



Strategic Plan and Guiding Principles 2011-2016

VISION

Healthy estuaries and coastal watersheds where coastal communities and ecosystems thrive.

MISSION

To promote the National Estuarine Research Reserve System and advance the protection and understanding of our nation's estuaries and coasts through its research, education, and stewardship programs.

GOAL 1

Ensure Congress, the Presidential Administration, and NOAA recognize the value of the National Estuarine Research Reserve System (NERRS) and invest in stewardship of the nation's estuaries and coasts.

Objectives:

- a. Advocate for reauthorization of the Coastal Zone Management Act and support legislation that enhances ecosystem health and vitality of coastal communities.
- b. Advocate for annual NERRS operations and NERRS construction and land acquisition appropriations consistent with programmatic and infrastructure needs.
- c. Advocate for and support key NOAA programs that further the mission of the NERRS through funding, and technical and organizational assistance.
- d. As funding is available, support the expansion of the NERRS into additional coastal and Great Lakes areas.

GOAL 2

Provide an administrative structure that assists the National Estuarine Research Reserve System, the sectors and individual Reserves in accomplishing projects and implementing programs.

Objectives:

- a. Serve as the administrative coordinator and fiscal agent on targeted projects that benefit individual Reserves, the sectors and the NERRS.
- b. Develop and maintain an engaged Board of Directors and Executive Committee.

c. Provide relevant and timely communications to members regarding coastal policy and National Estuarine Research Reserve Association (NERRA) activities.

d. Maintain a long-term, reliable funding base to provide for NERRA's stability and growth.

GOAL 3

Increase awareness, use and support for the NERRS and its research, education, and stewardship programs.

Objectives:

a. Increase visibility of the NERRS by fostering agencies, nongovernmental organizations, and other partners' use of the NERRS' expertise in coastal and estuarine research, education, and stewardship.

b. Maintain and develop strategic partnerships that enrich the programmatic strengths of the NERRS.

GUIDING PRINCIPLES

We strive to ensure the success of all Reserves through cooperation, open communication, and a focus on the vitality and well-being of the entire NERR System.

We strive to meet our mission through partnerships and collaborative work with the NERRS state partners, local NERRS friends groups, and relevant advocacy groups.