



# *South Atlantic Fishery Management Council* **Operations Committee**

June 2020



# Meeting Agenda

- Welcome and Meeting Overview
  - Meeting Goals & Materials
  - Public Comment
- Cit Sci Program Evaluation
- Other Business
- Wrap Up



# Webinar Goals

**Review feedback from the SAFMC's Citizen Science Committee's review of the Program Planning doc**

**Finalize target audiences**

**Brainstorm desired Program outcomes**

**Identify next steps working toward developing a Program evaluation plan**



# Background

## 2018

- Dec 2018: CitSci Program Goals initially adopted by SAFMC

## 2019

- Staff, Rick Bonney & Jennifer Shirk developed draft objectives which were shared with Operations Committee at Oct 2019 meeting
- Google doc was created post Oct 2019 meeting with goals and objectives
- Ops Committee provided feedback on draft objectives & indicators through Dec 2019



# Background

## 2020

- **Operations Committee meetings**
  - Jan 2020: Refining objectives
  - Mar 2020: Finalizing objectives & refining strategies
  - May 2020: Finalizing objectives, strategies & output indicators
- **In between meetings**
  - Committee members provided feedback via google docs
  - Staff, Rick Bonney & Jennifer Shirk would incorporate feedback & provide updated doc provided to Committee in advance of meetings
- **June 2020:**
  - SAFMC feedback on Program goals, objectives, strategies, and output indicators
  - **Operations Committee will finalize target audiences & draft Program outcomes**



# Background

## Next Steps

- **Summer/Fall 2020**
  - Operations Committee will finalize draft Program Outcomes
  - Rick Bonney will help develop evaluation plan options & Operations Committee will review
- **Sept/Dec 2020**
  - SAFMC finalize & adopt Program goals, objectives, strategies and indicators
  - Review & provide guidance on Program Evaluation Plan



# Definition of Terms

- Goals – lofty & visionary
- Objectives – specific & measurable steps of actions that can be taken to achieve goals
- Strategies – steps to meet objectives
- Indicators – measures that show objectives have been reached
  - *Outputs: direct products of activities; easier to measure*
  - *Outcomes: changes to individuals, groups, communities as a result of participation or experience; harder to measure*



# The Great Backyard Bird Count



Art by Charley Harper

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## The next GBBC is February 12-15, 2021

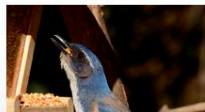
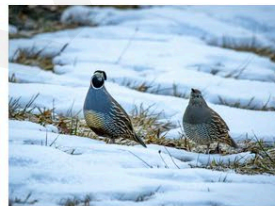
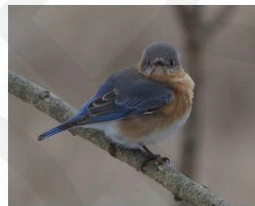
Bird watchers of all ages count birds to create a real-time snapshot of where birds are.

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## 2020 GBBC Statistics



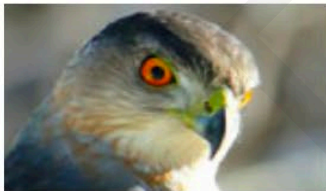
Checklists Submitted:  
**253830**

Total Species Observed:  
**7028**

Total Individual Birds Counted:  
**42300540**

Statistics last updated on 2020-06-08 11:13

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# Learning Through the Great Backyard Bird Count

- *Identify more species*
- *Understand bird population diversity*
- *Observe interesting behaviors*
- *Begin to keep records*
- *Use data analysis tools*
- *Understand contributions to science*

Bonney, 2008



# Salal Harvest Sustainability Study



# Learning Through the Salal Harvest Study

- *Increased ability to collect field data*
- *Increased awareness and understanding of science concepts*
- *Increased awareness of how science is conducted*
- *Increased involvement in NRHA and harvester community (increased social capital)*
- *Improved relationships between harvesters and forest managers*

Ballard, 2006





# Brainstorm Desired Outcomes

*Outcome = changes to individuals, groups, or communities as a result of Program/Project participation or experience*

- What audiences is the Program trying to engage?
- What do we want to Program to achieve? What does that look like? Does it differ by audience?
- What would we like each audience to do, think, and feel after they engage in the program?



# Wrap Up

- Be on the look out for a webinar summary
- Finalize draft program outcomes?
- Next steps for evaluation planning
  - Meeting again to review draft evaluation options plan – early August?
  - Interest in next meeting including Program update?



# Cit Sci Operations Committee

## Membership

- Holly Abeels (Communication/Outreach A Team)
- Scott Baker (Projects A Team)
- Rick DeVictor (SERO)
- Michelle Duval (FIAT A Team)
- Brett Fitzgerald (Data Management A Team)
- Bob Lorenz (Volunteers A Team)
- Marcel Reichert (SSC)
- Erik Williams (Projects A Team; SEFSC)

Advisors: Rick Bonney & Jennifer Shirk

