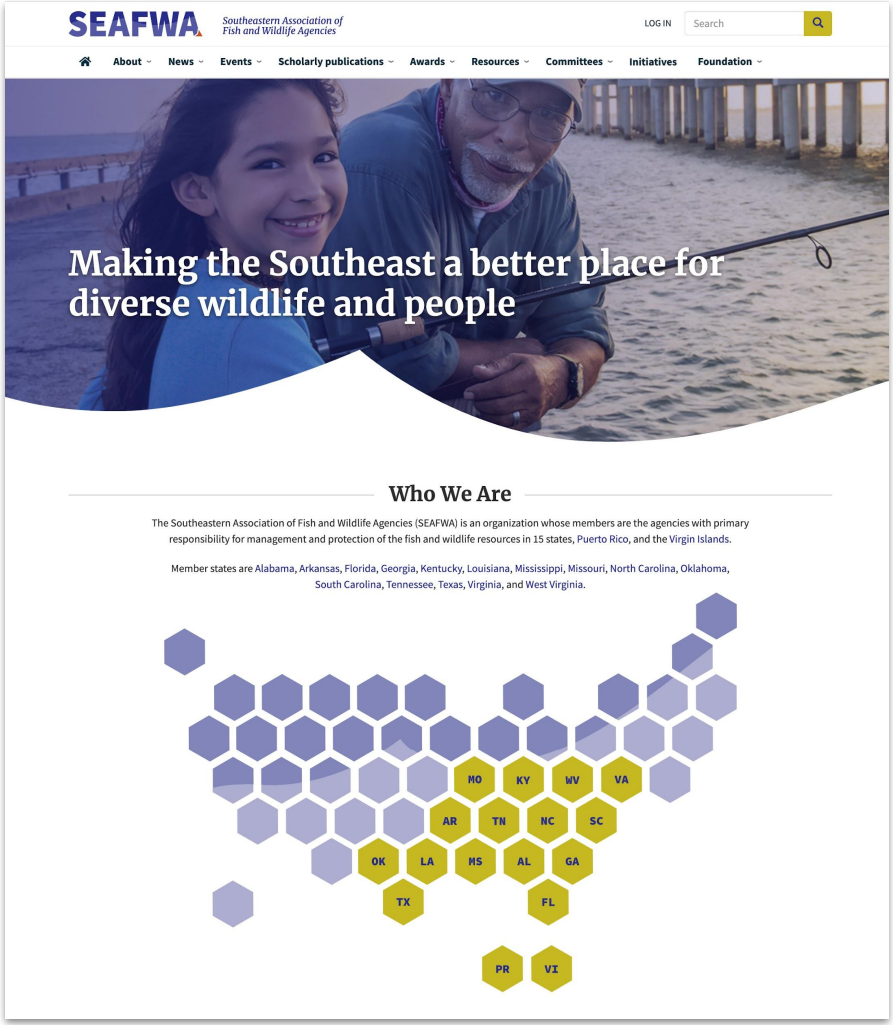
Introduction



What's important?

