

	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			X		
2. Maximize waterfowl harvest			X		
3. Maximize hunter satisfaction			X		
4. Promote non-consumptive uses of waterfowl			X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity		X			Acres of grass, acres of functional wetlands, etc
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes			X		
7. Expand the sources and amount of funding for waterfowl conservation activities			X		
8. Perpetuate the tradition of waterfowling		X			license sales, duck stamps, hunter #s
9. Minimize harvest of under-abundant waterfowl species			X		
10. Minimize loss and degradation of wetlands and associated uplands			X		
11. Provide more public hunting opportunities			X		
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)			X		
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters			X		
14. Maintain healthy waterfowl populations as part of the North American fauna		X			BPOP, trends in duck numbers
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl			X		
16. Increase public support for waterfowl conservation			X		
17. Increase waterfowl hunter participation			X		
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.			X		

	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			X		
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).			X		
21. Increase and improve duck wintering habitat			X		
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			X		
23. Provide maximum hunting opportunity.			X		
24. Maintain the social license to hunt			X	change wording...	
25. Increase duck recruitment			X		
26. Increase and improve duck migration habitat			X		
27. Reduce mortality from disease and contaminants			X		
28. Maintain a broad fall and winter distribution of waterfowl			X	Use "provide for" instead of "Maintain", add and habitats	
29. Establish the infrastructure needed to ensure coherence in waterfowl management			X		
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions			X		
31. Increase hunter education and communications efforts			X		
32 Estimate continental K for duck populations			X		
33 Identify risks to healthy landscapes and minimize consequences of these risks			X		
34 Communicate and market the socio-economic and health benefits associated with healthy wetlands and landscapes			X		
35 Understand the factors driving hunter satisfaction			X		
36 Increase rural economic revitalization			X		

	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Not an Objective	Fundamental Objective	Means Objective		
37 Develop adaptive strategy in response to climate change to insure healthy landscapes and populations			X		
38 Promote landuse policy to conserve and enhance waterfowl habitats			X		
39 Inform landuse policy that results in healthy landscapes and duck populations			X		
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

	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			X		
2. Maximize waterfowl harvest	X			potential reword to include sustainability	
3. Maximize hunter satisfaction	X			potential reword to include sustainability	
4. Promote non-consumptive uses of waterfowl			X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity			X	perpetuity at desired levels	
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes	X			is an action to achieve an objective	
7. Expand the sources and amount of funding for waterfowl conservation activities			X		
8. Perpetuate the tradition of waterfowling			X		
9. Minimize harvest of under-abundant waterfowl species	X			reword to appropriate level of harvest	
10. Minimize loss and degradation of wetlands and associated uplands			X		
11. Provide more public hunting opportunities			X		
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)			X		
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters			X	no consensus	
14. Maintain healthy waterfowl populations as part of the North American fauna		X		maintain goal levels	
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl	X			rewrite	
16. Increase public support for waterfowl conservation			X		
17. Increase waterfowl hunter participation			X		
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.	X			part of 14	

