

CitSci Program Indicators

CitSci Projects AP
November 2026

CitSci Program Planning & Evaluation

Review every 5 years

2019 - 2024

- Goals – lofty & visionary
- Objectives – specific & measurable steps of actions that can be taken to achieve goals
- Strategies – steps to meet objectives

Review annually

- Indicators – measures that show objectives have been reached

Program Goals ➡ Few indicators per goal

GOAL 1	**Design, implement,** and **sustain a program framework** to guide the development of projects that support fishery management decision making.
GOAL 2	Facilitate the development of **individual projects** to **address** specific **research priorities**.
GOAL 3	Ensure that **data** collected by projects are **accessible**, **robust**, and **fit for purpose**.
GOAL 4	Foster mutual **learning**, **collaboration**, and program **engagement**.

Citizen Science

Indicators

GOAL 1: PROGRAM

1. Diverse perspectives advising Program
2. Program seen as resource or example for others

GOAL 2: PROJECT

3. Number of projects
4. Diversity of research priorities addressed through projects
5. Diversity of FMPs addressed through projects
6. Proposal submissions by or in collaboration with Program
7. External funding to support Program & project activities

GOAL 3: DATA

8. Data considered for use in assessment & management
9. Projects inform future research

GOAL 4: COLLABORATION & ENGAGEMENT

10. Number of volunteers
11. Diversity of ways volunteers can engage with Program
12. Number and diversity of partners contributing to Program
13. Number and diversity of outreach activities
14. Online Reach

