



South Atlantic Fishery Management Council **Citizen Science Program Update**

Snapper Grouper AP Meeting



November 2020



Activities 2020

Program Evaluation

- *Working on with Rick Bonney, Jennifer Shirk, and Operations Committee*
- *Finalizing goals, objectives, strategies, and indicators*
- *Developing program evaluation questions and evaluation options*

Cit Sci Advisory Panel Meetings

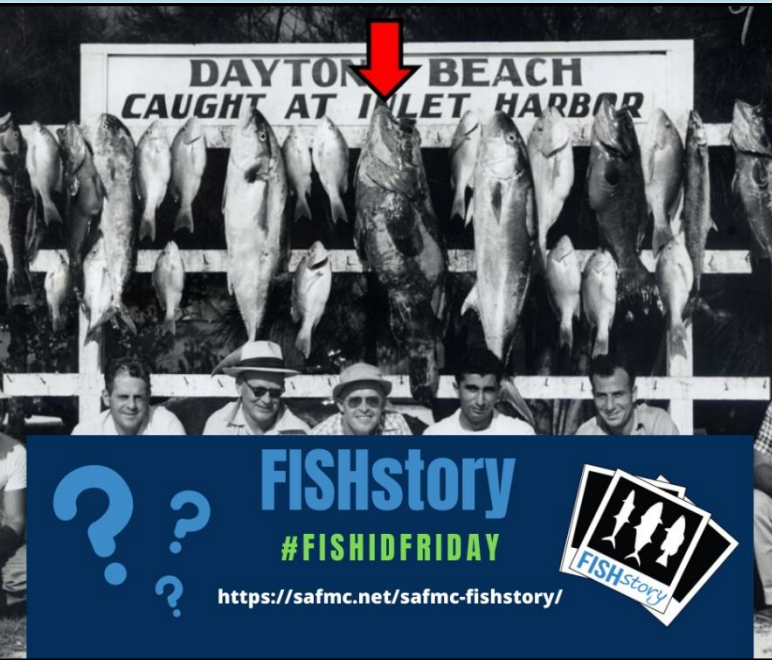
- *June, Aug & Oct 2020: Operations Committee*
- *Nov 2020: Projects Advisory Committee*

AFS Cit Sci Symposium with NOAA colleagues

- *Organized symposium and virtual panel discussion*
- *Presentations on Program development and SAFMC Scamp Release & FISHstory*



Activities 2020



South Atlantic Fishery Management Council's Citizen Science Program



Projects Update

Bioscience manuscript, Bonney et al. – revisions almost complete; resubmit Fall 2020

Federal Inter-Agency Cit Sci Work Group

- *Advisor to help review draft programmatic docs*

Citizen Science Social Media Strategy

- *#CitSciFri branding*
- *Preliminary analytics review*

Citizen Science Email Distribution List

- *Working to grow distribution list*
- *Target to provide bi-monthly updates*

Cit Sci Corner in SAFMC Newsletter

Projects & Collaborations



PROJECTS IN PROGRESS:

- Scamp Release Pilot Project
- FISHstory Pilot Project
- Promoting Gray's Reef Through Engaging Georgia Anglers

PROJECTS UNDER DEVELOPMENT:

- Rare Species Observations
- Diver Observations for Data Limited Species

ADDITIONAL COLLABORATIONS UNDER DEVELOPMENT:

- Participatory Workshops
- SciStarter

Projects & Collaborations Under Development

Rare Species Observations

- **Partners:** *UNC, NOAA Fisheries, SECOORA, University of Tasmania*
- **May 2020:** *Submitted LOI to SECOORA*

Diver Observations for Data Limited Species

- **Partners:** *REEF and SECOORA*
- *Previously submitted proposals not funded*
- *Looking for other funding opportunities*

Dolphin Wahoo Participatory Workshops

- **Partners:** *SEFSC*
- **NC/VA Workshops:**
 - *Held March 2020*
 - *Analysis underway*
- **FL Keys Workshops**
 - *Originally scheduled Summer 2020*
 - *Postponed due to impacts from COVID*





FISHstory

A pilot project to document historic for-hire catch and length estimates using historic photos





FISHstory Project Components



Digitizing historic fishing photos – *complete*



For-hire catch composition - *underway*



Method to estimate length composition - *underway*



For-Hire Catch Composition

as of October 16, 2020

- **1,466** volunteers
- **25,174** classifications
- **1,374** individual photos uploaded
 - All **1,374** photos have been linked to the FISH & PEOPLE: Count workflow
 - **500** photos have been linked to the FISH: Classify workflow
- **1,780** photos have been retired
 - **1,374** from FISH & PEOPLE: Count workflow
 - **406** from FISH: Classify workflow





