



Citizen Science

CitSci Program Indicators

SAFMC OC AP
April 2026

CitSci Program Planning & Evaluation



Program Goals *Identify few key indicators per goal*

GOAL 1

Design, implement, and sustain a program framework to guide the development of projects that support fishery management decision making.

GOAL 2

Facilitate the development of **individual projects** to **address** specific **research priorities**.

GOAL 3

Ensure that **data** collected by projects are **accessible, robust, and fit for purpose**.

GOAL 4

Foster mutual **learning, collaboration,** and program **engagement**.



**Citizen
Science**

Proposed Indicators

GOAL 1: PROGRAM

1. Diverse perspectives advising Program
2. Program seen as resource or example for others

GOAL 2: PROJECT

3. Number of projects
4. Diversity of research priorities addressed through projects
5. Diversity of FMPs addressed through projects
6. Proposal submissions by or in collaboration with Program
7. External funding to support Program & project activities

GOAL 3: DATA

8. Data considered for use in assessment & management
9. Projects inform future research

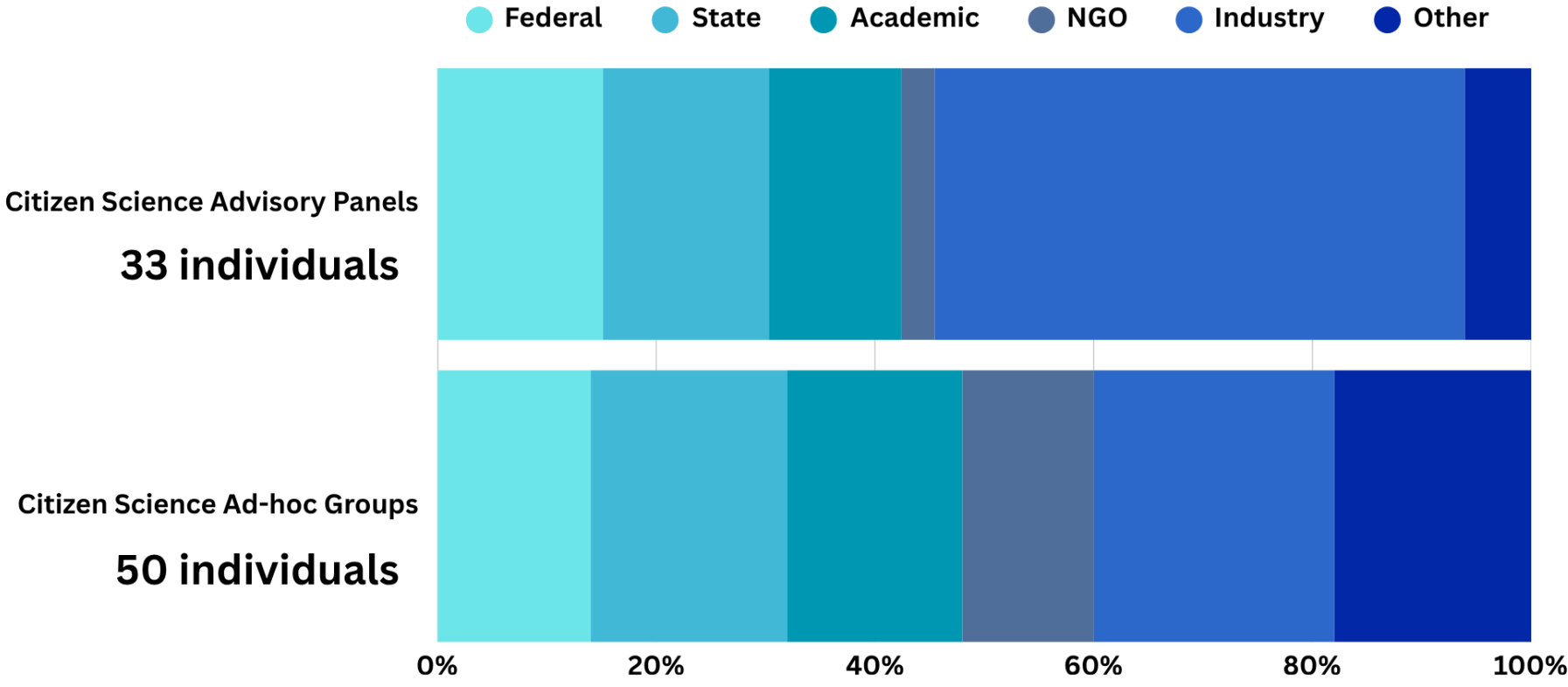
GOAL 4: COLLABORATION & ENGAGEMENT

10. Number of volunteers
11. Diversity of ways volunteers can engage with Program
12. Number and diversity of partners contributing to Program
13. Number and diversity of outreach activities
14. Online Reach

GOAL 1

Indicator #1
Diverse
perspectives
advising Program

Number of people that have served on Advisory Groups for the Citizen Science Program by organization type, 2017-2025



GOAL 1

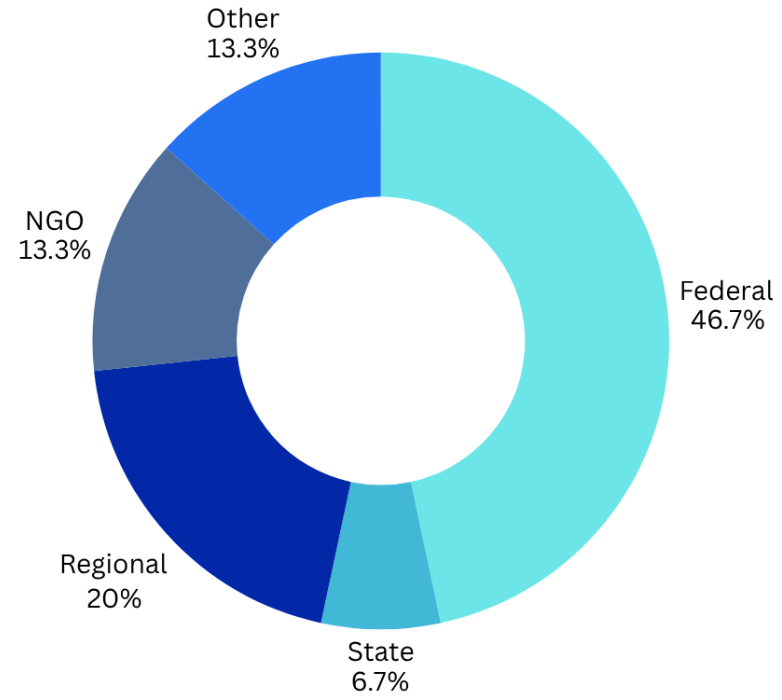
Indicator #2

Program seen as a resource or example for others

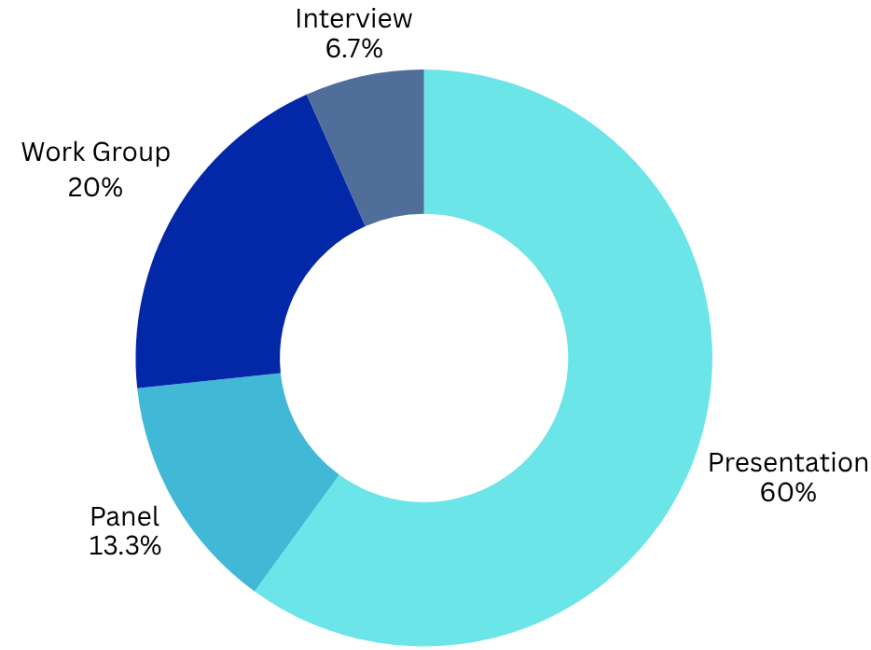
Invitations to share information on the CitSci Program & projects

