



# MPA CENTER STRATEGIC PLAN SUMMARY 2019-2024

## Goals

### Improve MPA Design, Management and Effectiveness

#### 1- Increase managers' knowledge of best practices for effective adaptive management of MPAs and MPA networks in a changing ocean.

Through information sharing, training, and best practice tools, support the ability of MPA managers and staff to identify, assess and manage:

- existing and emerging threats to MPAs, including climate change impacts.
- existing and emerging uses of MPAs such as aquaculture and recreation and tourism.

#### 2- Increase use of science-based and participatory design in the establishment of new, enhanced or expanded MPAs.

- Develop and provide tools, information, resources and management approaches for engaging national and international coastal communities in participatory planning approaches and networks.
- Serve as an informational resource for groups or organizations seeking new or expanded place-based protection.
- Identify and develop mechanisms for incorporating physical, ecological, social and cultural connectivity into MPA network design and management.

### Connect MPAs and MPA Programs

#### 1- Establish framework and organization tools to promote collaboration on issues or themes of common interest among MPA programs

- Identify and address 2-3 priority issues for MPA Center action based on input from MPA managers.
- Maintain a national inventory of MPAs.
- Conduct outreach to MPA managers to promote a common identity and highlight the value of collaboration and connections.

#### 2- Develop partnerships among MPA managers and staff to develop and strengthen MPA communities of practice (nationally and internationally)

- Identify funding options and partners for capacity building in the U.S. and internationally.
- Build linkages across U.S. and international capacity building efforts to increase their impact.
- Identify opportunities for collaboration around shared issues (e.g. shared species, habitats, challenges).

### Advance Public Understanding and Support for MPA Programs

#### 1- Communicate the values of MPAs to more diverse audience

- Leverage new and existing partnerships and strategies for communication.
- Identify and prioritize audiences and/or partners and messages and develop communication products for those audiences (including social, economic and cultural messages).
- Work with partners to identify, synthesize and communicate stories about the benefits and value of MPAs and the challenges they face in a changing ocean.
- Work with MPA programs to understand the social science behind public attitudes and values about MPAs and to share and advance this work.

#### 2- Increase engagement with and capacity of future MPA leaders

- Collaborate with MPA partners to reach, inspire and develop leadership among youth (high school to 30).
- Partner with existing leadership programs to include and strengthen ocean and MPA component.

## Objectives and Strategies



### OUR VISION

Effective networks of marine protected areas helping to sustain a healthy ocean.

### OUR MISSION

To support and grow the network of people and sites working to protect the ocean's most important places through science, tools and capacity building.

Full Strategic Plan: [www.marineprotectedareas.noaa.gov](http://www.marineprotectedareas.noaa.gov)