



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Jessica McCawley, Chair | Mel Bell, Vice Chair

John Carmichael, Executive Director

AGENDA

Citizen Science Operations Committee

Tuesday, May 5, 2020, 2:00 - 4:00 p.m. – meeting via webinar

Webinar Registration Link: <https://register.gotowebinar.com/register/9143788691725466635>

1. Welcome & Meeting Overview
2. Citizen Science Program Evaluation (**Attachment 1**)

Other Business

Adjourn

Committee Members

Holly Abeels

Scott Baker

Rick DeVictor

Michelle Duval

Brett Fitzgerald

Bob Lorenz

Marcel Reichert

Erik Williams

Attachments

Attachment 1: Citizen Science Program Evaluation Objectives & Draft Strategies

Attachment 2: Principal Investigator's Guide: Managing Evaluation in Informal STEM Education Projects

Staff Lead: Julia Byrd

OVERVIEW

Citizen Science Operations Committee

1. Welcome & Meeting Overview

Overview of webinar agenda, materials, and goals for the meeting

Meeting Goals:

- *Finalize draft Program goals, objectives, and strategies*
- *Review & further refine indicators of success*
- *Brainstorm desired Program outcomes*
- *Identify next steps for developing a Program Evaluation Plan*

2. Citizen Science Program Evaluation (Attachment 1)

To develop an evaluation plan, a Program needs to have clear, agreed upon goals, objectives, strategies, and indicators of success. The Citizen Science Program goals were developed by the Operations Team in August 2018 and adopted by the SAFMC in December 2018. Based on these goals, staff, working with Rick Bonney and Jennifer Shirk, developed draft Program objectives that were shared with the Operations Committee as part of their October 2019 meeting materials.

The Operations Committee met in January and March 2020 via webinar to discuss Program Evaluation. Before and after these meetings, an evaluation document was created and shared via google docs that allowed Committee members to provide feedback in between meetings. Staff, working with Rick Bonney, incorporated feedback and distributed an updated evaluation document to the Committee in advance of the January and March meetings. The January webinar focused on refining Program goals and objectives and the March meeting focused on refining Program objectives and strategies.

During the January meeting, the Committee also discussed the differences between goals, objectives, strategies, and indicators and agreed upon the definitions below for the process of developing a Program Evaluation.

- Goals: lofty and visionary
- Objectives: specific and measurable steps of action that can be taken to achieve goals
- Strategies: steps to meet objectives
- Indicators: measures that show objectives have been reached

An updated evaluation document incorporating feedback after the March meeting was distributed in advance of the May 2020 meeting. **During this meeting, staff would like the Committee to focus on finalizing the Program goals, objectives and strategies. Additionally, they would like the Committee to discuss indicators of success and desired Program outcomes.**

In preparation for this meeting, staff met with Rick Bonney to discuss indicators and the differences between outputs versus outcomes. Outputs are direct products of activities and are typically easier to measure (e.g. was organizational infrastructure created, # projects developed, etc.). Outcomes are the changes to individuals, groups, or communities as a result of program/project participation or experience. They are typically more challenging to measure. Both are included in evaluations and should be considered when thinking about indicators.

The Committee was originally asked to brainstorm indicators of success after their October 2019 meeting. Staff have incorporated these into Attachment 1, as well as, some additional indicators

identified working with Rick Bonney. During this meeting, we would like the Committee to review the draft indicators and brainstorm additional ideas.

Desired outcomes have been discussed at different times during the development of the Program. At this meeting, we would like the Committee to revisit this topic and brainstorm desired program outcomes by audience.

When brainstorming, it may be helpful for the Committee to think about the following:

- What audiences is the Program trying to engage (fishermen, scientists, managers, others)?
- What do we want the Program to achieve (e.g. if we want to build trust between fishermen, scientists, and managers – what does this look like and is it the same for different audiences)?
- What would we like each audience to do, think, and feel after they engage in the Program?

The SAFMC Citizen Science Committee will meet next in June 2020. Staff would like to present draft goals, objectives, strategies, indicators of success, and desired program outcomes to the Council for their initial review and feedback at this meeting.

Attachment 2 is a guide to managing evaluation and may be a helpful resource for these discussions. Additional resources that may be helpful to review in advance of the webinar are available at the links below.

- [SAFMC Citizen Science SOPPS](#)
- [SAFMC Citizen Science Action Team Program Component & Project Resources](#)
- SAFMC Action Team Terms of Reference
 - [Data Management](#)
 - [Finance & Infrastructure](#)
 - [Volunteers](#)
 - [Project/Topics Management](#)
 - [Communication/Outreach/Education](#)

Other Business

Adjourn