

OUR VISION FOR AMERICA'S TREASURED OCEAN PLACES

A Five-Year Strategy for the National Marine Sanctuary System



DRAFT

*For Advisory Council Chairs' Webinar
September 19, 2016*



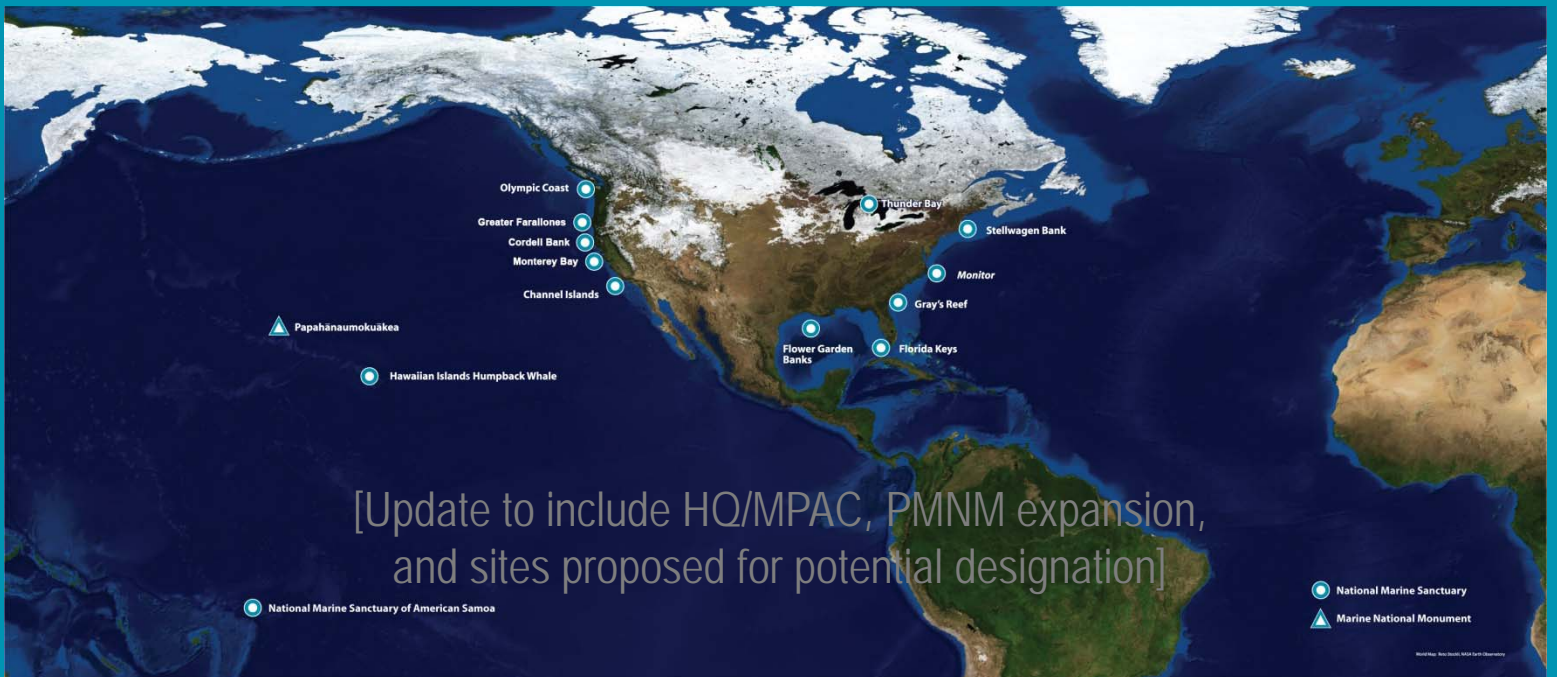
DRAFT

This document is an internal draft for presentation and discussion; it does not represent a final product. The layout was developed (in *Microsoft PowerPoint*) to illustrate a proposed concept only. Graphic elements, credits for photographs, and other design features will be included and adjusted once the content is final.

