

# American Shore and Beach Preservation Association

## *Strategic Plan 2016-2018*

The American Shore and Beach Preservation Association (ASBPA) has adopted a strategic plan for 2016 to 2018.

This plan builds on ASBPA's 90-year legacy of advancing coastal science and advocating for coastal policies that protect communities, restore ecology and provide recreation and economic development for residents and businesses. Over the next three years, ASBPA will continue to hold an annual conference and summit, publish *Shore & Beach* as a peer-reviewed journal and "Coastal Voice" as a newsletter, provide coastal articles on timely issues and advocate for federal funding for coastal restoration, research and shore protection.

Additionally, ASBPA will improve coastal communities' understanding of resilience, bring together coastal and dune researchers and managers to ensure research is addressing pertinent questions and being applied appropriately, and work to secure new public and private investments in beach and estuarine restoration. To achieve all its external goals, ASBPA is committed to growing as an organization.

The ASBPA strategic plan sets goals and objectives for external advancements and for internal growth, and to guide all our efforts for the next three years.

### Mission:

*ASBPA is dedicated to preserving, protecting and enhancing our coasts by merging science and public policy.*



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**asbpa**

American Shore & Beach Preservation Association

Advocating for healthy coastlines



## Dune Management

In October 2015, ASBPA held a workshop in Kitty Hawk, NC on “Dune Management Challenges on Developed Coasts,” bringing together 100 researchers and managers from the Atlantic and Gulf coasts to discuss issues each are facing in managing dunes.

In 2016, ASBPA will be working with the U.S. Geological Survey (USGS) and the U.S. Army Corps of Engineers (USACE) to award grants to academics who are doing research on questions that were raised at the workshop. The results of this research will be presented in *Shore & Beach* and presented at the 2017 ASBPA National Coastal Conference.



## Science and Technology

*ASBPA seeks to advance coastal research by governmental, non-governmental organizations (NGOs) and academic institutions. To achieve this we have established three Science & Technology goals:*

- 1) A “U.S. Coastal Research Program,” a collaborative effort between federal agencies, academia and NGOs, will coordinate and lead a nationwide coastal research agenda.
- 2) A “National Coastal Resilience Network” of regional and federal partners will provide communities with quantitative information about their resilience.
- 3) Coastal and beach managers will guide academic research on dune management and have better access to, and understanding of, the latest academic research on dunes.

***Key Objective: ASBPA, in collaboration with USGS, USACE and NOAA, will develop a probabilistic model to quantify resilience.***

## Government Affairs

*ASBPA seeks to support coastal policy decision-making based on sound scientific and engineering principles and calls for public policy that will tangibly improve and protect the coastal resources of the United States. To achieve this we have established three Government Affairs goals:*

- 1) Federal funding for coastal protection and coastal research will be maintained or increased;
  - a. Additionally, a policy or commitment for long-term coastal funding will be introduced in Congress.
- 2) Congress publicly demonstrates support for *proactive* coastal restoration, rather than waiting until the latest disaster to provide support for restoration.
- 3) Permitting and approval time for federal and non-federal coastal protection projects will be expedited.

***Key Objective: General permits and biological opinions covering routine actions such as beach nourishment, beach renourishment, and disposal of navigationally dredged material will be held by USACE Districts to avoid duplication.***



### *Shore & Beach*

*Shore & Beach* is ASBPA's peer-reviewed journal that has been published since 1933. Publishing up to four issues per year, with occasional special issues devoted to a singular timely topic, it has included many distinguished authors including Murrrough P. O'Brien, Robert Dean, and James Houston.

As journals increasingly go digital and academics look to "impact factor" in determining where to publish, *Shore & Beach* is looking to evolve with the times. Over the next three years, *Shore & Beach* will undergo its own strategic planning process, charting a path to stay relevant and influential in coastal conversation as it heads towards its 90<sup>th</sup> volume.

*To submit articles or to become involved with the editorial board, email: [editor@asbpa.org](mailto:editor@asbpa.org).*

## Education and Outreach

*ASBPA seeks to advance its mission by educating and engaging coastal stakeholders and the next generation of coastal practitioners on the latest science and policy related to shore and beach preservation. To achieve this we have established four goals:*

- 1) Communication with members will include four issues of *Shore & Beach*, 10 newsletters, and monthly communication on pertinent coastal issues.
- 2) External communications will focus on issues that advance ASBPA's Government Affairs and Science & Technology goals, or that help grow ASBPA resources.
- 3) ASBPA conferences and summits will educate attendees about recent coastal science and policy, and will brand ASBPA as a national leader in coastal restoration.
- 4) Each year, coastal practitioners and coastal students will have access to new trainings to improve their coastal knowledge and advance their careers;
  - a. Students will have the opportunity to apply for conference scholarships and stipends.

***Key Objective: Each year, the National Coastal Conference will have at least 100 presentations, and the Coastal Summit will generate 60 meetings with legislators or agency staff.***

## Coastal Zone Foundation

ASBPA has signed a memorandum of understanding with the Coastal Zone Foundation to work on a “Coastal Certification” program. Piloted at ASBPA’s 2015 National Coastal Conference, the certification program will have ten modules on coastal issues that a well-educated coastal professional should understand.

Each module will provide Professional Development Hours, and completion of 10 modules will earn a certification.



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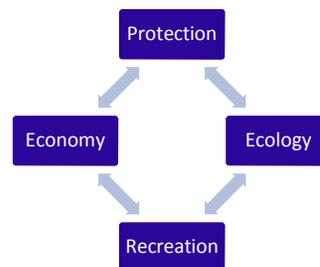
## Internal Resources

*In order to achieve our external goals, ASBPA needs to grow as an organization. We have established four areas of organizational growth:*

- 1) Membership, which includes coastal engineers, geologists, planners, manager, elected officials and academics, will remain geographically diverse and have an average 5% growth rate.
- 2) ASBPA’s budget will be stable and balanced each year, and have diversified revenue streams, including new grant funding.
- 3) Chapters will advance ASBPA’s goals and ASBPA will advance our chapters’ goals, and ASBPA will develop clear policies and guidance for developing chapters.
- 4) Human Resources – composed of board members, staff/contractors and volunteers – will be actively engaged on committees and provide policy, technical and fundraising support to the organization.

## Why Preserve our Coasts?

For anyone who’s ever seen children play in the surf, “hung ten” on a long board, spotted a red knot feeding on horseshoe crab eggs, or held the hand of a loved one while walking on the beach, the importance of shores and beaches is obvious. ASBPA believes preserving and restoring our coasts are important for four primary and interconnected reasons:



**Storm protection:** A healthy beach reduces coastal storm damages to communities, infrastructure, and transportation corridors.

**Ecology:** Beaches and coastal areas provide valuable habitats for a wide variety of ecosystems and species.

**Recreation:** Beaches are our largest playgrounds, with more recreational use than all our national parks combined.

**Economic:** U.S. coasts are a major draw for tourists from across the nation and the world, generating billions of dollars in revenues annually and creating thousands of jobs.