

SAFMC Citizen Science Action Team Presentation

Communication/Outreach/Education

SAFMC Citizen Science Program
All-Hands Action Team Meeting
January 31, 2018

A-Team Overview

- Inventory of existing programs and activities with descriptions, locations, outreach, evaluation methods, project promotion, and branding
- Approaches for program and projects
 - Communication and outreach approaches
 - Sharing results and promotion

Topic #1 – Inventory

- Over 20 projects from all around the country
- Range of marine and/or fisheries related focus
- Variety of program types and techniques used

- A spreadsheet summarizing above information was created in Google Docs
- Examples:
 - Great Goliath Grouper count
 - Local Environmental Observer (LEO) Network
 - Angler Action Program

Topic #2 – Approaches

- Compiled a list of approaches for the program and potential projects
 - Pre/Post Testing
 - Training
 - Evaluation
 - Reports/Updates
 - Data Sharing
 - Promotion

Type of Project	Pre/Post Testing	Training	Evaluation	Reports/ Updates	Data Sharing	Promotion/ Recruitment
iAngler (continuous)	Test familiarity with tech, request feedback	Initial training, refresher	Monitor participation ; assess volunteer experience	Mid- or end-of-season	Frequency, format, & impact of results	Target clubs/interest groups; press releases in media
Great Goliath Grouper Count (discrete)	Protocol set	Workshop	Pre/post assessment ; lessons learned	1 report per event	Counts by year/reef	Recruitment targeted around timing of “event”

Draft Recommendations

- Pre-testing, post-validation, and QA/QC
- Training guidelines
- Evaluation of participant attitudes and expectations
- Guidelines for disseminating results
- Data and results sharing

Draft Recommendations

- Project promotion and results sharing
 - Customize frequency, message, & method based on audience and project type
 - Fishermen/volunteers/general public
 - Scientists/technical audiences
 - Partners/funders
 - High vs. low volunteer involvement
- Clear, honest, and transparent communication is key to **managing expectations** and growing a successful project

Discussion Questions

- Will clear and frequent communication be enough to manage expectations?
- How best to work with Volunteers Action Team in relation to training guideline recommendations?
- How to maintain interest especially with app based projects?