

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Not an Objective	Fundamental Objective	Means Objective		
1. Promote a conservation ethic in the general public					
2. Maximize waterfowl harvest					
3. Maximize hunter satisfaction					
4. Promote non-consumptive uses of waterfowl					
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity					
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes					
7. Expand the sources and amount of funding for waterfowl conservation activities					
8. Perpetuate the tradition of waterfowling					
9. Minimize harvest of under-abundant waterfowl species					
10. Minimize loss and degradation of wetlands and associated uplands					
11. Provide more public hunting opportunities					
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)					
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters					
14. Maintain healthy waterfowl populations as part of the North American fauna					
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl					
16. Increase public support for waterfowl conservation					
17. Increase waterfowl hunter participation					
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.					

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Not an Objective	Fundamental Objective	Means Objective		
19. Increase and improve duck breeding habitat					
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).					
21. Increase and improve duck wintering habitat					
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation					
23. Provide maximum hunting opportunity.					
24. Maintain the social license to hunt					
25. Increase duck recruitment					
26. Increase and improve duck migration habitat					
27. Reduce mortality from disease and contaminants					
28. Maintain a broad fall and winter distribution of waterfowl					
29. Establish the infrastructure needed to ensure coherence in waterfowl management					
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions					
31. Increase hunter education and communications efforts					
32					
33					
34					
35					
36					

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Not an Objective	Fundamental Objective	Means Objective		
37					
38					
39					
40					
41					

**Instructions for NAWMP Workshop – Breakout #1**

**Developing objectives:**

Individually review the handout of potential objectives and add any objectives you believe have been omitted; do this quickly – your opinions may change after group discussion

Individually work through the handout, specifying as much as you can

Discuss the list with your group and reach agreement on whether each is a fundamental or means objective

Suggest re-wording for clarity if necessary

The group facilitator will then record the group’s decisions on a digital master

As a group, suggest one or more measurable attributes for your fundamental objectives

# New Objectives

# Objective

Estimate continental  $K$  for duck populations

# Objective

Identify risks to healthy landscapes  
and minimize consequences of these  
risks

# Objective

Communicate and market the socio-economic and health benefits associated with healthy wetlands and landscapes

# Objective

Understand the factors driving hunter satisfaction



# Objective

Increase rural economic revitalization

# Objective

Develop adaptive strategy in response to climate change to insure healthy landscapes and populations

# Objective

Promote land use policy to conserve and enhance waterfowl habitats

# Objective

Inform land use policy that results in healthy landscapes and duck populations

# Objective

Conservation of waterfowl landscapes  
as an integral part of the quality of life  
in North America

# Objective

Promote a waterfowl conservation ethic in the public that will enable continuation of consumptive and non-consumptive uses of, and appreciation for, waterfowl. (Combo 1 & 8)

# Objective

Increase political support for waterfowl conservation.

# Objective

Promote the value of waterfowl to the general public.



# Objective

Maintain waterfowl populations at NAWMP goals under average environmental conditions in perpetuity

# Objective

Maintain waterfowl populations at NAWMP goals under average environmental conditions in perpetuity