

American Fisheries Society Outstanding Chapter Award

The Outstanding Chapter selection is a multi stage process. Award nominations must be submitted to the Division Presidents and each Division may forward up to three Outstanding Chapters nominations to the Committee. As in the past few years (Large > 100 members) and small (< 100 members) Chapters, will be judged separately. Starting in 2005, a third AFS award will be given to an outstanding student subunit of a chapter. Criteria for the student sub-unit award will be the same as for chapter awards: to be given to the student subunit that exhibits outstanding professionalism, active resource protection and enhancement programs, and commitment to the mission of the American Fisheries Society. Independent Student Chapters of the parent society are not eligible for this award.

Deadlines:

1. Division Presidents are responsible for determining the deadline for submitting chapter nominations to each Division.
2. The deadline for Division Presidents to forward nominations to the Outstanding Chapter Committee Chair is *June 1, 2010*.

Instructions:

Use the following form (starting on Page 3) to complete your award application. Report Chapter activities that occurred in the 12 month period immediately before the Division deadline. Please fill in all appropriate sections. You may reformat the form (i.e. increase the size of the table cells) for individual responses but you must maintain the same order and include all sections. The application follows. No later than June 1, 2010 send an electronic copy of the application to the chairperson of the outstanding chapter award committee:

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DNR Marquette Fisheries Station
484 Cherry Creek Road
Marquette, MI 49855
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Email: mistakj@michigan.gov

Note:

If the Chapter completes activities that further the mission of the Society or Chapter, but are not reflected in the criteria, include those activities under "Other Activities" at the end of this award application. Please include a statement as to how these activities further the mission of the Society or Chapter.

Criteria:

To be given to the chapter that exhibits a commitment to the mission of the American Fisheries Society by actively working to achieve the following goals set forth in the Parent Society's Strategic Plan. Additional information on each goal in the Strategic Plan is provided on the AFS web site

Aquatic Stewardship

The focus on stewardship addresses these challenges by establishing three goals:

1. Lead outreach and advocacy efforts for sustainable fisheries from local to global levels.
2. Educate those outside the scientific arena on the complex issues surrounding fisheries and aquatic natural resources.
3. Promote the sound stewardship and conservation of aquatic ecosystems.

Member Services

The focus of member services includes:

1. Provide services for professional development and recognize volunteer accomplishments.
2. Provide scientific and technical information.
3. Provide online information networks.
4. Increase membership diversity.
5. Implement and monitor progress on the Strategic Plan.
6. Assure financial security.

Information Transfer and Outreach

Goals for Information Transfer and Outreach include:

1. Improve the visibility of AFS.
2. Collaborate with other scientific and professional organizations.
3. Improve public perceptions about the professional stature of AFS members.
4. Use information networks to their greatest capacity.
5. Actively influence public policy.

Outstanding Chapter Award Application

1. BACKGROUND & CHAPTER STRUCTURE

1a. Chapter Name:

1b. AFS Division:

1c. Chapter President:

1d. Address:

1e. Structure of Chapter:

Officers:

Committee Structure:

Standing:

Ad hoc:

Membership Report

Membership Type	Total Number	% increase (or decrease) from previous year
Total Membership		
New Members		
Lost Members		
Student Members		
Parent Society Members		

Please describe your Chapter's activities related to the Goals under each Focus Area. When necessary, provide examples (e.g., paper copy or web address) of each completed activity. Refer to the AFS Strategic Plan for more details on the Goals set by the Society within these Focus Areas and the Strategies (activities) that address the goals. Portions of the plan are included below to serve as examples of activities that fall under the Goals within the three major Focus Areas.

Focus Area 1, Aquatic Stewardship: AFS and its members will be leaders in promoting the sustainability and sound stewardship of fisheries resources and aquatic ecosystems.