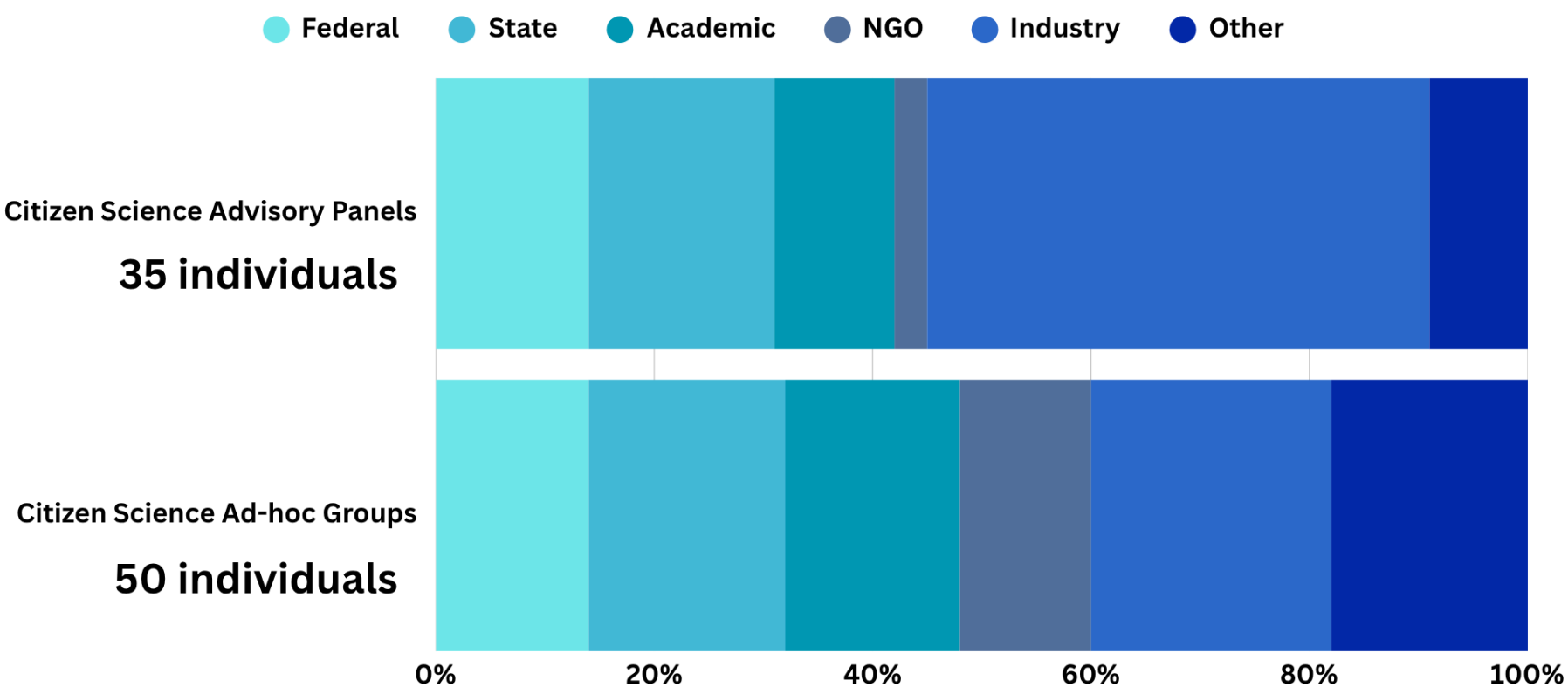
GOAL 1

Indicator #1
Diverse perspectives advising Program

6%

0%

Number of people that have served on Advisory Groups for the Citizen Science Program by organization type, 2017-2026



GOAL 1

Indicator #2

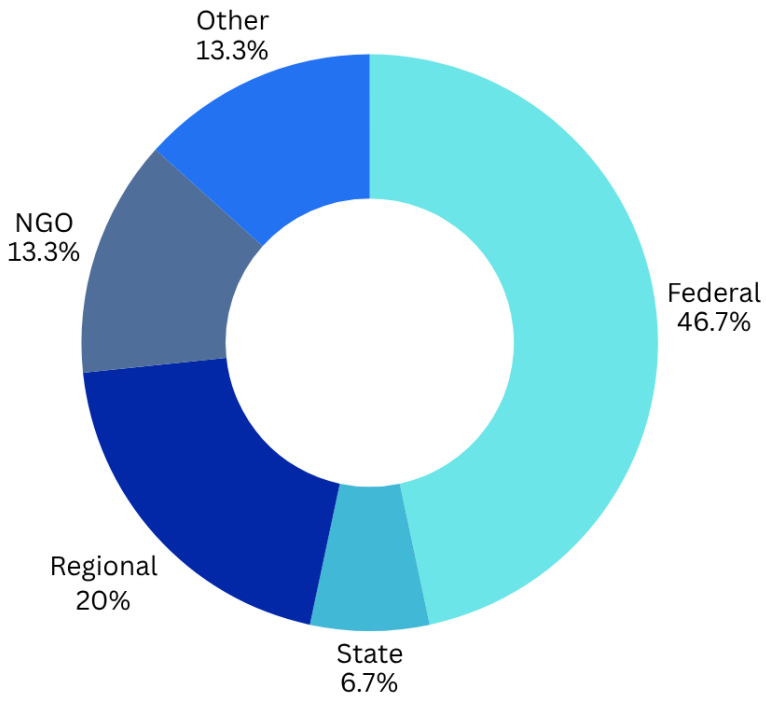
Program seen as a resource or example for others