ABOUT US

[SUBTITLE]

[GRAPHICALLY ILLUSTRATE WHAT MAKES ONMS]



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 620,000 square miles of underwater parks, we are a federal program with multiple responsibilities, finite resources, and increasing needs. And we are growing; as communities around the country recommend new areas for protection, we are responding. So, we see the next five years as a time of great opportunity in our nation's effort to conserve our most treasured assets. With that in mind, we built this document to address four principle 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.

To meet these needs, our document has a few key components. We begin with our Mission and Vision, both of which reflect the authorities that guide our work. Next, we recognize and express our Core Values, not only to illustrate the attributes and qualities of who we are as an organization, but to define the philosophy behind how we work. At the heart of the document are our five overarching goals which, along with objectives and key priorities, outline the specific actions we will take to best manage the Sanctuary System through 2022. Finally, our goals and objectives are accompanied by the "Key Initiatives" – of all the priority actions identified in the document, these are the five must-do's.

Drafting this plan allowed us to reflect and focus on what is most important at this key moment in our history. It is the result of input from many of our staff and partners. Although not designed to capture everything we do, we plan to use this document to: a) keep ourselves organized, effective, and efficient

in managing the sanctuary system; b) concentrate our people and resources on empowering communities to protect these important areas; c) improve our collaboration within NOAA, while expanding our partnerships with other government and non-governmental partners; d) prioritize investments in our facilities, boats and visitor centers, to more effectively bring ocean issues to the public; e) help plot our course for our 50th anniversary; and f) make our office a more diverse and inclusive place to work.

We hope this document inspires us and our partners to best protect our nation's most treasured places in a time of changing environmental conditions, more complex ocean and Great Lakes uses, and constrained government resources. We invite you to work with us.