Communication objectives

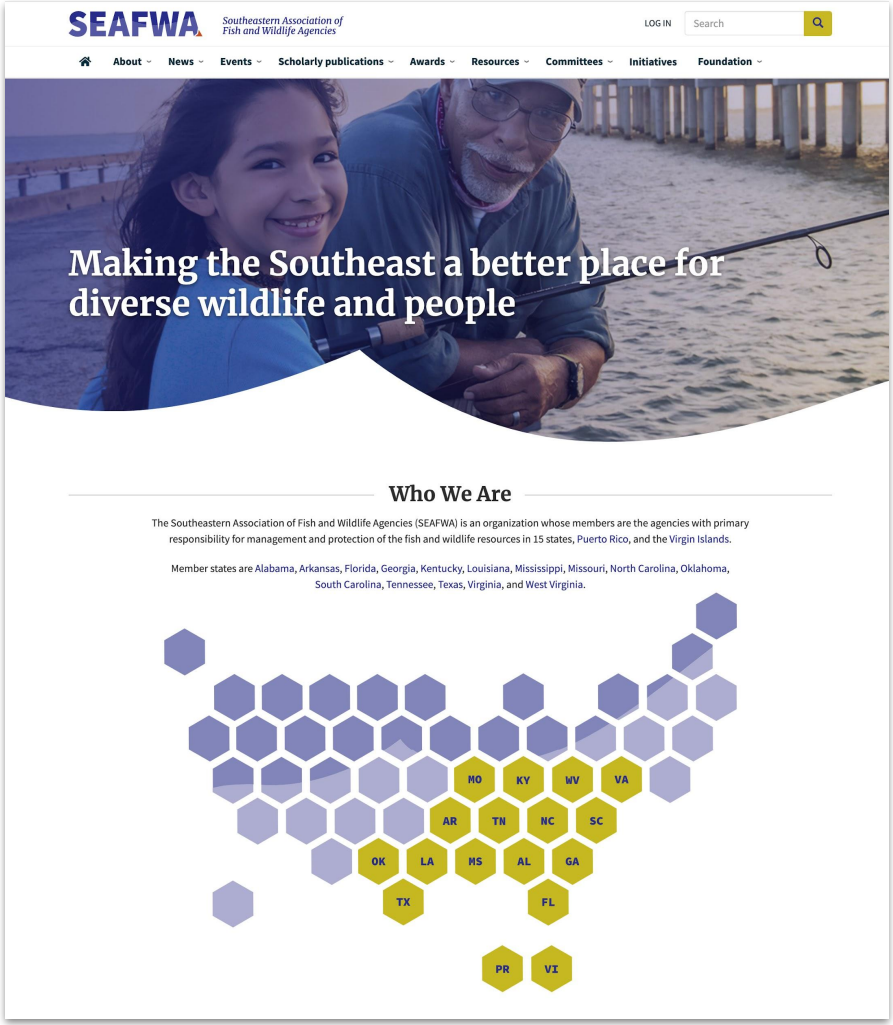
Operational objectives

Organizational structure

Audiences

How do you want to engage people?

It depends on . . .



It depends on . . .

“What SEAFWA wants to be when it grows up”

Objectives

Be intentional about
what we are and what we do

Decide what we want SEAFWA to be when it grows up

Your objectives?

What does success look like to you?

Consensus
General agreement

Vote?

Future-centered perspective

Your successor is a homicidal maniac, has record of your decisions today — and knows where you live

Picture a person who could likely be your successor

Think about explaining your position and decisions today to them 2, 5, 10, 15 years from now

