



## SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Melvin Bell, Chair | Stephen J. Poland, Vice Chair  
John Carmichael, Executive Director

# AGENDA

## Citizen Science Committee

### Webinar

**Thursday, December 10, 2020 – 10:30 A.M. – 12:00 P.M. (Times subject to change)**

Approval of Agenda – Carolyn Belcher

Approval of June 2020 Minutes – Carolyn Belcher

1. Citizen Science Program Planning (*Attachment 1*)
  - a. Overview of program vision, mission, goals, objectives, strategies, and indicators – Julia Byrd
  - b. **Committee Action:** Review, discuss, and consider adopting the revised program vision, mission, goals, objectives, strategies, and indicators – Carolyn Belcher
2. Program Evaluation Plan Options (*Attachment 2*)
  - a. Overview of program evaluation plan proposal – Julia Byrd and Rick Bonney
  - b. **Committee Action:** Provide guidance and recommendations on evaluation plan proposal – Carolyn Belcher
3. Citizen Program and Projects Update (*Attachments 3a and 3b*)
  - a. Overview of program and project activities – Julia Byrd
  - b. **Committee Action:** Provide staff guidance, as needed – Carolyn Belcher

Other Business – Carolyn Belcher

Adjourn

**Committee Members**

Carolyn Belcher, Chair  
Kerry Marhefka, Vice-Chair  
Robert Beal  
Anna Beckwith  
Mel Bell  
Chester Brewer  
Kyle Christiansen  
Chris Conklin

LT Robert Copeland  
Roy Crabtree  
Tim Griner  
Jessica McCawley  
Steve Poland  
Art Sapp  
Spud Woodward

**Attachments**

**Attachment 1:** SAFMC Citizen Science Program Planning Document

**Attachment 2:** SAFMC Citizen Science Program Initial Evaluation Proposal

**Attachment 3a:** SAFMC Citizen Science Program and Project Activities Update

**Attachment 3b:** Into the Zooniverse – People Powered Research, Volume II

**Staff Lead:** Julia Byrd ([julia.byrd@safmc.net](mailto:julia.byrd@safmc.net))

**Staff Support:** Roger Pugliese ([roger.pugliese@safmc.net](mailto:roger.pugliese@safmc.net))

**Technical Support:** Cindy Chaya ([cindy.chaya@safmc.net](mailto:cindy.chaya@safmc.net))

# OVERVIEW

## Citizen Science Committee

The Committee will review and approve the minutes from the June 2020 Citizen Science Committee meeting and the agenda for December 2020 meeting.

### 1. Citizen Science Program Planning (*Attachment 1*)

**Description:** To develop an evaluation plan, a program needs to have clear, agreed upon goals, objectives, and indicators of success. Over the past year, the Citizen Science Operations (Ops) Committee has been working with Rick Bonney (Cornell Lab of Ornithology) and Jennifer Shirk (Citizen Science Association) to develop the Program Planning document (*Attachment 1*). The Citizen Science Ops Committee agreed upon the following definitions of terms for this document:

- Vision should be short, easily remembered, and inspirational (e.g. what we are working towards).
- Mission is the who, what, and why of the program and should be explicit about what we are trying to do.
- Goals are lofty and visionary.
- Objectives are specific and measurable steps of action that can be taken to achieve goals.
- Strategies are steps to meet objectives.
- Indicators are measures that show objectives have been reached.
  - Outputs are direct products of activities and easier to measure.
  - Outcomes are changes to individuals, groups, and/or communities because of participation or experience and are more challenging to measure.

The goals, objectives, strategies, and indicators were initially reviewed by the Council at their June 2020 meeting. Since this meeting, the Ops Committee has drafted revised vision and mission statements and identified a couple new indicators. Text that has strikethrough or is highlighted in yellow shows changes made to the document since the Council last reviewed it in June 2020.

**Required Committee Action:** Review, discuss, and consider adopting the revised program vision, mission, goals, objectives, strategies, and indicators. If adopted, the revised vision, mission, goals and objectives would be incorporated and updated in the Citizen Science [SOPPS](#). The strategies and indicators would be housed in documents outside of the SOPPS.

### 2. Program Evaluation Plan Options (*Attachment 2*)

Evaluating the SAFMC's Citizen Science Program will require determining whether its mission, vision, and goals are being realized after a set period of time. Because many of the program's goals will take years to accomplish, overall evaluation results will not be evident for many years. However, a comprehensive program evaluation should be adopted early on, because baseline data must be collected against which change over time can be measured. Therefore, it is important to begin the process of evaluating the SAFMC citizen science program now.

The proposed Citizen Science Program goals are:

1. Design, implement, and sustain a program framework to guide the development of projects that support fishery management decision making.
2. Facilitate development of individual projects to address specific research priorities.
3. Ensure that data collected by projects are accessible, robust, and fit for purpose.
4. Foster mutual learning, collaboration, and program engagement.

The first two goals are well under way. A program framework has been developed that is already guiding the development of two projects, SAFMC Scamp Release and FISHstory, both of which are targeted toward specific research priorities. We also have been working on goal 3 by collaboratively designing the projects to ensure that their data will be useful. Evaluating whether these three goals are being fully achieved will require ongoing evaluations of each project, which also are under way.

The fourth goal will be much harder to measure. During the Council's initial review of the goals in June 2020, Committee members noted the importance of Goal 4 and its objectives which focus on mutual learning, collaboration, and engagement. To address this goal, we will need baseline information on the knowledge, attitudes, collaborations, engagement, and trust levels of the various stakeholders. The baseline data can be compared with information about these attributes after the stakeholders have engaged with the program for longer periods of time.

*Attachment 2* is an evaluation proposal developed by Rick Bonney to collect this baseline information. The proposal was informed by the Citizen Science Ops Committee's discussions and has been reviewed by Ops Committee members. The proposal includes a three-phase approach consisting of interviews and the development and implementation of a survey. The suggested approach is to address phases one and two in 2021 using funds designated for the 2020 Citizen Science Ops meeting and consider phase 3 in 2022.

**Required Committee Action:** Provide guidance and recommendations on evaluation plan proposal.

### 3. Citizen Science Program Update (*Attachment 3a and 3b*)

**Description:** The committee will receive an update on the Citizen Science Program, highlighting program and project activities that have occurred since the September 2020 Council meeting (*Attachment 3a*). *Attachment 3b* is an annual book published by Zooniverse that highlights selected projects active during each calendar year. FISHstory was one of the 40 (out of 150) projects selected for a feature in the 2020 book.

**Required Committee Action:** Provide staff guidance, as needed.