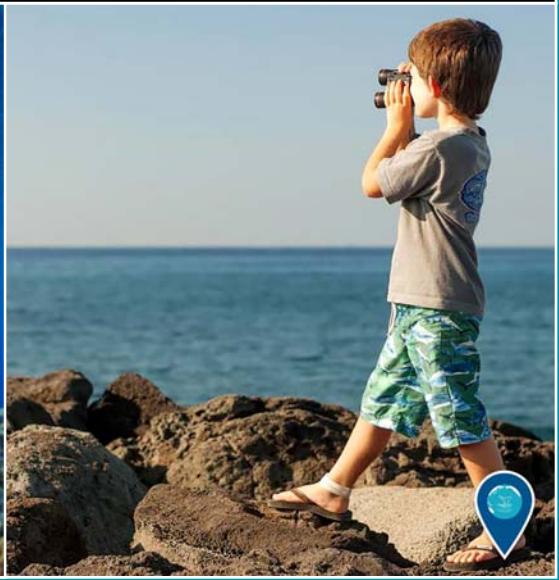
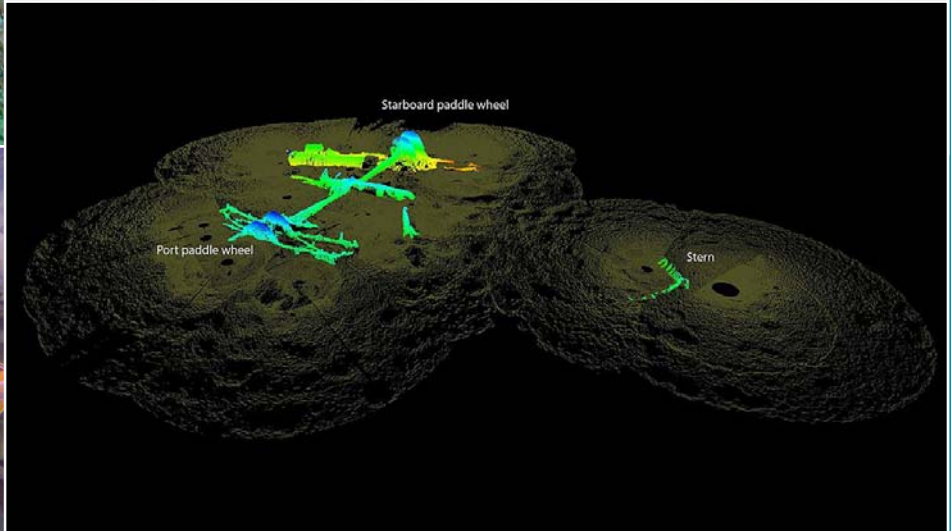
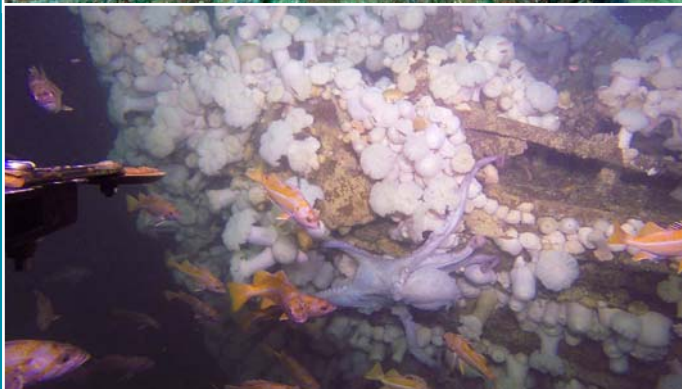
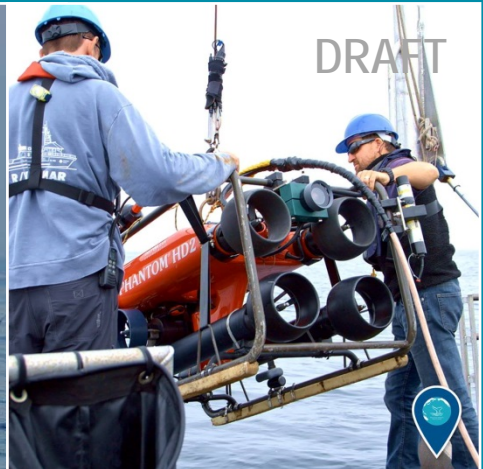
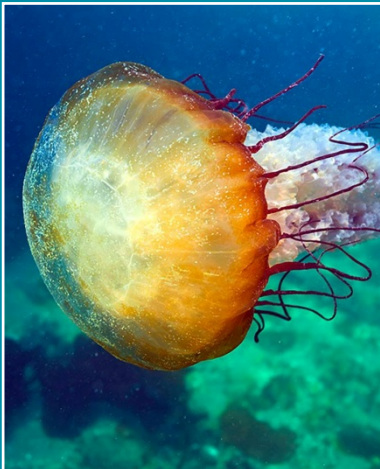


MISSION

WE PROTECT TREASURED PLACES IN THE OCEAN AND GREAT LAKES.

VISION

A THRIVING SANCTUARY SYSTEM THAT PROTECTS OUR NATION'S UNDERWATER TREASURES AND INSPIRES MOMENTUM FOR A HEALTHY OCEAN.



CORE VALUES

WHO WE ARE

COMMUNITY

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

CONSERVATION

We come from different places and backgrounds, but all of us are drawn to the ocean or 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.

COLLABORATION

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

RESPECT

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

In the end we will conserve only what we love, we will love only what we

CREATIVITY

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

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.

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.



understand, and we will understand only what we are taught.

– Baba Dioim



Emma Hickerson



KEY INITIATIVES

BY 2022, WE MUST . . .

1. Protect the remarkable maritime heritage resources of Mallows Bay – Potomac River, Maryland and Wisconsin – Lake Michigan.
2. Increase the protection of coral reef ecosystems in Florida Keys and the Gulf of Mexico.
3. Increase compliance of sanctuary regulations through an enhanced commitment to enforcement.
4. Understand, communicate and mitigate for changing ocean conditions.
5. Per the National Marine Sanctuaries Act, enhance external support for the system.
6. . . .
7. . . .
8. . . .
9. . . .
10. . . . [to be determined from *Key Priorities*]



GOALS

SETTING OUR DIRECTION

GOAL 1

Ensure thriving sanctuaries and other ocean parks.