Survey results

Respondents

77 invitees | < 1-week response time | 35%

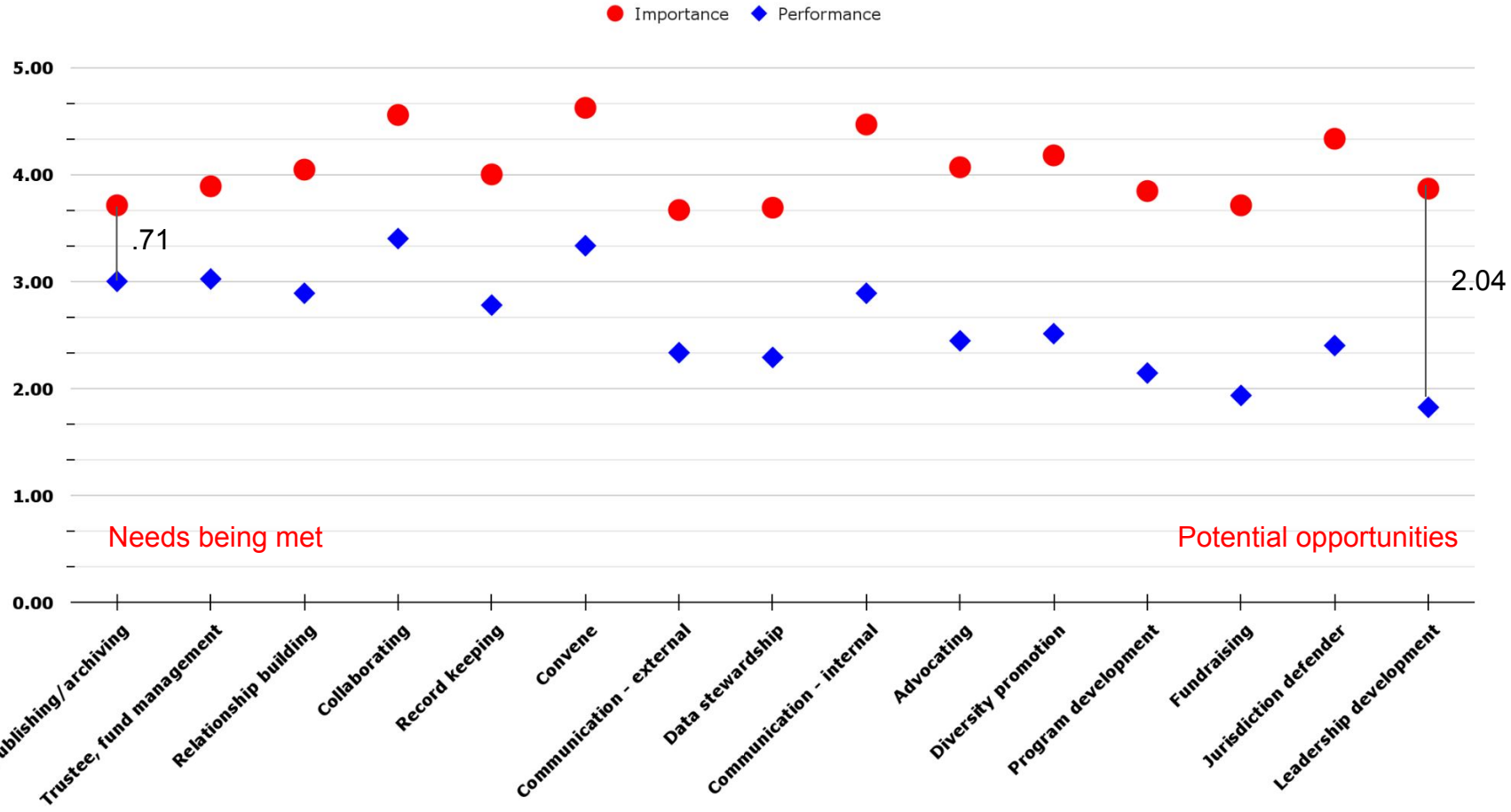
Director	14 (out of 16)
Fisheries admin	9
Law enforcement admin	5
Wildlife admin	11
Committee chair	6
Total	45