⟷ 0%

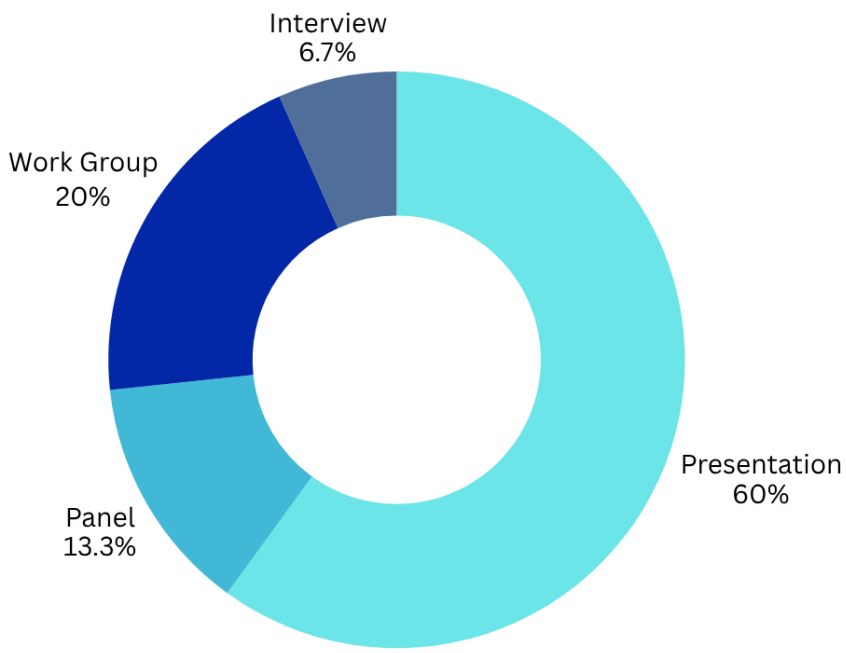
Invitations to share information on the CitSci Program & projects, 2018 - 2026

15 Total Invitations

Invited By



Activity Type



GOAL 2

0%

Indicator #3
Number of projects

Indicator #4
Diversity of research priorities addressed

Indicator #5
Diversity of FMPs addressed

Projects developed by or in collaboration with CitSci Program

3 completed projects

Development of SciFish mobile app

Dolphin Wahoo Participatory Workshops led by NOAA



Citizen Science

Program Evaluation: Bonney & Sweeney Tookes et al.