For-Hire Catch Composition

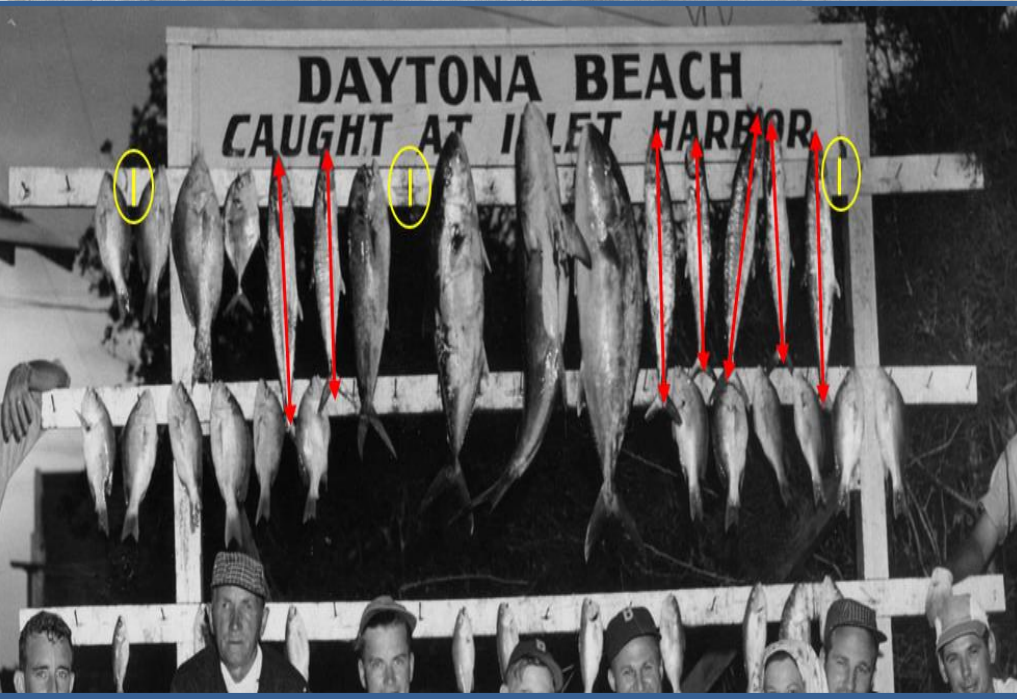
- Design Team Meeting: July 2020
- Validation Team
 - Beta test analysis complete
 - Regular meetings & training
 - Will begin verifying 'live' data soon
- 'Live' Data Analysis
 - Preliminary analysis underway
 - Developing code to format & analyze data
 - Developing thresholds for Validation Team review





Length Analysis

- Protocol finalized & production length analysis underway
- 5 analysts assisting with production length measurements
- Measurements completed for 400 photos
- Developing resampling method to estimate length compositions from photos
- Staff met with South Atlantic King Mackerel analyst to discuss length methodology
- Methods reviewed by SSC at Oct 2020 meeting





Outreach & Promotion

- FISHstory & SAFMC Outreach teams have been contacting industry, communication & education contacts
- FISHstory features:
 - [NC Sea Grant's Hook Line & Science](#)
 - [Episode 74 of the Fisheries Podcast](#)
 - [SCDNR Coastal Resources blog](#)
 - [The Fishing Wire](#)
 - [SciStarter: Dive into Summer Citizen Science](#)
 - [Guest blog for Sci/Starter/Discover CitSci Salon](#)
 - [Virtual Field Trip with Earth Echo: Sept 29](#)
 - Project feature in annual Zooniverse 'highlights' book



SAFMC

Catch



Measure



Record



Release

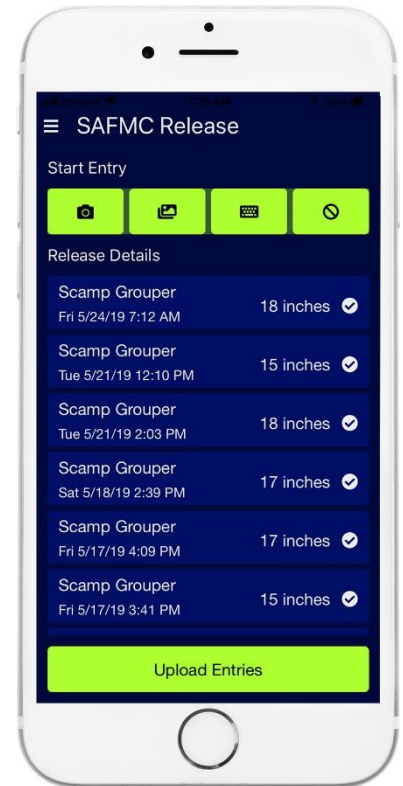
Release



SAFMC Scamp Release

Pilot app launched June 2019

- Collecting info on scamp discards via mobile app
- Working on recruitment and retention of commercial, for-hire, & recreational fishermen
- Annual update provided to participants
- Data provided for review at SEDAR 68 (Gulf of Mexico and South Atlantic Scamp) Data Workshop



