



Expert Group: COMMUNICATION

Expert Group Participants:

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Citizen Science Program Component: *COMMUNICATION*

Recommendations: Outreach at Program Level

- **Generalized PR for Roll Out: Include talking points**
- **Targeted Materials for Likely Participants**
- **Mechanism for Match Making**
- **Advisory Board or AP Structure**
- **Clear Policy Statement on Data Use**
- **Fisheries Forum**
- **Testimonials from Participants**
- **Develop a Program Brand**
- **Beta Test Everything**



Citizen Science Program Component: *Communication*

Recommendations: Outreach at Project Level

- **Tutorials/Training (Continual with multiple formats)**
- **Regular Updates to Participants**
- **Develop Talking Points**
- **Beta Test – e.g., training videos**



Citizen Science Program Component: *Communication*

Recommendations: Elements Benefiting from Outreach

- **Participant Engagement Cross-cuts ALL Elements**
- **Early Stages (Goals and Capacity):** *Tell the story of how the program came to be*
- **Managing Participation and Expectations Hinges on Communication and Outreach**



Citizen Science Program Component: *Communication*

Recommendations: Methods of Communication by Users

- **Overarching Web Portal**
- **Training Plan**
 - Train the Trainers (highliners)
- **Media Plan**
 - Press Releases and Social Media (Media Outlets)
 - Media Days, Field Trips (Media Outlets), Policy Makers
- **Feedback and Recognition Plan**
 - Quarterly Updates (participants)
 - Annual Symposium (all)
- **Facilitating Project Development** (participants, scientists and resource managers)



Citizen Science Program Component: *Communication*

Recommendations: Outreach Resources Currently Available

- **Partnerships:** NOAA Fisheries/Sanctuary; MREP; SG Programs; State Communication Programs; Groups “Doin’ It”; Industry Assoc./Clubs; Aquariums
- **Venues:** Trade Shows; Science Education Conferences
- **Technology Platforms:** YouTube/Vimeo; Social Media; Webinars (GoToMeeting); Open Source (e.g., REEF)
- **Funding:** NGO; Foundations; Federal Grants; Crowd Sourcing (project level)



Citizen Science Program Component: *Communication*

Recommendations: **MARINA**

- **Ensure All Participants Get Recognition**
- **Is a Communication Plan and Separate Outreach Plan Necessary?**
- **First Step: Inventory of Current Marine CitSci Efforts**
- **Who is the “Face” of the Program: Affects Buy-In**
- **Need to Define “Citizen Science”**
- **Outreach Materials Should be Sensitive to Minority Groups (e.g., multiple languages)**
- **Simplified Application Process (compared to current RFPs)**