**Background information for discussion of CBP goal statement list**

As the GITs and the Management Board enter into a discussion of Chesapeake Bay Program goals and direction, there are a number of things that should be part of the discourse.

Whatever the CBP determines to undertake as goals, an overarching program need is to ensure accountability and enable adaptive management.

Clear articulation of desired outcomes is a critical first step to any meaningful effort to be accountable and to manage adaptively. Goals should generally be specific, measurable, attainable, realistic, and time-bound.

For every goal there needs to be a transparent consideration of factors that must be addressed in order to achieve the goal. The first of these factors, in a program as large and as complex as the CBP, is identification of the kind of engagement each program partner needs to have in strategies to achieve the goal.

Partner engagement in program goals can fall anywhere along a gradient from “everyone must be collaborating” (an example is the TMDL goal) to “it is useful to share information about individual activities” (an example might be the public access goal). In between, there are program efforts that may only involve a subset of partners (an example might be blue crab management), and efforts that can be enhanced by significant efforts to coordinate (some of the habitat restoration goals are examples).

Knowing who needs to be engaged can inform two things in the program’s efforts to be accountable and adaptive.

* First, knowing the key players allows GITs to design strategies that are effective, efficient, and evaluable.
* Second, identification of the nature of partner engagement can facilitate design of a decision protocol that facilitates adaptive management by matching authority and responsibility.

**As the discussion of CBP goals begins, early attention by both the GITs and the Management Board to:**

1. **the clarity of goal statements; and**
2. **the nature of essential partner engagement**

**will be beneficial to the further development of implementation strategies and overall program management.**