**2022-2026 ACFHP Strategic Plan – Conservation Objectives**

1. **On-the-Ground Implementation Objectives and Strategies**
   1. OBJECTIVE: Conserve1 and connect priority aquatic habitats to improve ecosystem function and increase climate resilience for fish, people, and nature.
      1. STRATEGY: Fund on-the-ground projects that conserve and/or connect Subregional Priority Habitats.
      2. Improve access to fish habitat conservation funding for organizations working in/with under-resourced communities.
   2. OBJECTIVE: Collectively advance and elevate the work of ACFHP partners to support transformational conservation projects on priority habitats.
      1. STRATEGY: Improve access to fish habitat conservation funding for organizations working in/with under-resourced communities.
      2. Improve access to fish habitat conservation funding for organizations working in/with under-resourced communities.
2. **Science and Data Objectives and Strategies**
   1. OBJECTIVE: Develop and synthesize information products that help identify or assess fish habitat conservation activities that support ACFHP goals.
      1. STRATEGY: Evaluate, update, and maintain ACFHP’s existing science and data products.
      2. Evaluate the status of ACFHP’s fish habitat restoration projects.
      3. Develop fish habitat conservation tools and resources that support managers and practitioners
      4. Develop the fish habitat conservation tools and resources that support under-resourced communities in whichever ways are most relevant to said communities.
      5. Strategically utilize science and data tools to focus project solicitation and selection on high priority areas identified in ACFHP’s mapping efforts on habitats, DEIJ, and climate change.
3. **Outreach and Communication Objectives and Strategies**
   1. OBJECTIVE: Promote ACFHP’s mission and vision to target audiences to grow our influence and impact.
      1. STRATEGY: Develop new and evaluate/update current printed and digital content.
   2. OBJECTIVE: Share and disseminate information about the products, projects, and services ACFHP and its partners to further the conservation of fish habitat.
      1. STRATEGY: Disseminate communication materials via digital platforms and via participation at professional conferences/tradeshows to extend our coverage.
      2. Seek opportunities to expand media engagement with ACFHP products, projects, and services.
      3. Publicize partners’ actions, projects, and products via various communication platforms
      4. Promote effective practices and methodologies for conservation of Subregional Priority Habitats.
   3. OBJECTIVE: Engage with those directing funding streams to promote our conservation priorities.
      1. STRATEGY: Promote effective practices and methodologies for conservation of Subregional Priority Habitats.
4. **Operations Objectives and Strategies**
   1. OBJECTIVE: Utilize funding and expertise to achieve the greatest benefits for fish habitat conservation.
      1. STRATEGY: Provide and direct funds to high quality conservation projects through annual requests for proposals (NFHP, ACFHP general, NMFS Habitat and Recreational Fisheries, etc.).
   2. OBJECTIVE: Enhance administrative capacity for receiving, distributing, and maintaining ACFHP funding in order to increase ACFHP productivity.
      1. STRATEGY: Explore alternative means to administer grant awards and donations for conservation, science, and outreach projects.
      2. Pursue new sources of stable, long-term funding to expand organizational capacity.
      3. Ensure alignment between ACFHP and NFHP’s priorities.
   3. OBJECTIVE: Achieve a fully inclusive FHP to engage and empower existing and new members.
      1. STRATEGY: Evaluate the composition of the ACFHP members and committees toward increasing capacity, expertise, engagement, and diversity.
      2. Recruit new ACFHP partners representing diverse communities that benefit from healthy fish habitat.
      3. Through habitat restoration RFPs, consider proposal criteria and habitat prioritization scoring to promote selection of projects in under-resourced communities.