

	Check one category for each row			Suggestions for rewording objectives
	Fundamental Objective	Means Objective	Not an Objective	
1. Promote a conservation ethic in the general public through waterfowl management	X		2	
2. Maximize waterfowl harvest		X		1
3. Maximize hunter satisfaction		X		1
4. Promote non-consumptive uses of waterfowl		X		
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity	X			Sustain waterfowl populations in perpetuity
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			Perpetuate waterfowl hunting
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			(Redundant with 5, which we like better)
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl		2 X		
16. Increase public support for waterfowl conservation		X		1
17. Increase waterfowl hunter participation		X		
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.	X			(Redundant with 5, which we still like better)

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		Maintain the social acceptability of hunting
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		
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. Efficiently allocate time, talent and financial resources devoted to waterfowl management		X		
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6 participants

	Check one category for each row			Suggestions for rewording objectives
	Fundamental Objective	Means Objective	Not an Objective	
1. Promote a conservation ethic in the general public	6	0	0	Ensure a conservation ethic in the general public.
2. Maximize waterfowl harvest	0	6	0	
3. Maximize hunter satisfaction	0	6	0	
4. Promote non-consumptive uses of waterfowl	0	6	0	
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity	0	6	0	overlap with 5, 14, and 15
6. Increase the understanding of ecological mechanisms driving changes in waterfowl abundance and waterfowl landscapes	0	6	0	
7. Expand the sources and amount of funding for waterfowl conservation activities	0	5	1	
8. Perpetuate the tradition of waterfowling	6	0	0	
9. Minimize harvest of under-abundant waterfowl species	0	6	0	
10. Minimize loss and degradation of wetlands and associated uplands	0	5	1	overlaps (redundant with) 5, 14, 15
11. Provide more public hunting opportunities	0	4	2	
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)	0	6	0	
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters	0	6	0	Noted this may be the highest priority action for increasing hunter recruitment and retention.
14. Maintain healthy waterfowl populations as part of the North American fauna	6	0	0	
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl	6	0	0	
16. Increase public support for waterfowl conservation	0	6	0	
17. Increase waterfowl hunter participation	0	6	0	
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.	0	6	0	Redundant with 14 and should be deleted.

19. Increase and improve duck breeding habitat	0	2	4	
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).	0	5	1	
21. Increase and improve duck wintering habitat	0	2	4	
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation	0	5	1	
23. Provide maximum hunting opportunity.	0	6	0	
24. Maintain the social license to hunt	0	6	0	Maintain public acceptance of hunting.
25. Increase duck recruitment	0	6	0	
26. Increase and improve duck migration habitat	0	2	4	
27. Reduce mortality from disease and contaminants	0	5	1	
28. Maintain a broad fall and winter distribution of waterfowl	0	6	0	
29. Establish the infrastructure needed to ensure coherence in waterfowl management	0	3	2	
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions	0	4	2	
31. Increase hunter education and communications efforts	0	4	2	
32 Maintain established regulations conducive to hunter recruitment	0	6	0	
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	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Fundamental Objective	Means Objective	Not an Objective		
1. Promote a conservation ethic in the general public		X		promote conservation behavior	
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				wetland acres
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			"NA tradition"	# duck stamp sales, demographic diversity of license sales, #people identifying as w/f hunters
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		provide more access to places to hunt	
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; bpop<=K
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl		X		AMBIGUOUS	
16. Increase public support for waterfowl conservation		X			
17. Increase waterfowl hunter participation		X		increase hunter numbers	
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.	X				#w/f spp on ESA list