3 ongoing projects

SAFMC Release

FISHstory
A SAFMC CitSci Project



Addressing 3 different research needs

- Discard Information
- Historic Fishing Photos
- Data limited species

Filling data gaps across 3 Fishery Management Plans



Snapper Grouper



Coastal Migratory Pelagics



Dolphin Wahoo

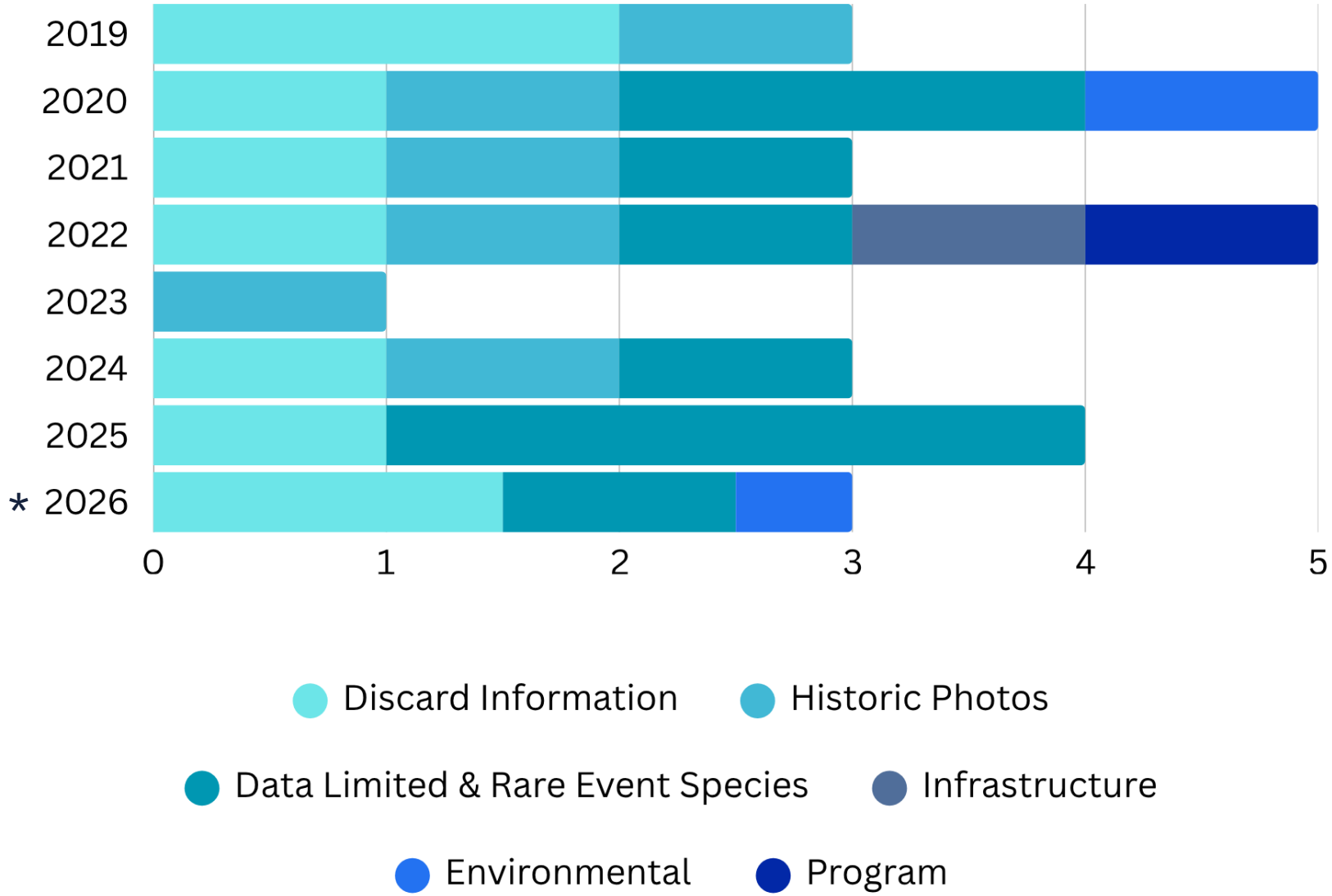
GOAL 2

Indicator #6

Proposal submission by or in collaboration with Program

12%

Number of proposal submissions by or in collaboration with the CitSci Program by research priority, 2019-2026