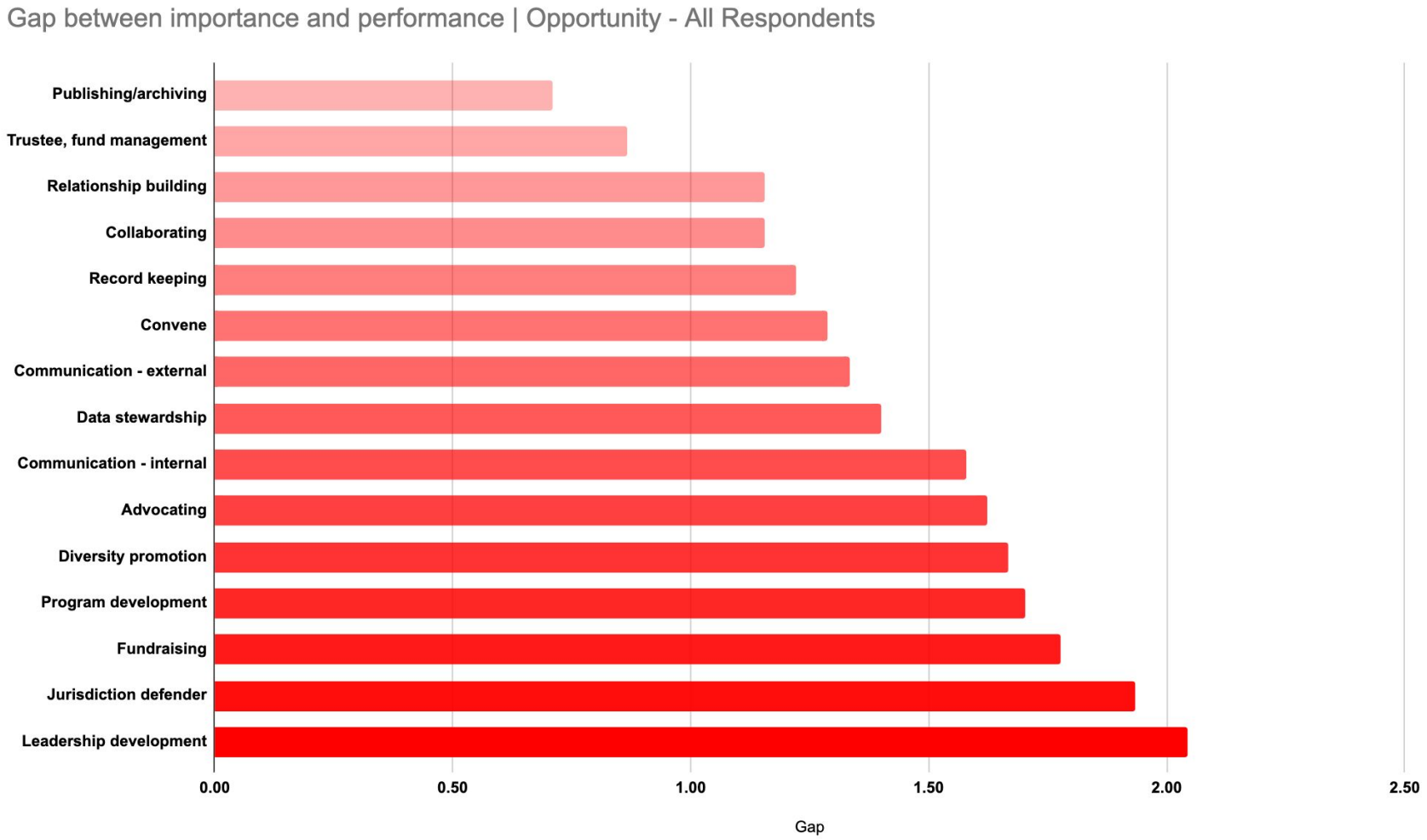
Association current and potential roles

Jobs to be done (JTBD)