15 Total Invitations

Invited By



Activity Type



GOAL 2

Indicator #3
Number of projects

Projects developed by or in collaboration with CitSci Program

3 completed projects



Development of SciFish mobile app

Dolphin Wahoo Participatory Workshops led by NOAA



Program Evaluation: Bonney & Sweeney Tookes et al.

Indicator #4
Diversity of research priorities addressed through projects

3 ongoing projects



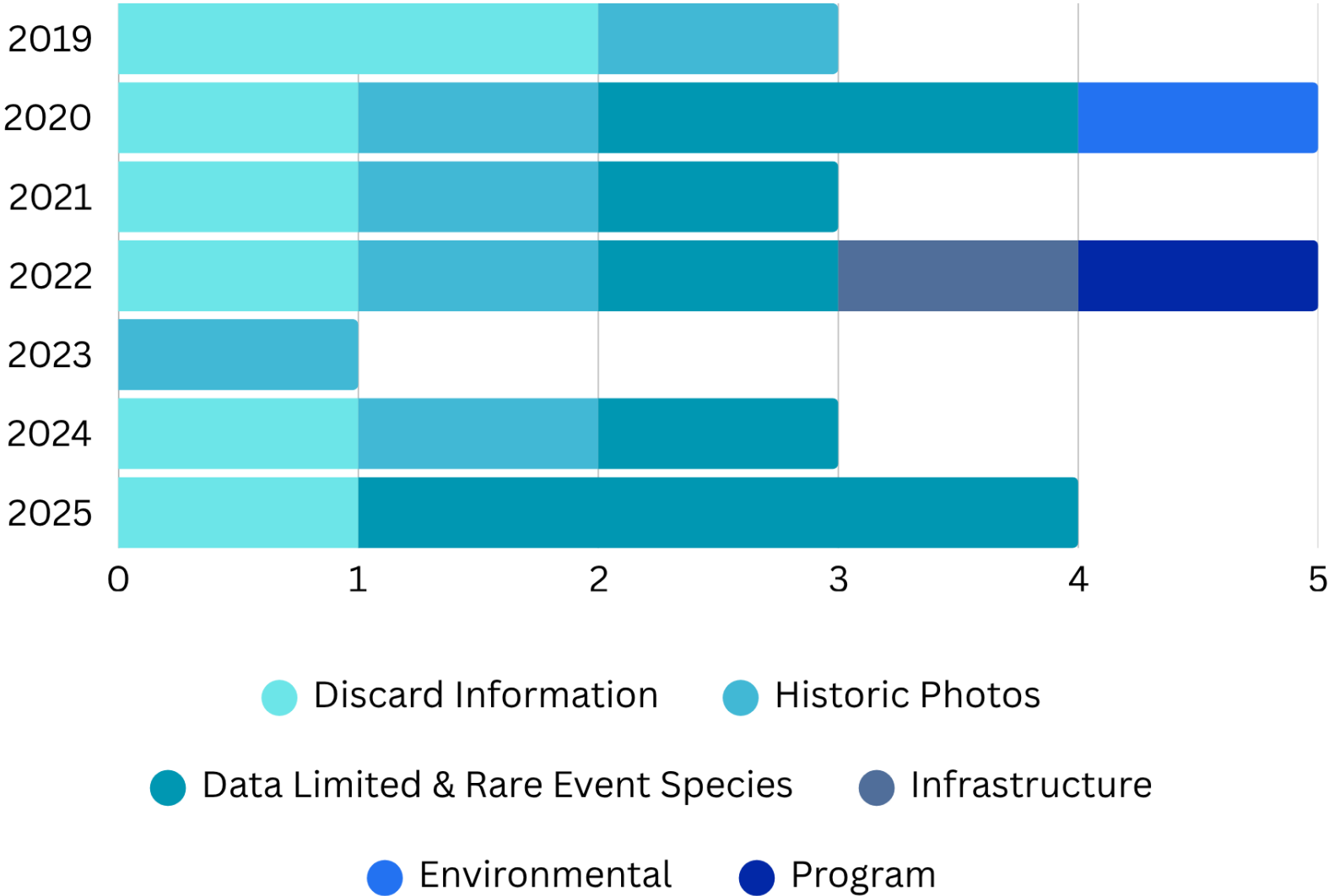
Indicator #5
Diversity of FMPs addressed through projects

