



ACTION TEAM – Communication/Outreach/Education

Terms of Reference

Program Outreach

- 1) Develop an inventory (needs assessment) of existing marine science citizen science efforts that can be used as case studies to help describe the intent of the Council's program.
- 2) Explore ideas for establishing a program name and brand to help delineate and define the Council's program. *Recommendations should consider a list of promotional materials and items for the Program and consider targeted materials for different participants in the Program.*
- 3) Develop options for outreach materials describing the different components of the Council's Program. *Options should consider materials outlining volunteer expectations, data use/sharing/accessibility policies, project criteria and selection process, program priorities, etc.*
- 4) Explore other similar citizen science programs and identify different types of communication and outreach platforms used to convey information about their program (visual, electronic, print, etc.).

Project Outreach

- 5) Review marine science citizen science projects and identify different types of communication and outreach platforms used for project development with volunteers, volunteer training, and sharing project results.
- 6) Develop a matrix of current outreach resources and methods of communication and how each can be used for different types of project (simple vs. complex) and how each can be used with varying levels of volunteer skill sets. *Recommendations should consider,*
 - *Partnerships*
 - *Outreach venues/events*
 - *Technology & Social Media Platforms*
- 7) Consider options for a "Train-the-Trainer" approach for the Program that supports volunteer engagement utilizing peer-to-peer networks.
- 8) Develop a Recognition Plan that the Program will implement with project volunteers to recognize their contributions and to further support recruitment and retention of volunteers. *Consider options for "gamification" approaches for participation in projects.*
- 9) Develop ideas for a matchmaking service to connect fishermen and researchers/scientists to work on citizen science projects together under the umbrella of the Program.

- 10) Determine options for a Feedback Plan for the Program to continually evaluate volunteer participation, expectations, and incentives for being involved in projects. *Recommendations should consider how to collect testimonials from volunteers, how to share progress updates about the project, data results, and present data visualization to volunteers.*
- 11) Coordinate with the Volunteer A-team on developing recommendations that may be complementary with the Communication/Outreach/Education A-Team.