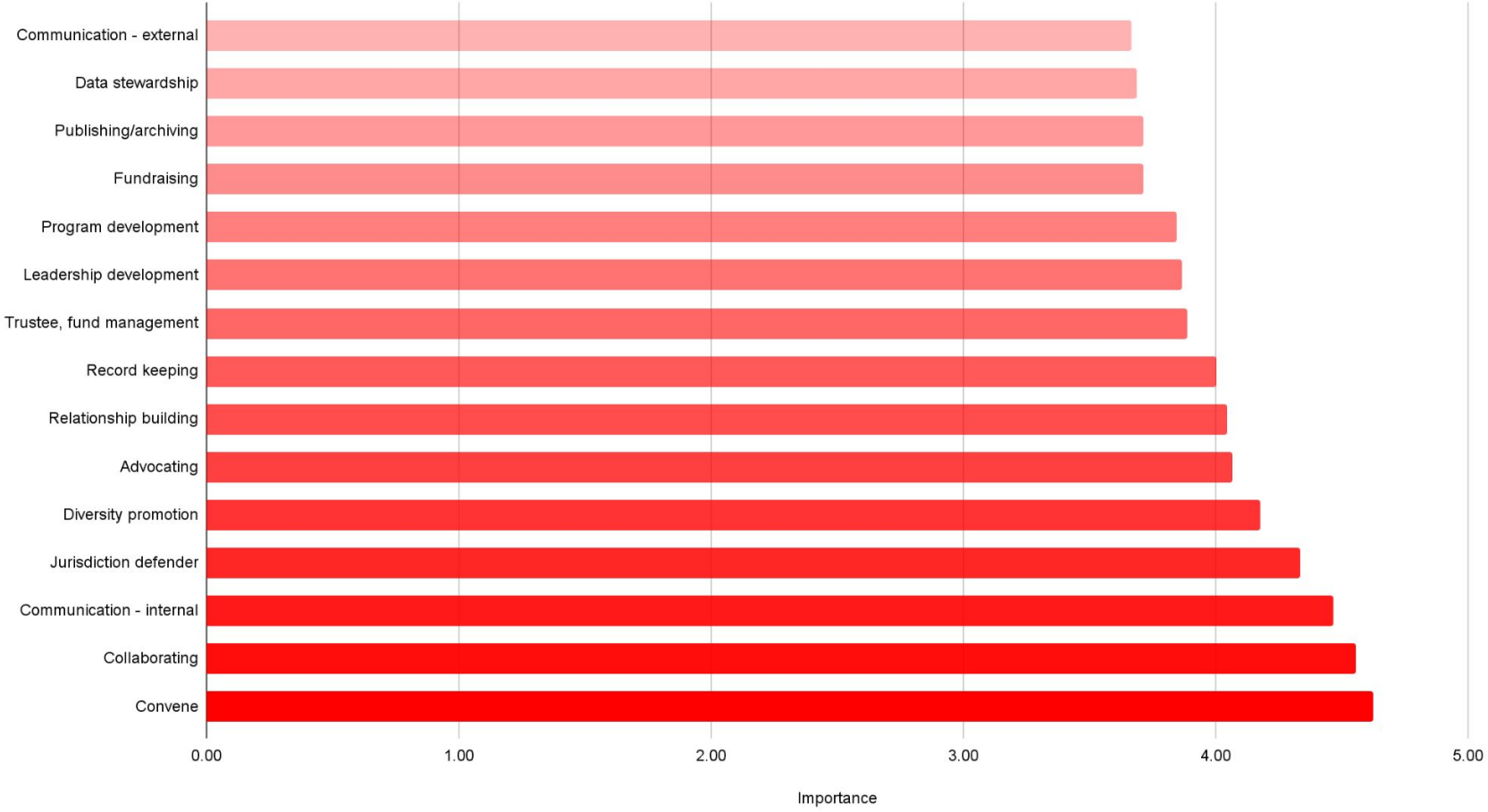
- Convening
- Communicating with members
- Communicating to external audiences
- Advancing professional and leadership development
- Advocating
- Fundraising, development
- Publishing, archiving
- Relationship building
- Trustee, fund management
- Data stewardship
- Reporting and record keeping
- Program/project development and delivery
- Defending jurisdiction
- Promoting diversity and inclusiveness
- Collaborating