GOAL 2

Indicator #6

Proposal submission by or in collaboration with Program

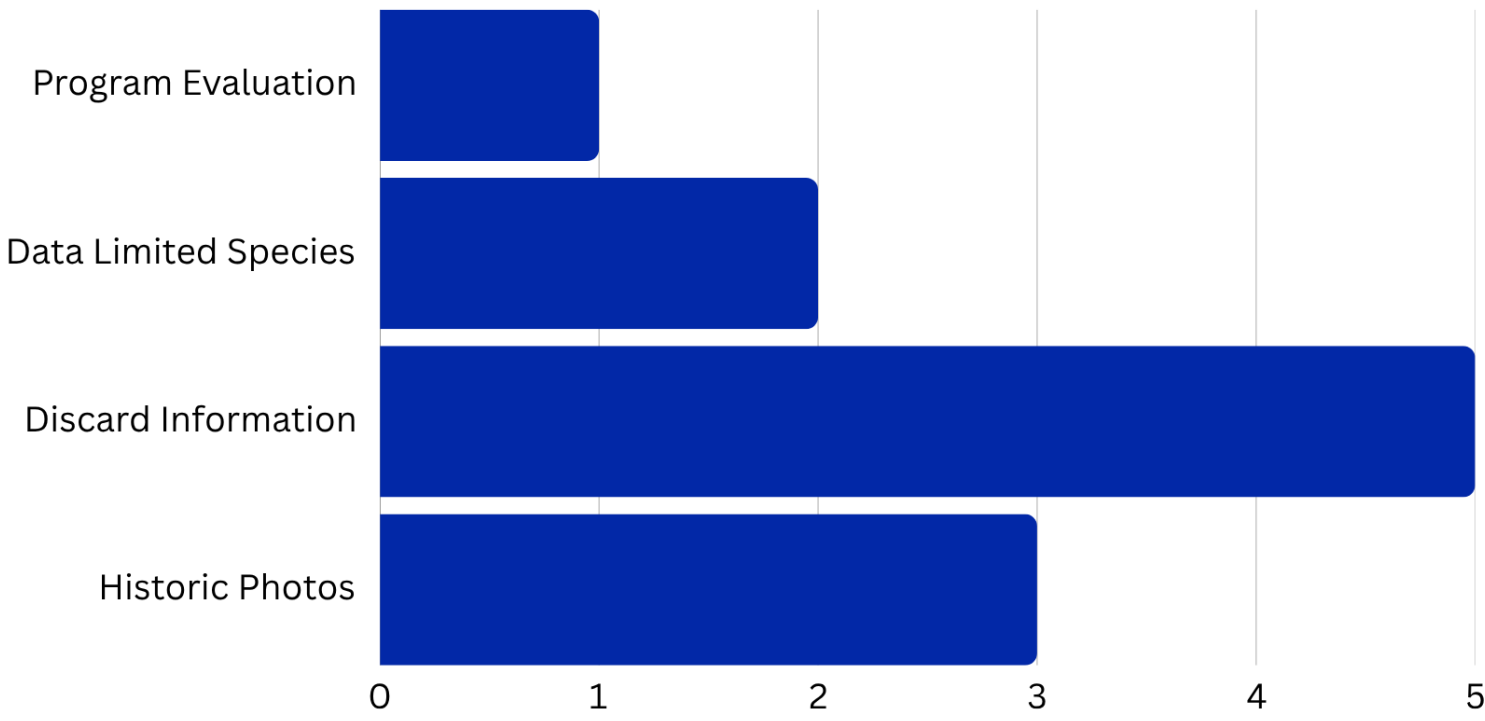
Number of proposal submissions by or in collaboration with the CitSci Program by research priority