GOAL 2

Safeguard more underwater treasures as national marine sanctuaries.

GOAL 3

Increase support for sanctuaries.

GOAL 4

Deepen our understanding of sanctuaries.

GOAL 5

Ensure the Office of National Marine Sanctuaries is a great place to work.

GOAL 1

ENSURE THRIVING SANCTUARIES AND OTHER OCEAN

Effective management is essential to protecting marine ecosystems, cultural

OBJECTIVE 1.1

Promote resilience and adaptation to climate impacts.

KEY PRIORITIES



OBJECTIVE 1.2

Reduce threats to key species.

KEY PRIORITIES



OBJECTIVE 1.3

Protect important marine habitat.

KEY PRIORITIES



PARKS.

resources, and the benefits they provide to this and future generations.

OBJECTIVE 1.4

Protect significant maritime heritage resources.

KEY PRIORITIES



OBJECTIVE 1.5

Reduce impacts of human uses.

KEY PRIORITIES



Protection



GOAL 2

SAFEGUARD MORE UNDERWATER TREASURES AS

Nationally and internationally significant areas in our ocean and Great Lakes

OBJECTIVE 2.1

Complete expansion processes for existing sanctuaries.

KEY PRIORITIES

- Complete the expansion processes for Flower Garden Banks and *Monitor* national marine sanctuaries.

OBJECTIVE 2.2

Implement designation processes for new areas.

KEY PRIORITIES

- Complete the designation processes for the proposed Mallows Bay – Potomac River, Maryland and Wisconsin – Lake Michigan national marine sanctuaries.

OBJECTIVE 2.3

Support growth of the sanctuary nomination inventory.

KEY PRIORITIES

-

NATIONAL MARINE SANCTUARIES.

need comprehensive and coordinated protection.

OBJECTIVE 2.4

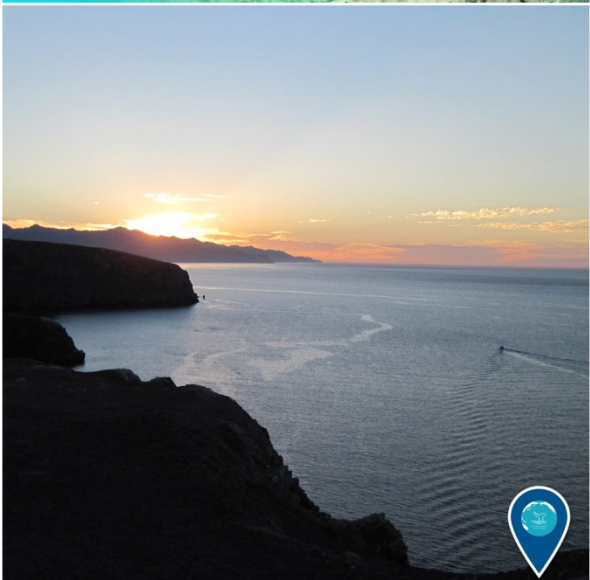
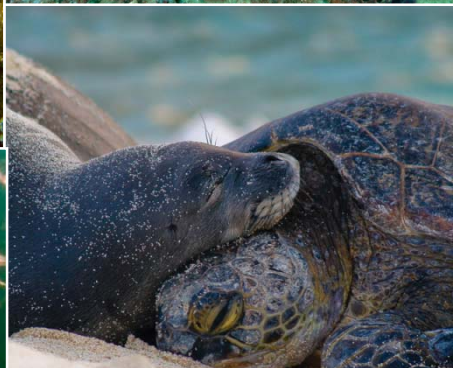
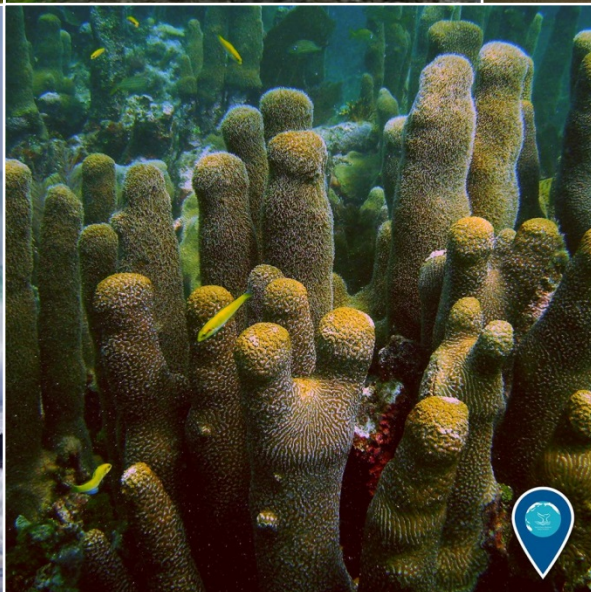
Identify additional places of national significance.