Importance vs. Performance - All Respondents

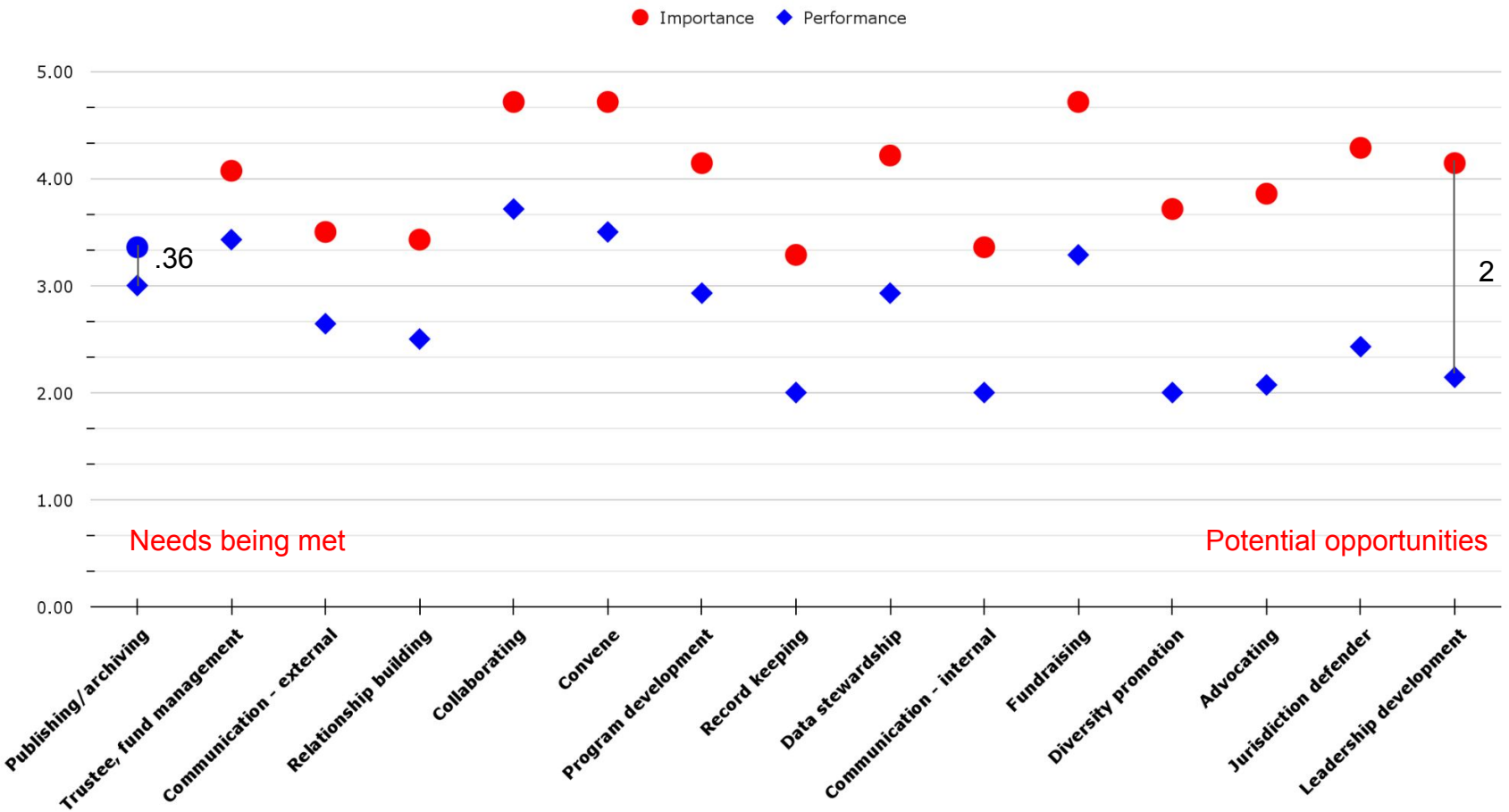



Gap between importance and performance | Opportunity - All Respondents
Publishing/archiving
Trustee, fund management
Relationship building
Collaborating
Record keeping
Convene
Communication - external
Data stewardship
Communication - internal
Advocating
Diversity promotion
Program development
Fundraising
Jurisdiction defender
Leadership development
0.00
0.50
1.00
1.50
2.00
2.50
Gap

