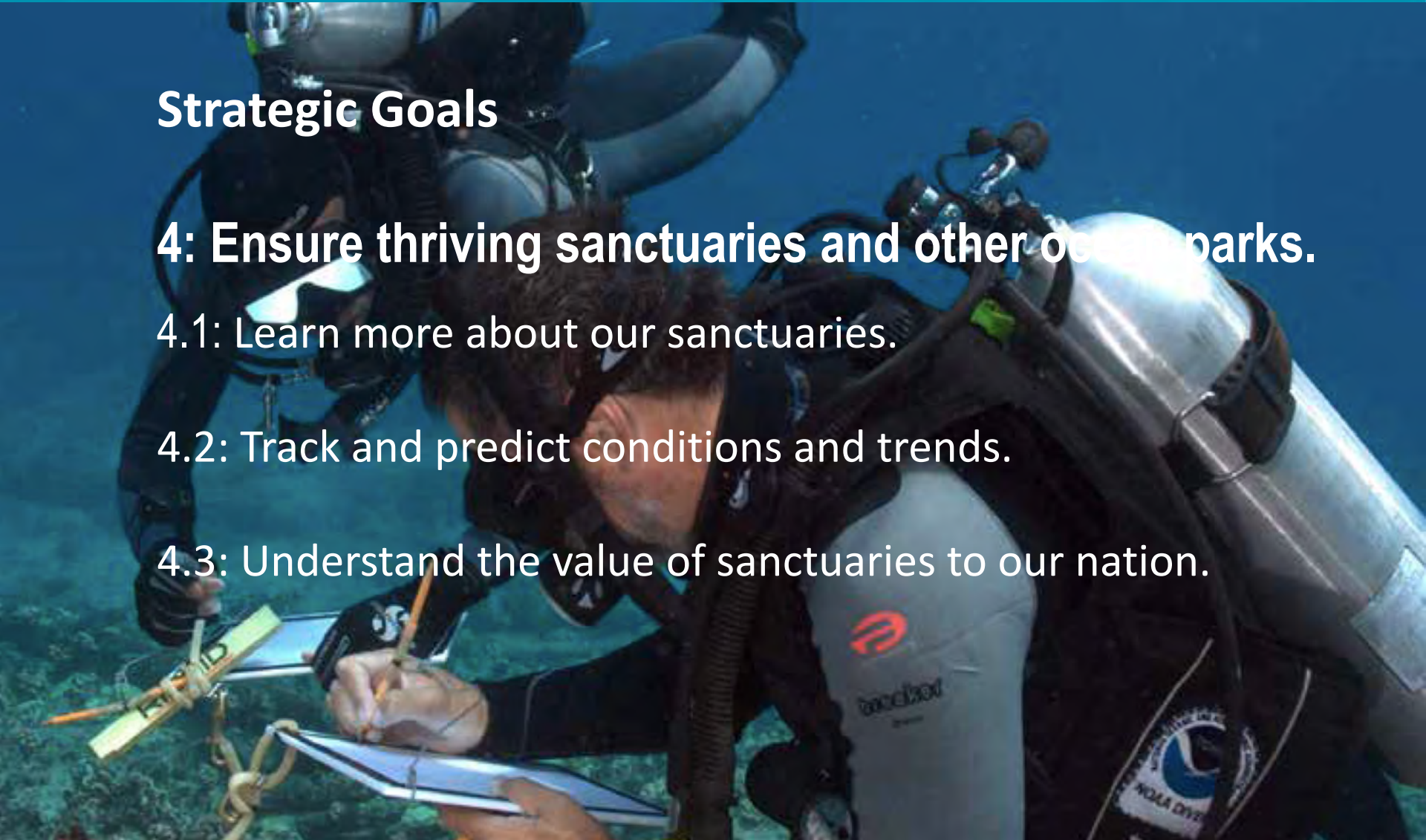
## Strategic Goals

**4: Ensure thriving sanctuaries and other ocean parks.**

4.1: Learn more about our sanctuaries.

4.2: Track and predict conditions and trends.

4.3: Understand the value of sanctuaries to our nation.





## Strategic Goals

**5: Ensure thriving sanctuaries and other ocean parks.**

5.1: Encourage a culture of collaboration, inclusion and respect.

5.2: Increase staff satisfaction and performance.

5.3: Invest in our people and their professional development.





## Making it Happen

1. Create an environment that invites our staff and partners to be active participants in achieving our mission, objectives, and priorities.
2. Prioritize the actions identified in existing planning documents that align with this strategy.



## Making it Happen

3. Align revisions to sanctuary management plans and employee performance plans with the intent of this strategy.

4. Use this strategy to guide future decisions, including resource allocation and staffing prioritization.





National Marine Sanctuaries  
National Oceanic and Atmospheric Administration