<u>Local and Global Leadership</u>
Disseminating existing AFS position and policy statements (e.g., Human Use of Fish) to other professional, scientific, conservation, and industry organizations, the media, and political bodies/governments, particularly including Web access and recognition by search engines.
Sponsor workshops, partnering with other organizations as appropriate, to train members in becoming more effective at establishing and maintaining communication with policy makers and media, and in dealing with local, national and international policy issues when we advocate for fisheries resources and aquatic ecosystems. (Also supports Focus Area 2, Collaboration Goal)
Encourage members to become more active in contacting resource management agencies, local politicians, civic leaders, and media to provide scientifically-based information, peer review services, and assistance related to conservation of fisheries and aquatic ecosystems.
<u>Stewardship Education</u>
Develop and regularly update an educational material geared to non-professionals, to address fishery and aquatic resource conservation issues. Include information accessible to and of interest to different types of audiences (e.g., youth, anglers, local environmental citizens' councils).
Develop conferences, symposia, and books focusing on holistic management practices and aquatic biodiversity, and how these concerns relate to fisheries and aquatic resource management.
Encourage individual AFS members to become more active in contacting public/civic groups and schools to offer educational assistance and materials.
Develop, in partnership with other appropriate aquatic conservation organizations, programs geared toward facilitating and promoting public leadership and youth development in stewardship of aquatic resources.
Work with local fishing magazines to include a small article/essay in each issue about conservation, management of resources, habitat protection, etc.
Develop brochures, posters, websites, etc., designed to educate the public about sound stewardship and responsible use of fisheries resources and aquatic ecosystems; and 2) actively promote, advertise and distribute those materials.
Compile and maintain a clearinghouse of activity/project ideas and educational and informational materials produced by the Chapter or individual members that promote the sustainability and sound stewardship of fisheries resources and aquatic ecosystems. Units will use this compilation as a reference bank to identify potential projects or educational materials.
<u>Promote Stewardship</u>
Partner with professional scientific organizations, conservation and environmental organizations, and industry groups to address complex issues which encompass multiple disciplines, through joint publications, conferences/workshops, legislative briefing statements, and policy statements.
Use the full spectrum of activities discussed in Focus Area ITO to promote the conservation of aquatic ecosystems.

***Focus Area 2, Information Transfer and Outreach:* AFS and its members will be recognized by decision makers and natural resource professionals as an important source of science-based information about fisheries and aquatic ecosystems and their conservation, management, and sustainable development.**

<u>Visibility</u>
Develop and disseminate materials about aquatic resource stewardship targeted to public audiences as described under Aquatic Stewardship Goal.
Distribute AFS press releases and fact sheets regularly about timely (and controversial, for media-appeal) fisheries issues of national importance that involve local cases or angles.
Develop projects to submit to the FCF in furthering their mission to translate science for the public/media. (Also supports Strategy AS 2.10)
Develop and disseminate how-to materials to AFS members to encourage effective and frequent media interactions.
<u>Collaboration</u>
Collaborate with other relevant scientific organizations to actively make scientific information about fisheries and aquatic ecosystems accessible and relevant to public policy makers. Establish joint scientific and technical meetings, joint position statements, Web site links, and joint electronic mailing lists.
<u>Professional Stature</u>
Communicate regularly to members (1) how they can improve their stature as fishery professionals, and (2) the value and uses of the Society's Certification Program to encourage participation in the program.
Enhance the AFS leadership role in educating employers, as well as, city, county, state federal and provincial agencies about the need for professional standards.
Determine which organizations are using the AFS Certification Program and how they instituted it; determine which relevant organizations are not using the Certification Program and their reasons. Use this information to develop information and promotion campaigns targeted at employers.
Develop partnerships with other natural resource Societies (e.g., Wildlife Society) to promote the use of professional standards among natural resource professionals. (Also supports Goal ITO 2, Collaboration.)
Communicate to employers the benefits employees gain through the leadership and planning skills learned while serving in AFS Units and as officers, and the enhanced worth those individuals will have to the employer.
Encourage fishery educators to promote AFS benefits and professional goals to students.
Develop marketing plan to colleges and universities to encourage increased faculty and student participation.
<u>Information Network:</u>
Develop or enhance Chapter Web sites and/or discipline-specific electronic mailing lists with particular emphasis on outreach to other users.
Facilitate the ability of AFS members to join non-AFS electronic mailing lists that discuss fisheries-related topics to enhance the discussion and promote the benefits of AFS membership.
<u>Public Policy:</u>
AFS and all Units use established guidelines for advocacy activities.
Develop a process to preserve the long-term institutional memory of the Resource Policy Committee and other AFS entities involved in public policy activities.
Regularly review policy and position statements and other public policy materials of AFS and revise based on the changes in scientific information, projected requests for input, and consideration of the expertise within the AFS membership.
Implement the strategies for aquatic stewardship promotion, local and global leadership, and stewardship education detailed under Aquatic Stewardship Goal.

Focus Area 3, Member Services: AFS will provide excellent, cost-efficient services, operations, and support for its members.

Professional Development and Recognition:

Provide directly and facilitate (through other providers) offerings of continuing education courses sufficient to satisfy members' demand and serve other continuing education needs.

Evaluate the utility and function of the AFS Certification Program to members and employers and identify barriers to use.

Ensure AFS services and products are affordable, viable and beneficial to most members.

Encourage recognition of volunteer contributions to the success of the Society at all levels.

Routinely assess membership needs and satisfaction with resources, services, products and professional development services provided by AFS.

Maintain or increase student membership to reflect the proportion of time spent as a student (7 years as students, 35 as employees), and increase student involvement in routine Society business at all organizational levels.

Science-Based Information:

Host Division and Society scientific and technical meetings.

Other Activities (Please list other Chapter activities that do not fall within the above listed criteria. Please include a statement as to how these activities further the mission of the Society or Chapter)