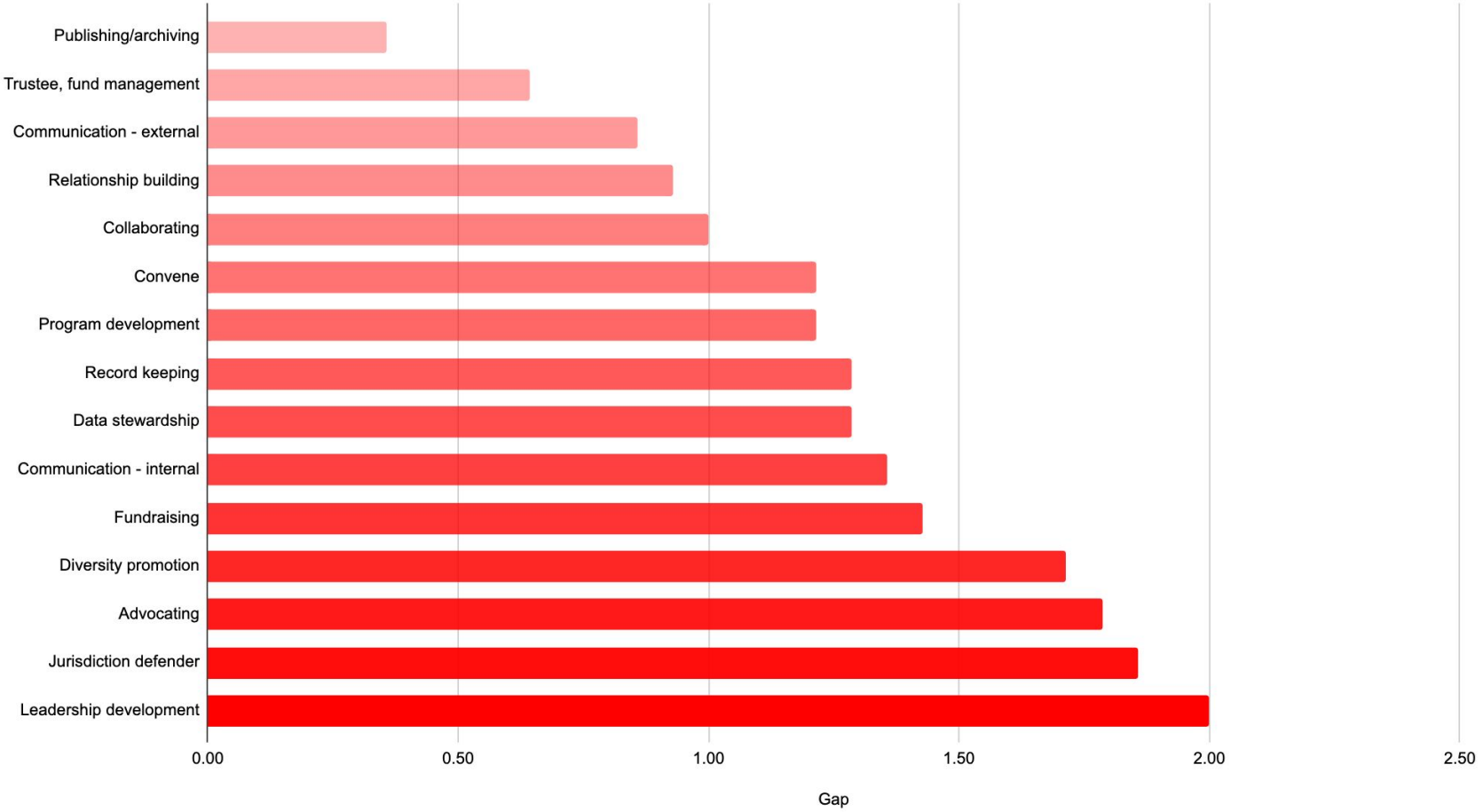
Importance - All respondents



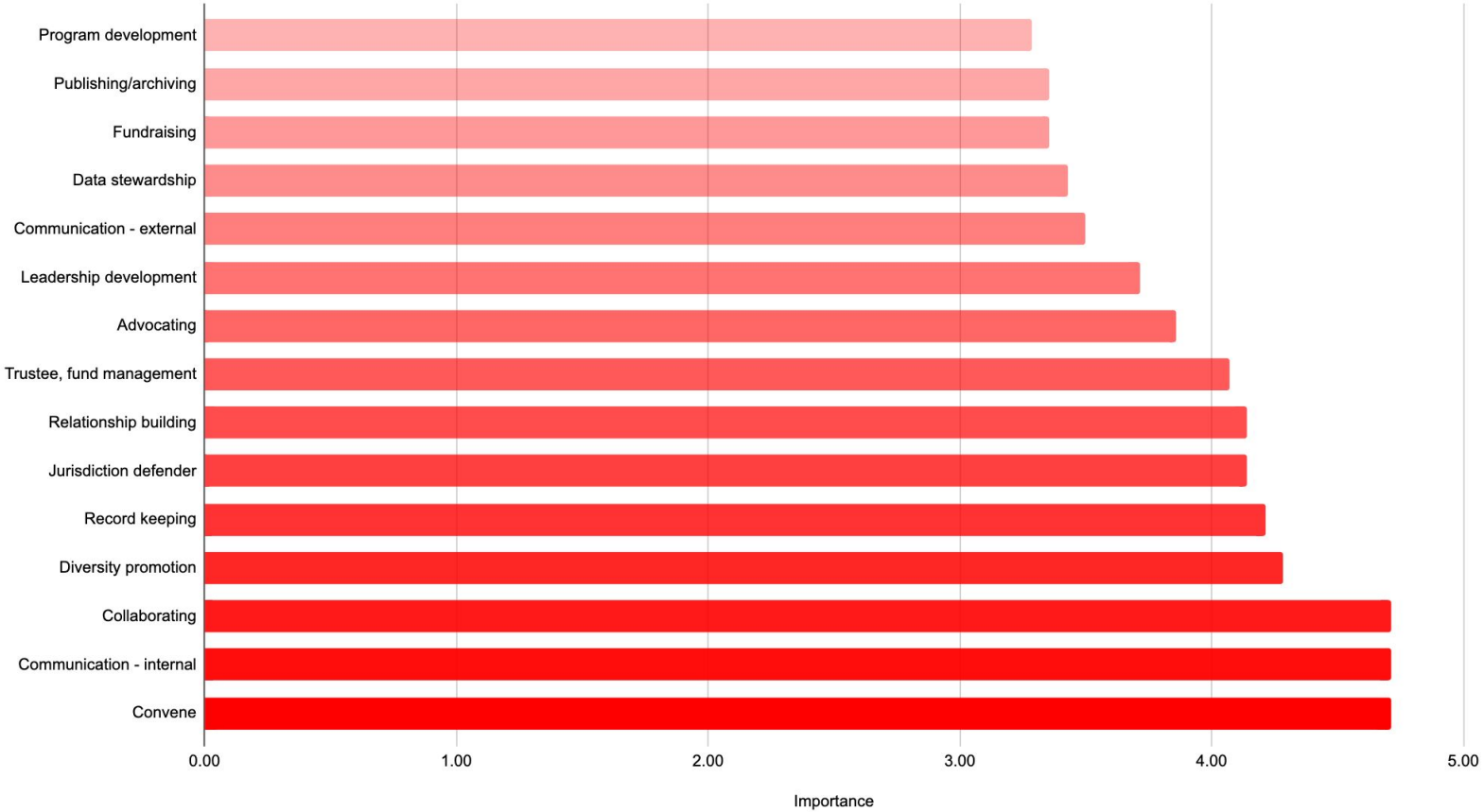
Importance vs. Performance - Directors only



Gap between importance and performance | Opportunity - Directors Only



Importance - Directors Only



Your interpretations?

Your takeaways?

Sister Association Insights

Sara Parker-Pauley | MAFWA

J.D. Strong | WAFWA

Paul Johansen | NEAFWA

Do more/better

Start doing

Take out back and shoot

Don’t do

(not doing now, and we shouldn’t start doing it)