Background Information
Conservation Leadership Forum
Breakout Session #1 on Audience, Content, Organization
November 4, 2010

PURPOSE:

To get input on three key questions that will help guide scale, scope, organization and content of the Strategy. Input will be used to draft outline and process for developing Strategy.

INSTRUCTIONS:

- Input is needed on the scale, scope, organization and content of the Strategy to help guide the drafting process.
- Each group is asked to review and respond to the three questions listed below.
- Each question has some draft material/ideas associated with it to help stimulate discussion.
- Groups should summarize their key responses to each question using the report-out template.
- Input will be used to help frame the scale, scope, organization and content of the strategy.

QUESTIONS:

QUESTION 1: Who will be using this strategy and how? What audience(s) is the strategy for?

Food for thought:

- What institutions, jurisdictions, organizations, and/or individuals do we want to read the strategy and take action? In other words, who do we want to be able to use this strategy?
- What level – e.g., elected officials, or policy/decision makers, program managers, or technical experts – should the primary audience be?
- What audience(s) would we wish we engaged if we forget them?
- What audience(s) need to be engaged to facilitate implementing the strategy (e.g., non-natural resource decision makers that effect nat resources like Depts of Transportation?).

QUESTION 2: What are the critical elements or components the Strategy should include?

Food for thought:

A number of key components are identified in the Key Components document developed by a work group of the Conservation Leadership Forum and included in the background materials for this forum. Are these the right elements to include in the Strategy? It is quite robust and may include elements more appropriate to program and project planning as opposed to an overarching strategy.

- GOALS? What is the goal of fish, wildlife and plant conservation during a period of rapid and potentially severe climate change?
- TIMEFRAME? Given the relationship between uncertainty and remoteness in time, for what timeframe should the strategy be developed?

- FUTURE SCENARIOS? What set of future climate change scenarios should be considered?
- ECOLOGICAL SCALE? Given the many uncertainties in projecting biological responses to climate change, at what biological level should the strategy focus (ecosystems, communities, species, or populations)?
- SPECIFIC OBJECTIVES or TOPICS? Are there specific objectives or topics the Strategy should focus on? There have been a variety of specific suggestions to date including
    - Nation-wide framework for vulnerability assessments and adaptation planning to guide conservation at multiple levels,
    - Framework for the science and modeling required for adaptation planning and action.
    - Guidance on key issues for adaptation strategies such as species translocation, invasive species control etc, setting numeric population objectives, describing more general taxa-specific objectives, establishing broader scale objectives for species and/or communities and/or ecosystems.
- INTEGRATION? How should this strategy be integrated with the strategies of all levels of government (e.g., state, tribal, local), sectors (agriculture, public health, transportation, etc.), and private conservation organizations?

QUESTION 3:

<u>How should the strategy be organized to meet its goals and needs of target audiences/users?</u>

Food for thought:

Strategies are often composed of some combination of the following components:

1. PROBLEM: Description of problem/challenge
2. VISION: desired future condition (can be similar to goal statement)
3. PURPOSE: What and Who is this Strategy for
4. PRINCIPLES: Core principles/approaches that guide strategy
5. GOAL: Statement of Strategy Goal(s) and timeframe
6. OBJECTIVES: Key Things necessary to achieve Goal
7. ACTION AREAS: Key things necessary to achieve each of the Objectives

There are several ways this Strategy might be organized – here are some possible approaches to stimulate discussion (there are others!):

<u>Organize Strategy Around Management Actions:</u>

1. Sensing Change—How will we measure changes in the distribution and abundance of fish, wildlife, plants and natural communities?
2. Providing Habitat—How will we determine and provide for the habitat needs of a shifting biota?

    a. On land
    b. In freshwater systems
    c. In marine systems
6. Managing Exotics
7. Managing Diseases
8. Managing Use and Extraction
9. Coordinating Roles and Responsibilities—How will we work together to maintain our fish, wildlife and plant resources for the future?

Organize Strategy Around Climate Change Impacts:

1. Strategies to address likely impacts
    a. By region
    b. Strategies to deal with uncertainty
2. Strategies to foster integrated, interdisciplinary response
3. Strategies to adapt to sea level rise
4. Strategies to adapt to severe weather events
5. Strategies to adapt to changing growing/dormant seasons
6. Strategies to adapt to range changes
7. Strategies to adapt to invasive species eruptions
8. Strategies to adapt to ocean acidification
9. Strategies to deal with uncertainty

Organize Strategy Around Habitat/Ecosystem types:

1. Strategies for Ocean Ecosystems
2. Strategies for Coastal Ecosystems
3. Strategies for Forest Ecosystems
4. Strategies for Grassland Ecosystems
5. Strategies Mountain Ecosystems
6. Strategies for Freshwater Ecosystems
7. Strategies for Wetlands
8. Other?

Organize Strategy Around Regions:

1. Strategies for the Northeast
2. Strategies for the Southeast
3. Strategies for the Midwest
4. Strategies for the PSWest
5. Strategies for the PNWest
6. Strategies for the Gulf
7. Strategies for the Caribbean
8. Strategies for Pacific Islands