

STRATEGIC PLAN

Mission – The Division of Marine Fisheries is dedicated to ensuring sustainable marine and estuarine fisheries and habitats for the benefit of the people of North Carolina

Vision – As a model fisheries management agency, the North Carolina Division of Marine Fisheries:

- Ensures healthy, sustainable marine and estuarine fisheries and habitats through management decisions based on sound data and objective analyses
- Provides excellent public service by motivated employees in an open and healthy working environment
- Views public participation as essential for successful management of North Carolina's fisheries resources
- Enforces Marine Fisheries statutes and rules fairly and consistent

Values

<i>Trust</i>	<i>Reliance on integrity of a person or organization</i>
<i>Respect</i>	<i>Esteem, avoid interference, show consideration/appreciation</i>
<i>Accountability</i>	<i>Answerable for what you do or do not do</i>
<i>Teamwork</i>	<i>Cooperative effort by group to achieve a common goal</i>
<i>Integrity</i>	<i>Steadfast allegiance to strict ethical standards</i>
<i>Loyalty</i>	<i>Steadfast allegiance to our mission and each other</i>
<i>Leadership</i>	<i>Guidance by example and direction</i>
<i>Objectivity</i>	<i>not influenced by prejudice or biases; unbiased</i>
<i>Excellence</i>	<i>of the highest or finest quality showing initiative and</i>

Key Result Areas With Implementing Strategies

Direct, control and continuously improve internal processes for effective, efficient, and equitable use of Division resources

- Develop internal processes that consistently deliver the highest quality products and services to our customers
- Develop and implement accountability tracking system for all resources to obtain the best possible use of taxpayer monies
- Develop and nurture a cooperative coordinated, mutually supportive operating team
- Evaluate processes and make proper staffing allocations (a continuous process as things change and funding varies)
- Maximize use of all resources to support delivery of services without regard to sectional and district boundaries

Manage coastal fisheries and associated habitats to maintain and enhance their quality, diversity and availability of fishery resources in sufficient quantity for present and future generations

- Establish FMP's as a cornerstone for management actions for all priority recreational and commercial species
- Establish and enforce priorities for fish management based upon standardized evaluations
- Promote active public collaboration in the fisheries management process as a catalyst for conservation success
- Establish processes and/or programs for management actions not associated with FMP's
- Educate public about key coastal fisheries management issues to promote individual ethics
- Seek professional collaboration with academia and other environmental resource agencies
- Provide fair and consistent enforcement of fisheries statutes and rules

Create a working environment that maximizes employee satisfaction, morale, and performance

- Promote and hire the best-qualified employees, based upon skills, training and experience necessary to provide high quality service
- Provide employees with opportunities for career advancement to appropriately recognize employee contribution
- Provide appropriate, timely employee training
- Provide safe, healthy, comfortable working environment
- Provide meaningful recognition for outstanding performance and exemplary service as well as real consequences for sub-standard performance
- Promote organizational development based upon sound supervision management and leadership (accountability)

Provide high quality customer service

- Determine needs and expectations of our customers

- Demonstrate our Division's values to all customers through our interactions
- Create, simplify and consolidate processes that affect our customers
- Establish media and marketing strategy for services provided

Pursue and acquire technology to provide efficient high quality products and services

- Continually improve technology
- Develop and implement an integrated, centralized database system and technology support
- Provide user-friendly services by use of technology
- Achieve a high level of computer literacy across all staff