GOAL 2

Indicator #7
External funding to support Program and project activities

Number of external grants CitSci Program has received by research priority, 2019-2025



Plus: 2024 MOU finalized with the Atlantic States Marine Fisheries Commission which provides more flexibility in opportunities to fund the Program and projects















GOAL 3

Indicator #8

Projects considered for use in assessment or management

Indicator #9

Projects inform future research

	SEDAR 68 South Atlantic Scamp Spring 2020 	SEDAR 90 South Atlantic Red Snapper April 2025 	SEDAR 94 Florida Hogfish August 2025 
	Recommended for use Research recommendations	Recommended for use Research recommendations	Recommended for use Research recommendations
	 	 	Not applicable
	Not applicable	 	Not applicable
	Not applicable	Not applicable	 

*SAFMC Release started in June 2019, so limited data were available from the project. Although the data weren't recommended for use in the assessment, SEDAR 68 Data Panelists found the info useful when interpreting trends in other data sources.

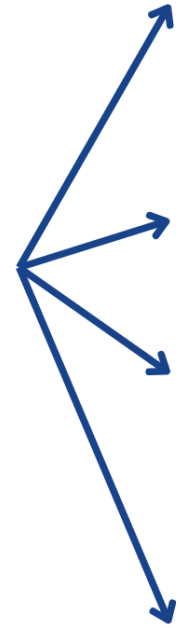
** An index with combined data from NMFS' Roving Visual Census Survey and REEF's Volunteer Fish Survey Project (outside citizen science project) were recommended for use in a sensitivity run.

