



# **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**

**Friday, October 2, 2020, 1:00 - 2:00 p.m. – meeting via webinar**

Webinar Registration Link: <https://attendee.gotowebinar.com/register/1198409809524487947>

1. Welcome & Meeting Overview
2. Refining the SAFMC Citizen Science Program's Vision (**Attachments 1 & 2**)

Other Business

Adjourn

#### **Committee Members**

Holly Abeels

Scott Baker

Rick DeVictor

Michelle Duval

Brett Fitzgerald

Bob Lorenz

Marcel Reichert/Wally Bublely

Erik Williams

#### **Attachments**

**Attachment 1: SAFMC Citizen Science Program Planning Document**

**Attachment 2: Vision Brainstorm Document**

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:

- *Refine the Citizen Science Program's mission statement.*
- *Discuss next steps for Program evaluation*

### 2. Refining the Citizen Science Program's Vision (Attachments 1 & 2)

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 – Attachment 1). The SAFMC's Citizen Science Committee reviewed this Program Planning document at their June 2020 meeting. The Operations Committee met in June and August to identify the audiences the Citizen Science Program is trying to engage and identify and prioritize evaluation questions.

During the development of the Program Planning document, Operations Committee members noted they would like to revisit and potentially refine the program's vision statement. The group felt the vision statement could be loftier and some members supported having more separation between the vision and mission statements. The current vision and mission statements are below.

- ***Vision Statement:*** *Produce data that will support and improve fisheries management.*
- ***Mission Statement:*** *Improve information for fisheries management through collaborative science.*

A google document was set up mid-September for Committee members to brainstorm ideas to refine the vision statement in advance of this meeting. A draft of this document (with information collected through Sept 28, 2020) is included as Attachment 2.

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

- **Refining the program vision statement.**

Additionally, staff will share information on next steps in the development of a program evaluation plan.

Other Business

Adjourn