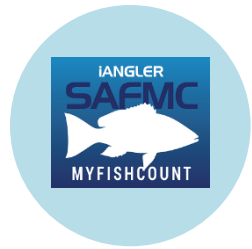
College of Charleston Graduate Student: Nick Smillie

Research to identify best strategies to market self-report apps to fishermen to improve participant recruitment, retention & reactivation



Interviews with fishermen who have SAFMC Release accounts

Would like to talk with fishermen who have used the app and those who have not used the app



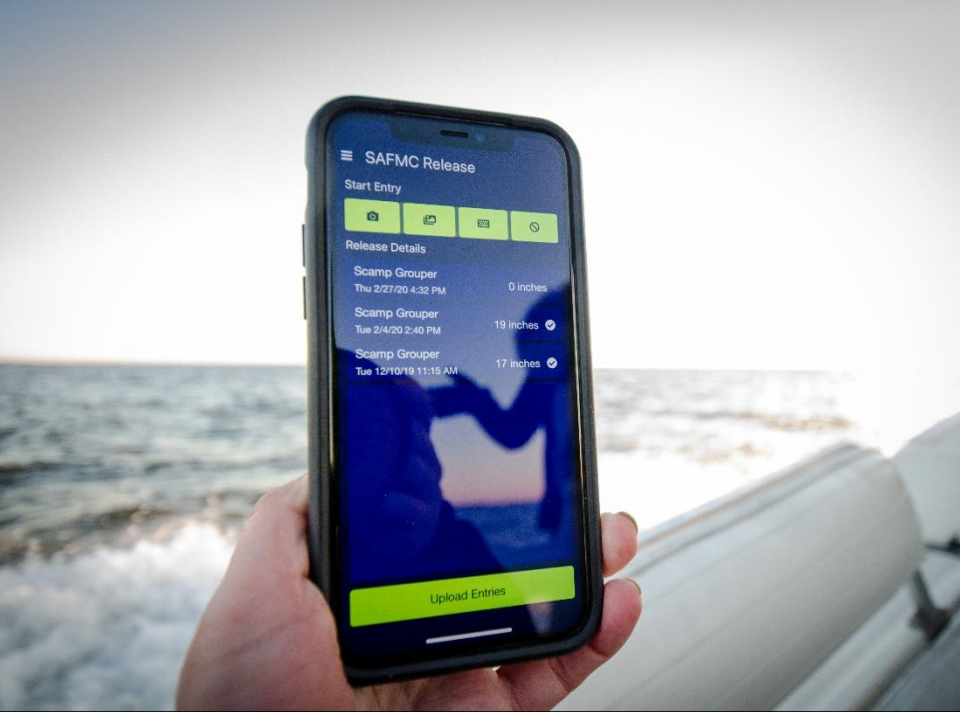
Further analysis of MyFishCount 2018 & 2020 survey results

Analyze marketing strategies that influence account creation & trip reports



Analysis will identify common themes between survey and interview responses

- Favored app features & functionalities
- Perceptions of self-report
- Motivations to participate (or not)
- Preferred and effective outreach & marketing strategies



SAFMC Scamp Release

FY20 ACCSP Proposal - underway

Combine SAFMC Release & NCDMF's Catch U Later under ACCSP umbrella

Expand SAFMC Release to all shallow water grouper

Scoping meetings for development of customizable citizen science app

- Series of short webinar meetings between Jan & March 2021
- **NEED FISHERMEN PARTICIPATION IN SCOPING MEETINGS!**

FY21 ACCSP Proposal - submitted

Development of customizable citizen science app

Expansion of app beyond biological discard data

SAFMC



Release

Catch



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SAFMC Release

Need help with promotion & recruitment once app expands!

For initial project promotion:

- Used the CitSci A-Team's project communication plan
- Relied on partners to help identify potential users & contacts
- Used multiple avenues for initial recruitment & promotion
 - News release & other media
 - One on one contact – in person, phone, email
 - Fishing organization newsletters, magazines, emails, etc.
 - Fishing clubs contacts
 - Social media posts
 - Partners shared information through their communication networks

SAFMC



Release

Catch



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Release



SAFMC Release

Need help with promotion & recruitment once app expands!

- Are there other avenues we should consider using for promotion & recruitment once the app expands?
 - Are you willing to help us share info about the expanded app & help us recruit new users?
 - Are you willing to help introduce the project or staff to contacts?
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- Are you interested in participating in the customizable citizen science app scoping meetings?

Keep Up with Projects & the Program!

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<http://safmc.net/citizen-science-program/>