

West Coast Fisheries Forum: Setting Goals & Objectives

Monterey, California

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Setting Goals & Objectives

- Theory
 - Purpose of setting goals & objectives
 - Procedural issues
 - Participation – who and how
 - Process
 - Decisionmaking
- Practice: The Fountain – mini-collaborative decision making case

Goals & Objectives in the Decision Process

- Work on the right decision PROBLEM for which you set your **GOAL**
- Specify your **OBJECTIVES**
- Develop creative ALTERNATIVE OPTIONS
- Gather relevant INFORMATION
- Understand the CONSEQUENCES – how well do the options satisfy your objectives?
- Work the TRADEOFFS – what are your priorities and how do you manage the tradeoffs among competing objectives?
- Clarify your UNCERTAINTIES
- Examine your RISK TOLERANCE
- Consider LINKED DECISIONS

Hammond, Keeney and Raiffa “Smart Choices”

GOAL: What is the Problem to be Solved?

- Be creative in defining the decision problem
- Turn problems into opportunities
- Note what triggered the decision – Court ruling?
Administrative rules?
- Question assumed constraints
- Consider scope and perspective

Professor Tina Seelig: Creativity in Setting Goals

- <http://entrenoususa.blogspot.com/2013/05/a-crash-course-in-creativity-week-3.html>



OBJECTIVES

- These form the basis for evaluating the alternative options
 - Help determine what information you need
 - Help explain your choice to others
 - Establish the decision's importance
- Sketch whole list of concerns you hope to address through your decision
- Convert concerns into succinct objectives, with a verb and object
 - distill the list
- Distinguish ends and means to identify fundamental objectives. Ask “why”? Means objectives help stimulate alternatives. Ends objectives become criteria to evaluate and compare alternatives.
- Review your objectives: do they capture all your interests?

The Fountain

- Multi-party, multi-issue joint decision making exercise
- Parties:
 - Justice Ed Tigner Memorial Trust
 - Freedom County Finance Director
 - Save the Water Community Action Group
 - Superior Court Judges
 - Liberty City Beautification Group
- Issues:
 - Design
 - Funding
 - Maintenance

The Fountain

- Find your sextet group
- Select one of the six case roles (6 different colors). Read your role information and prepare to meet with your community counterparts [10-15 minutes]
- Discuss and decide how you will handle the fountain project [30 minutes]
- Be prepared to describe the process for developing the goals and objectives of the fountain project

The Fountain

- 2:30 – 2:50 -- **Prepare**: read role, identify your interests and others' likely interests/priorities. How do you see the goal of this meeting, and what objectives would you measure any proposed option against? Take a **Break**!
- 2:50 – 3:20 – **Negotiate** in breakout spaces
- 3:20 – 3:45 – Debriefing
- 3:45– 4:00 – Synthesis