

Recreational



Initiative



Vision, Goals and Objectives for the Gulf of Mexico Recreational Reef Fish Fisheries

Working Group Meeting 1, Day 2
October 30, 2024
Tampa, Florida

Connectedness of Vision, Goals, and Objectives

VISION

**Desired future state an organization would like to achieve
(aspirational)**

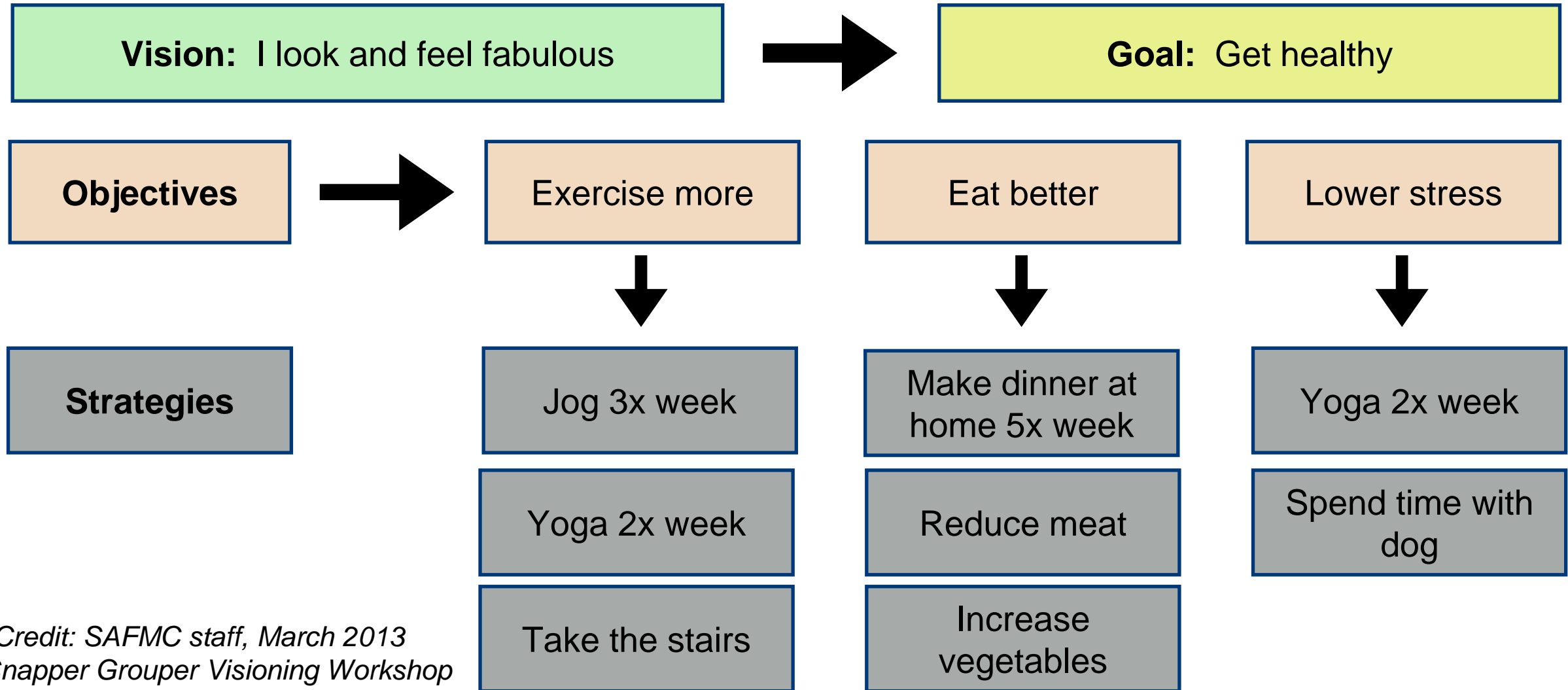
GOALS

**Broad outcomes that help an organization achieve its
vision**

OBJECTIVES

**Specific, measurable targets that help an organization
achieve its goals**

“I’m tired, I’m grumpy, and my pants don’t fit”*



**Credit: SAFMC staff, March 2013
Snapper Grouper Visioning Workshop*

Defining a Vision

- WHERE you want to be (inspirational)
- Where do you aim to be in the future?
- Future Goal
- Describes the desired state that you are ultimately looking for

Qualities of a Good Vision Statement

- Succinct and memorable (one sentence!)
- Specific to the organization
- Simple and understandable (no jargon)
- Ambitious and aspirational, but not unachievable

Vision Statement Examples

Making the best possible ice cream, in the nicest possible way.

(Ben & Jerry's Ice Cream)

Productive working lands in harmony with a healthy environment.

(USDA Natural Resources Conservation Service 2016-2018 Strategic Plan Update)

A Florida where fish and wildlife are abundant and thriving in healthy and connected natural landscapes with vital working lands and waterways; where natural resources are valued and safely enjoyed by all; and wherein natural systems support vibrant human communities and a strong economy.

(Florida FWC)

Vision

Desired future state that you would like to achieve (aspirational)

***What is a Good Vision for Gulf of Mexico
Recreational Reef Fish Fisheries?***

Goals

Specific, measurable targets than help an organization to achieve its Vision

***What are Goals for Gulf of Mexico
Recreational Reef Fish Fisheries?***

Objectives

Specific, measurable targets than help an organization achieve the defined goals

What are Objectives for Gulf of Mexico Recreational Reef Fish Fisheries?