KEY PRIORITIES



Growth





GOAL 3

INCREASE SUPPORT FOR SANCTUARIES.

Public engagement is key to effective protection, sustainable use, and enjoyment of sanctuaries.

OBJECTIVE 3.1

Promote public engagement with sanctuaries.

KEY PRIORITIES



OBJECTIVE 3.2

Increase the value we bring to sanctuary communities.

KEY PRIORITIES



OBJECTIVE 3.3

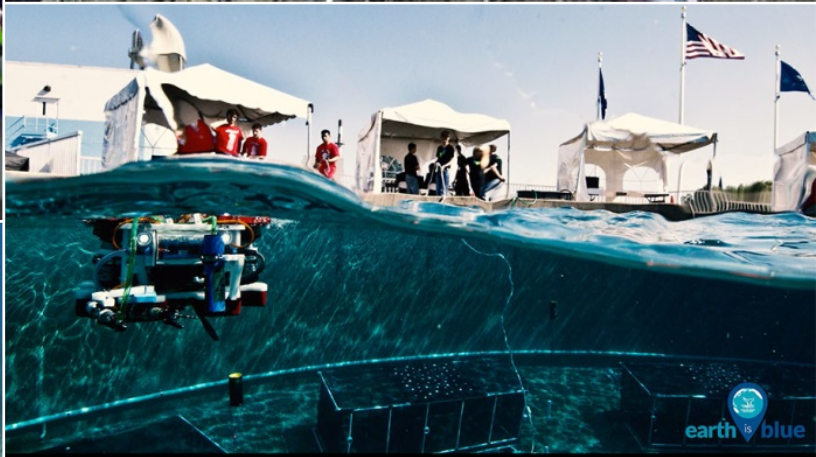
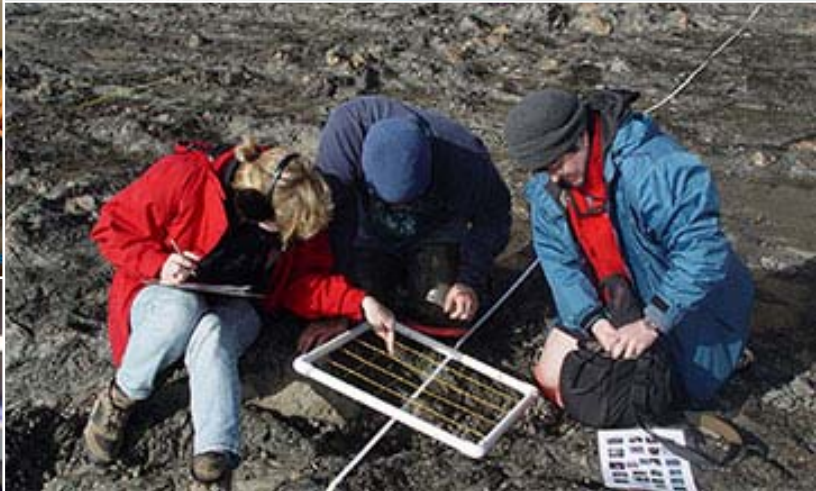
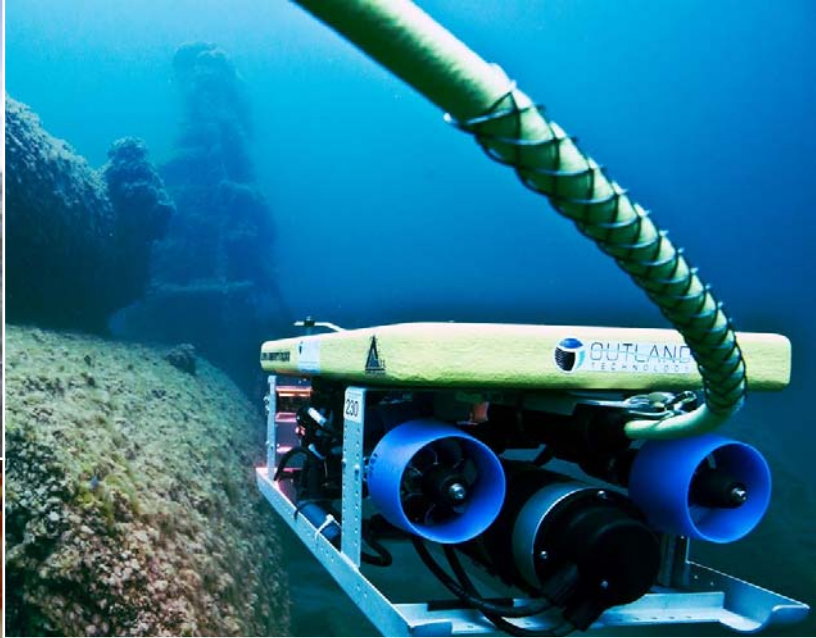
Expand recognition of national marine sanctuaries.

