



# **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**

**Monday, August 31, 2020, 2:00 - 4:00 p.m. – meeting via webinar**

Webinar Registration Link: <https://attendee.gotowebinar.com/register/3574992097358184206>

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

Other Business

Adjourn

#### **Committee Members**

Holly Abeels  
Scott Baker  
Rick DeVictor  
Michelle Duval  
Brett Fitzgerald  
Bob Lorenz  
Marcel Reichert  
Erik Williams

#### **Attachments**

**Attachment 1: DRAFT Citizen Science Program Audiences & Evaluation Questions**

**Attachment 2: Citizen Science Program Update Presentation**

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 target audiences and discuss which audiences may be most important for initial evaluation*
- *Review and provide feedback on evaluation questions (project and program level)*
- *Identify the most important evaluation questions to address initially*
- *Receive update on the Citizen Science Program*

### 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. For the purposes of developing an evaluation plan, the Citizen Science Operations Committee agreed upon the definitions below.

- 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
  - Outputs: direct products of activities; typically easier to measure
  - Outcomes: changes to individuals, groups, or communities as a result of program/project participation or experience; typically more challenging to measure

The Citizen Science Program goals were initially 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, March, and May 2020 via webinar to further refine Program goals and develop Program objectives, strategies, and indicators of success (e.g. Program Planning document). The SAFMC's Citizen Science Committee reviewed this Program Planning document at their June 2020 meeting. The Operations Committee met in June to review Council input on the Program Planning document; refine the list of potential audiences the Citizen Science Program is trying to engage; and brainstorm potential outcomes and/or evaluation questions.

After the June 2020 meeting, staff working with Rick Bonney edited and expanded the draft list of audiences and evaluation questions (Attachment 1; also available via google doc). This updated document was shared with Committee members August 20, 2020 as a google doc so they could provide feedback in advance of this meeting.

**During this meeting, staff would like the Committee to focus on:**

- **Finalizing the target audiences and discussing which audiences may be most important for initial evaluation**
- **Reviewing and providing feedback on evaluation questions**
- **Identifying the most important evaluation questions to address initially**

Additionally, staff and Rick Bonney will provide thoughts on evaluation plan options and next steps for developing and implementing an evaluation plan.

**3. Citizen Science Program Update (Attachment 2)**

Staff will provide a brief update on the Citizen Science Program – highlighting recent programmatic activities, as well as an providing an update on on-going projects and other projects and collaborations under development.

Other Business

Adjourn