	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	x			action	
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).			x		
21. Increase and improve duck wintering habitat	x			action	
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			x		
23. Provide maximum hunting opportunity.	x			no consensus/reword	
24. Maintain the social license to hunt	x			action	
25. Increase duck recruitment	x			action	
26. Increase and improve duck migration habitat	x			action	
27. Reduce mortality from disease and contaminants	x			action	
28. Maintain a broad fall and winter distribution of waterfowl			x	reword: maintain appropriate	
29. Establish the infrastructure needed to ensure coherence in waterfowl management	x				
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions	x			action	
31. Increase hunter education and communications efforts	x			action	
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	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			X		Public opinion polls; memberships in NGO conservation organizations; funding support; progressive policies
2. Maximize waterfowl harvest			X		Harvest surveys
3. Maximize hunter satisfaction			X		HD surveys
4. Promote non-consumptive uses of waterfowl			X		Visitation rates at refuges, etc. Binocular sales; wildlife watching days
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity		X			Carrying capacity (and change in K); monitoring landscape change
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes			X		?? Publication rates? Grant proposal apps.
7. Expand the sources and amount of funding for waterfowl conservation activities			X		Appropriations; funding from NGO's
8. Perpetuate the tradition of waterfowling		X			Combination of license sales and effort to hunt.
9. Minimize harvest of under-abundant waterfowl species	X				Harvest surveys
10. Minimize loss and degradation of wetlands and associated uplands			X		Monitor status and trends of critical habitats; maintain K
11. Provide more public hunting opportunities	X				Acres open to public hunting; days afield
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)	X				
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters			X		Tickets issued; HD surveys on reg complexity
14. Maintain healthy waterfowl populations as part of the North American fauna		X			Status and trends; physiological condition, maintain equilibrium pop size
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl		X		Optimize relevant EGS derived.	Amount of natural, undegraded habitats**.
16. Increase public support for waterfowl conservation			X		Public opinion polls; memberships in NGO conservation organizations; funding support; progressive policies
17. Increase waterfowl hunter participation	?		?		License sales, hunting days afield.
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.			X		Surveys trends; population viability analysis

	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	?		?		Metrics of recruitment
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).			X		No bloody noses; people still talking to each other...
21. Increase and improve duck wintering habitat	?		?		Metrics of survival (energy availability)
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			X		Dollars per acre of habitat; pop response for the investment
23. Provide maximum hunting opportunity.	X				
24. Maintain the social license to hunt			X		HD surveys of the public
25. Increase duck recruitment			X		Recruitment indices (age ratios in FF, etc.)
26. Increase and improve duck migration habitat	?		?		Metrics of survival (energy availability)
27. Reduce mortality from disease and contaminants	X				
28. Maintain a broad fall and winter distribution of waterfowl			X	Maintain a geographically dispersed fall and winter distribution of waterfowl	Fall and mid-winter surveys
29. Establish the infrastructure needed to ensure coherence in waterfowl management	X				
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions	X				
31. Increase hunter education and communications efforts	?		?		Track "inform and educate" activities and # of participants
32. (Combo 1 & 8) Promote a waterfowl conservation ethic in the public that will enable continuation of consumptive and non-consumptive uses of, and appreciation for, waterfowl.		X			Public opinion polls; memberships in NGO conservation organizations; funding support; progressive policies
33. Increase political support for waterfowl conservation.			X		\$\$ and favorable public policies
34. Promote the value of waterfowl to the general public.			X		PSA's, outreach efforts, etc.
35					

	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			X		
2. Maximize waterfowl harvest			X	maximize waterfowl harvest over the long term (as a means to lead to hunter satisfaction)	
3. Maximize hunter satisfaction			X	As a means to generating support	
4. Promote non-consumptive uses of waterfowl			X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity		?			spatial and temporal habitat conditions necessary for perpetuation of natural patterns of (populations breeding, migration, and wintering)
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes			?	science in support of best practices harvest and habitat conservation delivery	
7. Expand the sources and amount of funding for waterfowl conservation activities			X		
8. Perpetuate the tradition of waterfowling		?			Participation of waterfowl hunters (identify themselves as a waterfowl hunter)
9. Minimize harvest of under-abundant waterfowl species			X		
10. Minimize loss and degradation of wetlands and associated uplands			X		
11. Provide more public hunting opportunities			X		
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)			X		
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters	X		X	Clarify the intent of this objective - two different themes here	
14. Maintain healthy waterfowl populations as part of the North American fauna		?		Combine with number 5 - a diversity of waterfowl reflecting the diversity of ...	BPOP
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl			X		
16. Increase public support for waterfowl conservation			X		
17. Increase waterfowl hunter participation			X		
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.		?		Captured in #14 (5 as waterfowl landscapes)	Viable population levels of all NA waterfowl species - and levels sufficient to support harvest

