

Developing Goals and Objectives for Action Plans

Problem Statement

In order to develop effective goals and objectives that directly address the issue of concern, the working group will have to agree on a clear and concise problem statement. By agreeing on a problem statement, the working group will answer “why” this is a problem, making it easier to frame goals and objectives for each action plan.

Sample Problem Statement:

- *Introduced species are established in some waters of the Gulf of the Farallones Sanctuary and have the potential to cause ecological and economic degradation to the affected coastal area. If preventative measures are not taken, further introduction and spread of invasive/exotic species will continue in and adjacent to the Sanctuary, impacting both Sanctuary living resources and marine habitats.*

Goals and Objectives

Goals and objectives are developed to answer the question of “what” is the desired future state of the Gulf of the Farallones or Cordell Bank Sanctuary ecosystem, as well as “what” are the measurable outcomes for evaluating progress and success in moving toward the future desired condition.

Goal: is a broad statement about a long-term desired outcome that may, or may not be completely obtainable.

Objective: a measurable outcome that will be achieved in a specific timeframe to help accomplish a desired goal.

Sample Ecosystem Biodiversity Goal:

- *to protect representative and unique marine habitats, ecological processes, and populations of interest from the impacts of invasive/exotic species.*

Sample Ecosystem Biodiversity Objective:

- *to identify and protect multiple levels of diversity (e.g. species trophic structure) (monitoring)*
- *to provide a buffer for species of interest against the impacts of introduced/invasive species (regulation or zoning)*
- *to identify and inventory areas where invasive/exotic species have already been introduced (monitoring)*

Sample Education Goal:

- *to provide educational opportunities to increase awareness about pathways of introduction of invasive/exotic species*

Sample Education Objective:

- *to link monitoring projects related to invasive species to classroom science curriculum*
- *to develop and distribute interpretive materials to build stewardship and awareness on pathways of introduction and impacts from invasive/exotic species*

Implementing Recommendations

Once the goals and objectives have been established for the issue of concern, the working group will identify an additional set of suggestions related to the question of “how” to implement. Implementation recommendations will be developed to compliment the goals and objectives and provide additional guidance and clarification to stakeholders, management agencies, user groups and the Sanctuary Advisory Council on the details of program implementation or action plans. Recommendations for implementation or action plans may fall within the following categories:

- *Monitoring, Evaluation and Assessment*
- *Research*
- *Education*
- *Outreach*
- *Cultural Resource Protection*
- *Marine Resource Protection (policy)*
- *Administration*
- *Enforcement*
- *Regulatory Action*