KEY PRIORITIES



Service

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GOAL 4

DEEPEN OUR UNDERSTANDING OF SANCTUARIES.

Sound science is critical to improving the conservation, management, and sustainable use of marine resources and inspiring ocean stewardship.

OBJECTIVE 4.1

Explore and characterize our sites.

KEY PRIORITIES



OBJECTIVE 4.2

Track and predict conditions and trends.

KEY PRIORITIES



OBJECTIVE 4.3

Understand use and value of national marine sanctuaries.

KEY PRIORITIES



Knowledge



GOAL 5

ENSURE THE OFFICE OF NATIONAL MARINE SANCTUARIES IS A GREAT PLACE TO WORK.

Our employees are our most important asset. Their competence, commitment, diversity, and creativity are vital to achieving NOAA's mission and our nation's interests.

OBJECTIVE 5.1

Ensure a culture of collaboration, inclusion and respect.

KEY PRIORITIES



OBJECTIVE 5.2

Increase staff satisfaction and performance.

KEY PRIORITIES



OBJECTIVE 5.3

Invest in our people and their professional development.

KEY PRIORITIES



Commitment

Our Process

FROM PLANNING TO DOING

MAKING IT HAPPEN

Laying out an ambitious plan requires a new way of doing business. Our people and our resources will be focused to deliver for this nation an empowered and effective system and a valued NOAA organization. But we can't do this alone. As we look toward increased complexities of conservation and threats, we must improve our internal coordination and dexterity within NOAA and expand our intergovernmental and external networks. We will have to prioritize investments in our infrastructure needs, like facilities, boats and visitor centers, and take steps to empower our people to meet their full potential. Together we will [navigate] the most dynamic time in our system's history and arrive at a [turning point] with our 50th anniversary in 2022.

OPERATIONALIZING OUR PLAN

[Insert a description about how we plan to use this plan (e.g., budget formulation and execution, performance planning, measuring results).]



NATIONAL MARINE
SANCTUARIES