	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			X		
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).			X		
21. Increase and improve duck wintering habitat			X		
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			X		
23. Provide maximum hunting opportunity.			X		
24. Maintain the social license to hunt	X			Action	
25. Increase duck recruitment	X			Action	
26. Increase and improve duck migration habitat			X		
27. Reduce mortality from disease and contaminants	X			Action	
28. Maintain a broad fall and winter distribution of waterfowl	X			Action	
29. Establish the infrastructure needed to ensure coherence in waterfowl management			X	Establish the most effective and efficient infrastructure needed ...	
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions			X	... incorporate human dimensions explicitly into waterfowl management decisions	
31. Increase hunter education and communications efforts	X			Action	
32. Conservation of waterfowl landscapes as an integral part of the quality of life in North America		?			
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	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			X		
2. Maximize waterfowl harvest		3		2	
3. Maximize hunter satisfaction			X	remove maximize, Satisfy hunter expectations	level of satisfaction
4. Promote non-consumptive uses of waterfowl			X	closely tied to #1	# of refuge visits, # of non-consumptive users
5. Maintain landscapes that sustain waterfowl populations in perpetuity			1	4 is there a comparable fundamental, maybe reword to drop maintain, changed to more active voice, from "capable of sustaining" to current version; Maintain/restore landscapes that sustain waterfowl populations in perpetuity	habitat goals, spatial configuration metrics,
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes			X		
7. Expand the sources and amount of funding for waterfowl conservation activities			X		dollars,
8. Perpetuate the tradition of waterfowling			1	4 hunting community that is large enough to allow us to achieve our population objectives; rewording: Perpetuate a strong and active hunting community able to influence public policy and financing to sustain waterfowl populations at NAWMP goals.	dollars, favorable policies enacted
9. Minimize harvest of under-abundant waterfowl species	X				
10. Minimize loss and degradation of wetlands and associated uplands			X	Conserve existing wetlands and associated uplands	net change in acres
11. Provide more public hunting opportunities			X		hunter days, area open to public hunting, days hunted on public land
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)			X		population size, net change in habitat quality
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters			X	Maintain/establish regulations that are simple and will not discourage participation	hunter satisfaction, reduction in violations, simpler regs (# of lines)
14. Maintain healthy waterfowl populations as part of the North American fauna				redundant with #32	

15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl			X	<p>issues with wording; maximize without specifics; need to recognize that goods & services drive to action and policy - not necessarily need to maximize; rewording: "ecological goods and services derived from wetlands and associated uplands managed for waterfowl result in tangible policy and resource investment in landscapes capable of sustaining waterfowl populations"</p>	dollars from non-conventional sources, net landscape change
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16. Increase public support for waterfowl conservation			X		dollars, acres conserved, stamp sales, measure of support thru public opinion polls
17. Increase waterfowl hunter participation			X		# of hunters
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.	X			better described elsewhere; see # 32	
Check one category for each row					
	Not an Objective	Fundamental Objective	Means Objective	Suggestions for rewording objectives	Measureable Attributes
19. Increase and improve duck breeding habitat			X	action to achieve stated objectives	
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).	X			action; related to #29	
21. Increase and improve duck wintering habitat			X	action to achieve stated objectives	
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation			x		dollars for conservation, acres conserved/restored
23. Provide maximum hunting opportunity.			X	Increase public and private hunting opportunities providing a quality experience	# of hunting days, level of satisfaction
24. Maintain the social license to hunt			X		positive public attitude thru opinion polls
25. Increase duck recruitment			X	action to achieve stated objectives	
26. Increase and improve duck migration habitat			X	action to achieve stated objectives	
27. Reduce mortality from disease and contaminants			X	action to achieve stated objectives	
28. Maintain a broad fall and winter distribution of waterfowl			X		harvest distribution, hunter satisfaction,
29. Establish the infrastructure needed to ensure coherence in waterfowl management			X	#20 is action to this means	
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions	X				
31. Increase hunter education and communications efforts			X		
32. <i>Maintain waterfowl populations at NAWMP goals under average environmental conditions in perpetuity</i>		X			Population size
33. <i>Perpetuate viable waterfowl hunting community</i>		X			number of active hunters, waterfowl stamp sales,
34					
35					
36					