GOAL 4

Indicator #10
Number of
volunteers

Indicator #11
Diversity of ways
volunteers can
engage with
Program

4,922
Volunteers
contributing to
projects in
multiple ways



**Project
Development**



**Data
Collection**



**Data
Classification /
Analysis**



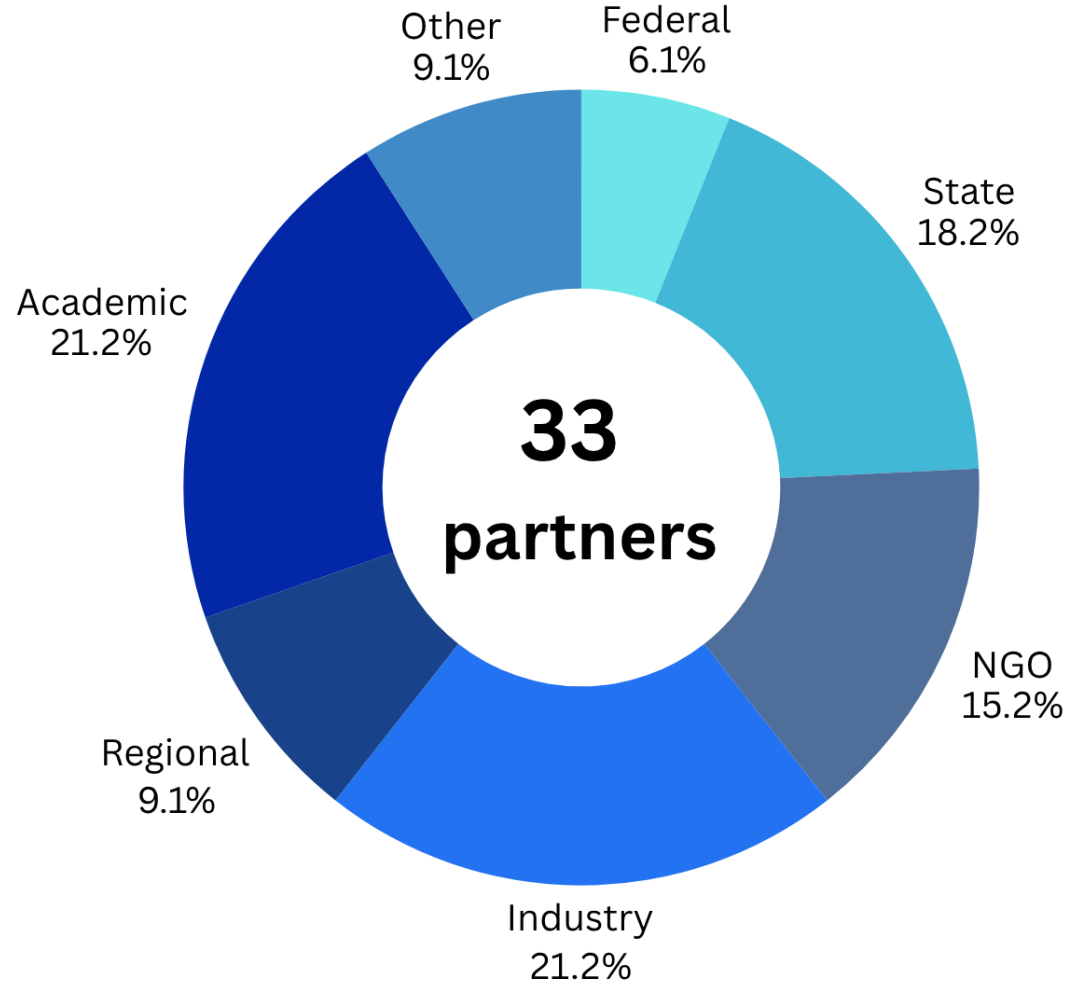
Data Validation

GOAL 4

Indicator #12

Number and diversity of partners contributing to Program

Citizen Science Program partnerships by organization type, 2019 - 2025

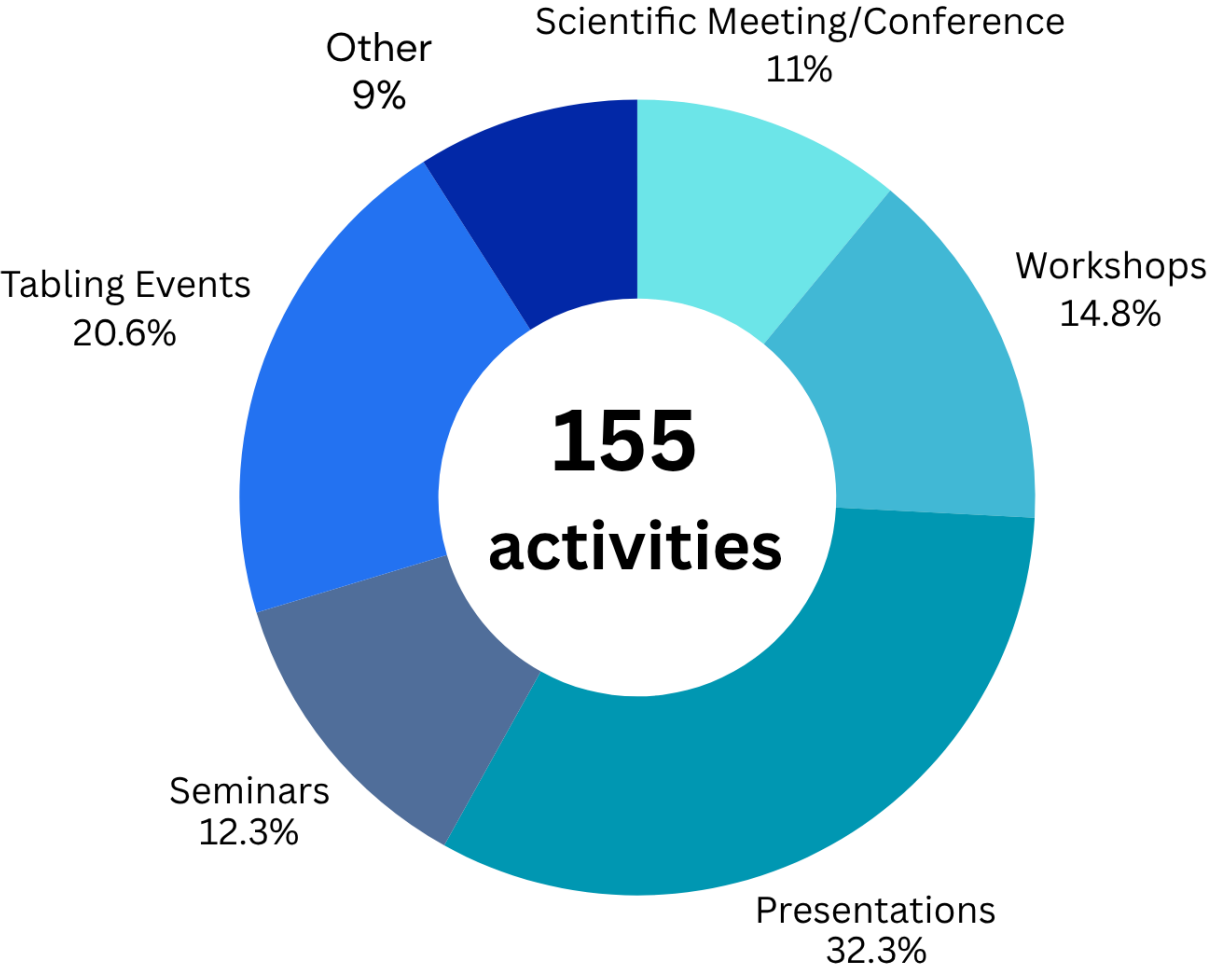


GOAL 4

Indicator #13

Number and diversity of outreach activities

Outreach activities by CitSci Program and collaborators, 2019 - 2025



GOAL 4

Indicator #14 Online Reach



Webpage views

July 1, 2023 - Nov 11, 2025

Web Page	Number of Views
CitSci Program	2,115
CitSci Program Development & Resources	395
SAFMC Release	4,670
FISHstory	1,699
SMILE	360



QR code scans

Nov 2023 - Nov 11, 2025

QR Code	Total Scans / Unique Scans
CitSci Program	28 / 28
SAFMC Release	295 / 271
FISHstory	8 / 8
Project idea Portal	22 / 22



Social media analytics

July 1, 2023 - April 15, 2025

Metric: Platform	Post	Number
Top reach: Facebook	FISHstory March 1, 2024	2.8k reach
Top likes & reactions: Facebook	FISHstory July 5, 2024 SAFMC Release Sept 1, 2024	26 like & reactions
Top comments: Facebook	FISHstory March 1, 2024 SAFMC Release Aug 30, 2024	20 comments
Top shares: Instagram	SAFMC Release June 21, 2024	7 shares

CitSci Program Indicators: Feedback

- What the most practical formats for sharing indicators so they're easy to digest (e.g., dashboard, summary report)? What level of detail is useful vs. overwhelming?
- Are there certain indicators that seem most useful to share with our primary audiences (fishermen, scientists, and managers)? How can we share indicators in ways that connect to these audience?
- Are the metrics described to measure online reach (Indicator # 14) informative? Are there other metrics we should consider using to measure online reach?