

SAFMC Citizen Science Program Evaluation

3/24/2020 - DRAFT

Background

The Citizen Science Program goals were developed by the Operations Committee in August 2018 and adopted by the SAFMC in December 2018. Based on these goals, staff, working with Rick Bonney (Cornell Lab of Ornithology) and Jennifer Shirk (Citizen Science Association), developed draft Program objectives that were initially shared with Operations Committee members as part of their October 2019 meeting materials.

Based on discussion on the October 2019 Operations Committee webinar, a google doc was created with Program goals and draft objectives. Committee members were asked to provide edits/feedback on the draft objectives and brainstorm potential indicators of success within the google doc. Staff, working with Rick Bonney and Jennifer Shirk, reviewed and incorporated Committee feedback into the draft below in advance of the Jan 24 webinar.

During the Jan 24 meeting, the Committee reviewed and edited Program goals and objectives. After the webinar, Committee members were asked to review and edit the draft objectives and brainstorm potential strategies (e.g. steps to meet objectives) via another google doc by Monday, March 16. Staff have incorporated feedback from members into this version of the document.

SAFMC CitSci Program Goals, Draft Objectives, & Draft Strategies

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

Draft Objectives

- Establish organizational infrastructure to provide program administration and oversight.
 - Create Council Citizen Science Committee to provide overall program direction and authority.
 - Appoint a Citizen Science Advisory Panel Pool with broad interest and expertise in areas of program development.
 - Assign Action Teams as needed from the Citizen Science Advisory Panel pool to assist in development of program framework and resources.
 - Create a Citizen Science Operations Committee to develop and review program policies, procedures, goals, and objectives.
 - Create a Citizen Science Projects Advisory Committee to identify research needs across fishery management plans, assist with volunteer engagement strategies, and serve as outreach ambassadors for the Program.
- Develop program procedures, policies, and tools.
 - Create program Standard Operating Procedures and Practices (SOPPs).
 - Establish and maintain a citizen science research needs prioritization process.
 - Implement the above process to update the citizen science research priorities every two years.
 - Create and implement a Citizen Science Project Endorsement Program.
 - Develop support resources (best practices, templates, etc.) to assist in development of citizen science projects.
 - Produce Citizen Science Program communication and outreach plans to include routine program communication, program website, social media development, program support resources, and annual report.
 - Develop program evaluation process.
- Create a funding strategy that is adaptable to changing circumstances and needs.
 - Develop and regularly review an inventory of project and program funding opportunities (i.e. requests for proposals).
 - Generate a matrix of funding models (e.g. public-private partnerships, crowdfunding) for program and project needs.

GOAL 2: Facilitate development of individual projects to address specific research priorities.

Draft Objectives

- Publish and broadly disseminate the SAFMC's citizen science research priorities.

- Post priorities to program webpage.
- Share priorities with Council Advisory Panels, SSC, and SEP.
- Distribute priorities via annual report.
- Others?
- Promote the SAFMC's Citizen Science Project Endorsement Program.
- Provide project support resources (best practices, templates, etc.).
 - Publish resources on the program webpage, updating them as necessary.
- Encourage collaboration by a diverse team of stakeholders (scientists, fishermen, managers, etc.) to develop projects using the provided resources.
 - Require internal Council citizen science projects to use a Design Team with diverse expertise during project development and implementation.
 - Help identify and connect stakeholders for project development.
 - Develop and implement Citizen Science Project Idea Portal.

GOAL 3: Ensure data collected are accessible, robust, and fit for purpose.

Draft Objectives

- Implement program guidelines that address data management, standards, and quality.
 - Ensure project support resources include clear data guidelines.
 - Share data guidelines with all projects the Program supports and/or endorses.
 - Develop minimum data standards that projects must meet to be supported/endorsed by the program.
- Review project results to ensure data meet intended needs.
 - Develop process to review projects.
- Document the contribution of citizen science projects and data to specific SAFMC research priorities and science and management decision making.
 - Develop and maintain project inventory that includes, project research priority and how/if data have been used in science and management.
- Develop draft data accessibility agreements.
 - Work with the Data Management Action Team to create template agreements and incorporate into project support resources available online.

GOAL 4: Foster mutual learning, collaboration, and program engagement.

Draft Objectives

- Promote opportunities for learning among diverse constituents.
 - Support and encourage development of projects on range of research priorities.
- Foster existing partnerships and develop new partnerships to support both program and project goals.

- Create partnership development best practices.
 - Encourage clear lines of communication between partners.
 - Conduct informal reviews/evaluations of partnerships.
- Improve trust among scientists, managers, and fishermen.
 - Encourage transparent communication among stakeholders.
 - Manage expectations for programmatic and project level activities.
- Engage new stakeholders that are not typically involved in Council process.
 - Identify approaches to promote the program and individual projects outside of the Council's normal communication methods.
- Develop Citizen Science Program volunteer engagement (recruitment, training, retention) strategies, products, and activities using best practices outlined by the Citizen Science Action Teams.
 - Develop communication tools (e.g. Citizen Science Corner in SAFMC newsletter, #CitSciFri, annual report) to keep volunteers aware of program and project activities.
 - Develop method and approach to better understand the interests, capacity, and expectations of potential volunteers.
 - Design and implement volunteer recognition program.
 - Compile available resources on volunteer engagement.
 - Develop matrix for determining what type of volunteer training and delivery approach is needed for different levels of projects.
 - Develop list of potential and appropriate volunteer incentives.
 - Identify appropriate options for the program to share project data results and present data visualizations to volunteers.