

## SAFMC Citizen Science Program Audiences & Outcomes

8/20/2020 - DRAFT

### Program Goals

- **GOAL 1:** Design, implement, and sustain a program framework to guide the development of projects that support fishery management decision making.
- **GOAL 2:** Facilitate 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.

### Draft Audiences

#### First three most important for initial evaluation?

- People catching fish - fishermen (to include individual fishermen and organized recreational and commercial fishing groups)
  - 3 sectors: commercial, for-hire (includes charter and headboat), and private recreational
- Scientists
  - Assessment
  - Government biologist/researcher
  - Academic/researcher
- Managers
  - Federal (e.g. NOAA Fisheries)
  - Regional (Councils, Commissions, etc.)
  - State
- People using catch: dealers, Chefs/restaurants, consumers
- Educators – formal and informal (e.g. non classroom)
- Non-fishing public – such as, nature enthusiasts
- Marine trade organizations (boating organizations, tackle organizations, kayaking organizations, etc.)
- Environmental NGO's
- Others?

### Evaluation Questions

Evaluating the impact of SAFMC citizen science *projects* (e.g., SAFMC Scamp Release, FISHstory) will be straightforward and is already under way.

Evaluating the impacts of the SAFMC citizen science *program* will be much more challenging. In some ways the impacts of the program are the sum of the impacts of the projects, which will not be known for a while; in other ways the impacts of the program are more about changes in knowledge, attitudes, and behaviors of the various people—stakeholders—who are influenced by the program. Some of these changes could take years to develop, and some are not simple to measure.

Looking at **evaluation questions** previously proposed by the committee, the following seem most relevant at the **project level**:

- Do you feel that the program (project) is enjoyable to participate in?
- Do you feel that you are kept informed of program (project) priorities and accomplishments?
- Do you feel that your contributions are valued?
- Do you feel that your time commitment is appropriate?
- Do you feel that the data you helped collect are being used appropriately in science and management?
- Do you feel informed about how the data you helped collect were used?
- How many SAFMC (or other?) citizen science projects have you been involved in?
- How/are you involved in other SAFMC related activities?

Here are some **questions** about the **impacts of the program** that program evaluation could seek to measure. These questions are informed by those previously proposed by the committee but have been edited and expanded. Most of these questions will be answerable only after the program is well under way, probably not for at least two-three years:

- Are data being collected by projects accessible, robust, and fit for purpose?
- Are data being collected by projects filling gaps in information needed for fisheries science and management?
- Is the citizen science program enhancing the decision-making process by helping to increase trust and transparency among constituents, scientists, and managers?
- Is the program increasing scientists' willingness to learn from and work with constituents?
- Are appropriate stakeholder groups being included in the development of the SAFMC projects and program?
- Is the program empowering constituents to become more engaged in the science and management process, and do they feel that their concerns are being taken into account?
- Do constituents demonstrate a vested interest in the Council's Citizen Science Program?
- Is the SAFMC framework (SOPPS and other project resources) helpful in designing SAFMC projects?
- Are participants engaged in new partnerships focused on fisheries science and/or management?
- Are new categories of stakeholders being involved in the Council process?
- Does the program have broad participation in projects and support from participants?
- Is the program increasing constituent awareness and understanding of the scientific process?
  - Do participants in the program understand the concept of 'best scientific information available'?
  - Do participants understand the goal of a stock assessment?
  - Do participants understand the role of a fisheries management council?
- Is the program changing managers' perception of how citizen science data can be used?

Although most of these questions will be answerable only after some time has lapsed, we can begin collecting baseline data regarding many of these questions now. After the committee reaches agreement about the most important questions, we can design a series of interviews to begin to collect baseline information.