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		sustainability	
24. Maintain the social license to hunt		X			
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			
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. minimize cost			X	a constraint	
33. fiscal responsibility			X	a constraint	
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	Fundamental Objective	Means Objective	Not an Objective	Suggestions for rewording objectives
1. Promote a conservation ethic in the general public		X		
2. Maximize waterfowl harvest			X	it would need to be reworded to make an objective
3. Maximize hunter satisfaction		X		
4. Promote non-consumptive uses of waterfowl			X	
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity	x?			of maintaining waterfowl populations at appropriate levels
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			
9. Minimize harvest of under-abundant waterfowl species		X		Appropriate level of harvest
10. Minimize loss and degradation of wetlands and associated uplands				Incorporate 10 and 15
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				simplicity vs. compliance
14. Maintain healthy waterfowl populations as part of the North American fauna	X			
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl	X	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.			legal mandate, but is well below our target objectives	viability (meaning preventing extinction)

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		Maintain the social acceptance of hunting
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		
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. Maintain the relationship between habitat, populations, and the hunting tradition.				
33. Maintain waterfowl abundance at levels that meets demands for consumptive and nonconsumptive uses				
34. Dollars to support conservation, habitat, populations, and hunting		X		
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	Check one category for each row			Suggestions for rewording objectives	Measureable Attributes
	Fundamental Objective	Means Objective	Not an 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. See 15					
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		non objective?	
8. Perpetuate the tradition of waterfowling	X				hunters as a proportion of the total hunter population, # of waterfowl
9. Provide harvest opportunities consistent with population status		X		Was "under-abundant"	
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 relative to K
15. Maintain landscapes beneficial to waterfowl that maximize other ecological goods and services	X				diversity, wintering and breeding habitat quantity and quality
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			
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 social acceptance to hunt		X			
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			
29. Establish the infrastructure needed to ensure coherence in waterfowl management		X			
30. Incorporate human dimensions into waterfowl management decisions		X			
31. Increase hunter education and communications efforts		X			
32. Increase non-hunter education and communications efforts		X			
33. Maintain the right to hunt	X	X			
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(portland 12-1-09)

	Fundamental Objective	Means Objective	Not an Objective	Measureable Attributes
1. Promote a conservation ethic in the general public	2	3		funding levels
2. Maximize waterfowl harvest		4	1	
3. Maximize hunter satisfaction		5		
4. Promote non-consumptive uses of waterfowl		4	1	
5. Maintain landscapes capable of sustaining waterfowl populations in perpetuity	4	1		pop size, trends; vital rates; wetland ac's
14. Maintain healthy waterfowl populations as part of the North American fauna	5			bpop; bpop/K
7. Expand the sources and amount of funding for waterfowl conservation activities		4	1	
8. Perpetuate the tradition of waterfowling	5			#hunters>C; #duck stamps; #people id'ing as hunters
9. Minimize harvest of under-abundant waterfowl species		5		
10. Minimize loss and degradation of wetlands and associated uplands	1	4		
11. Provide more public hunting opportunities		5		
12. Minimize the detrimental effects of over-abundant populations (e.g. depredation, habitat destruction)		4		
13. Maintain/establish regulations that are simple and will lead to high compliance rates among hunters		4		
15. Maximize ecological goods and services derived from wetlands and associated uplands managed for waterfowl	3	3		H2O quality;wetland loss rate
16. Increase public support for waterfowl conservation		5		
17. Increase waterfowl hunter participation		5		
18. Ensure that no species of waterfowl falls below population levels necessary for long-term viability.	2	2	1	#spp on ESA list
19. Increase and improve duck breeding habitat		4	1	
20. Ensure cooperation among jurisdictions (state, flyway, partners, etc.).		4	1	

21. Increase and improve duck wintering habitat		4	1	
22. Maximize the efficiency and effectiveness of the infrastructure and funding for waterfowl conservation		3	2	
23. Provide maximum hunting opportunity.		4	1	
24. Maintain the social license to hunt		5		
25. Increase duck recruitment		5		
26. Increase and improve duck migration habitat		4	1	
27. Reduce mortality from disease and contaminants		5		
28. Maintain a broad fall and winter distribution of waterfowl		5		
29. Establish the infrastructure needed to ensure coherence in waterfowl management		2	3	
30. Formalize the institutions needed to incorporate human dimensions into waterfowl management decisions		2	3	
31. Increase hunter education and communications efforts		4	1	
32. cost, efficiency		3		<i>a constraint</i>