6.2.5. Tactic: Create a compelling narrative on MRIP and partner success stories to share with key stakeholders.

6.1.1. Tactic: Develop and share criteria for priority-setting and decision-making on funding allocation.

3.5.2. Tactic: Assess web analytics to improve web content and usage.

3.2.2. Tactic: Conduct a formal external MRIP communications and outreach feedback and needs assessment.

6.2.1. Tactic: Provide a cost-benefit analysis of funding level options for primary stakeholders (i.e., stakeholders whose contributions and collaborative investments are key to MRIP).

3.2.1. Tactic: Identify and maintain contact with key stakeholders (e.g., Social Network Analysis).

5.1.4. Tactic: Evaluate options to enhance recreational fisheries stakeholders’ participation in MRIP.

5.2.4. Tactic: Annually specify national priority-setting criteria for providing support for needs assessment in the 2017 MRIP Review by the National Academies of Sciences, including measures to enhance two-way dialogue with key stakeholders and effective outreach to anglers.

4.1.1. Tactic: Support research aimed at designing, testing, and implementing new and/or improved recreational fisheries surveys that address specific needs (e.g., private access, discards).

4.2.2. Tactic: Increase staff expertise in survey statistics, survey operations, statistical software, new technologies, and survey management through training and other development opportunities.

3.4.1. Tactic: Provide support to a NMFS recreational fisheries outreach and education initiative.

3.4.3. Tactic: Provide support to a NMFS recreational fisheries outreach and education initiative.

3.6.1. Tactic: Increase use of public relations; social and digital media.

3.4.2. Tactic: Pursue inclusion of MRIP in curricula for Marine Resources Education Program (MREP) teams.

3.3.2. Tactic: Periodically evaluate stakeholder understanding of MRIP and adjust communications and education efforts accordingly in the Regional Plans.

5.1.2. Tactic: Assess partners’ sense of ownership in MRIP (i.e., do partners consider themselves stakeholders?)

5.2.3. Tactic: In regions that do not have a FIN, create and maintain ad hoc regional implementation teams.

4.1.3. Tactic: Develop an analytical tool that enables optimization of sample allocation within and among surveys to address second level of precision for varying purposes, as identified in a Regional Implementation Plan.

4.2.1. Tactic: Evaluate the potential application of new electronic technologies into the program.

3.3.3. Tactic: Host primary customer workshop to train participants to effectively access, analyze, and import survey data into a regional implementation environment for the Regional Plan.

3.7.1. Tactic: Revise/expand the MRIP Strategic Communications Plan to include the recommendations in the 2017 MRIP Review by the National Academies of Sciences, including measures to enhance two-way dialogue with key stakeholders and effective outreach to anglers.

3.1.1. Tactic: Conduct periodic regional reviews of data programs to identify potential issues of bias and scale.

3.1.2. Tactic: Conduct periodic annual assessments of partner and stakeholder communication and outreach programs, including evaluation of the effectiveness of current communications products and strategies.

4.1.2. Tactic: Develop an analytical tool that enables optimization of sample allocation within and among surveys to address second level of precision for varying purposes, as identified in a Regional Implementation Plan.

5.1.5. Tactic: Expand MRIP collaborations, including adding additional experts in survey design and implementation in MRIP consultant team.

5.3.1. Tactic: Evaluate and, as appropriate, support and enable delegating responsibility of survey implementation to regions (as identified in the Regional Implementation Plan).

5.3.2. Tactic: Conduct evaluation of cost/benefits of moving estimation to regional partners.

5.1.4. Tactic: Evaluate options to enhance recreational fisheries stakeholders’ participation in MRIP.

3.2.3. Tactic: Establish an MRIP onboarding process(es) for key stakeholders and primary customers.

3.7.1. Tactic: Revise/expand the MRIP Strategic Communications Plan to include the recommendations in the 2017 MRIP Review by the National Academies of Sciences.

4.1.3. Tactic: Develop an analytical tool that enables optimization of sample allocation within and among surveys to address desired levels of precision for varying purposes, as identified in Regional Implementation Plans.

5.1.3. Tactic: Periodically review management structure to address evolving program functions and processes.

3.3.3. Tactic: Host primary customer workshop to train participants to effectively access, analyze, and import survey data into a regional implementation environment for the Regional Plan.

4.1.3. Tactic: Develop an analytical tool that enables optimization of sample allocation within and among surveys to address desired levels of precision for varying purposes, as identified in Regional Implementation Plans.

5.2.3. Tactic: In regions that do not have a FIN, create and maintain ad hoc regional implementation teams.

4.1.1. Tactic: Support research aimed at designing, testing, and implementing new and/or improved recreational fisheries surveys that address specific needs (e.g., private access, discards).

4.2.3. Tactic: Publish research results in peer-reviewed journals and organize and/or participate in symposia.

3.2.2. Tactic: Conduct a formal external MRIP communications and outreach feedback and needs assessment.

3.1.2. Tactic: Develop outreach materials to provide consistent messaging regarding recreational fishing surveys.

3.6.1. Tactic: Increase use of public relations; social and digital media.

3.4.1. Tactic: Provide support to a NMFS recreational fisheries outreach and education initiative.

3.4.3. Tactic: Provide support to a NMFS recreational fisheries outreach and education initiative.

3.7.1. Tactic: Revise/expand the MRIP Strategic Communications Plan to include the recommendations in the 2017 MRIP Review by the National Academies of Sciences, including measures to enhance two-way dialogue with key stakeholders and effective outreach to anglers.

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4.1.2. Tactic: Evaluate the potential application of new electronic technologies into the program.
Goal: Promote accountability. The Xs and Os on the matrix indicate:

- A goal to promote accountability through developing and using tools that convert statistics produced by surveys into common currency.

- Xs represent areas that need improvement or development.

- Os represent areas that are satisfactory or meeting the goal.

- Os with an 'x' indicate areas that are partly satisfactory.

- Os with a 'o' indicate areas that are fully satisfactory.

- Os with a 'X' indicate areas that are fully satisfactory with additional development needed.

- Os with an 'O' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'O' and an 'x' indicate areas that are partly satisfactory with additional development needed.

- Os with a 'O' and an 'O' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'O' and an 'X' indicate areas that are partly satisfactory with additional development needed.

- Os with a 'O' and an 'o' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'X' and an 'X' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'X' and an 'O' indicate areas that are partly satisfactory with additional development needed.

- Os with a 'X' and an 'O' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'X' and an 'O' indicate areas that are partly satisfactory with additional development needed.

- Os with a 'X' and an 'O' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'X' and an 'O' indicate areas that are partly satisfactory with additional development needed.

- Os with a 'X' and an 'O' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'X' and an 'O' indicate areas that are partly satisfactory with additional development needed.

- Os with a 'X' and an 'O' indicate areas that are fully satisfactory with no additional development needed.

- Os with a 'X' and an 'O' indicate areas that are partly satisfactory with additional development needed.

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