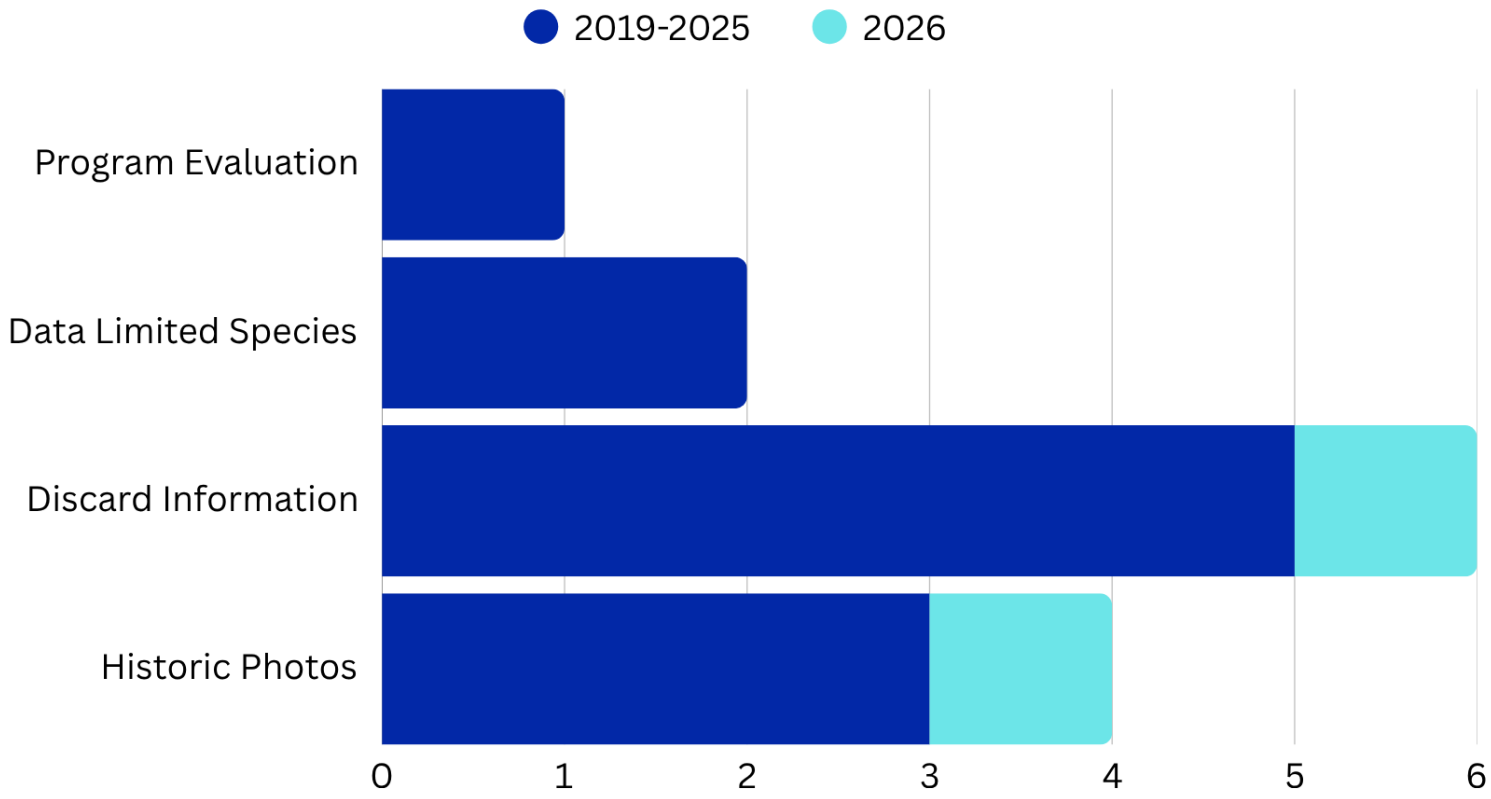
GOAL 2

Indicator #7

External funding to support Program and project activities

18%

Number of external grants CitSci Program has received by research priority, 2019-2026



Plus: 2024 MOU finalized with the Atlantic States Marine Fisheries Commission which provides more flexibility in opportunities to fund the Program and projects

GOAL 3

0%

Indicator #8
Projects considered for use in assessment or management

Indicator #9
Projects inform future research

	SEDAR 68 South Atlantic Scamp Spring 2020		SEDAR 90 South Atlantic Red Snapper April 2025		SEDAR 94 Florida Hogfish August 2025	
						
	Recommended for use	Research recommendations	Recommended for use	Research recommendations	Recommended for use	Research recommendations
SAFMC Release	✗*	✓	✓	✓	Not applicable	
FISHstory A SAFMC CitSci Project	Not applicable		✓	✓	Not applicable	
SMILE REEF	Not applicable		Not applicable		+**	✓

*SAFMC Release started in June 2019, so limited data were available from the project. Although the data weren't recommended for use in the assessment, SEDAR 68 Data Panelists found the info useful when interpreting trends in other data sources.

** An index with combined data from NMFS' Roving Visual Census Survey and REEF's Volunteer Fish Survey Project (outside citizen science project) were recommended for use in a sensitivity run.

GOAL 4

Indicator #10
Number of volunteers

5%

Indicator #11
Diversity of ways volunteers can engage with Program

0%

5,166
Volunteers contributing to projects in multiple ways



Project Development

Data Collection

Data Classification / Analysis

Data Validation

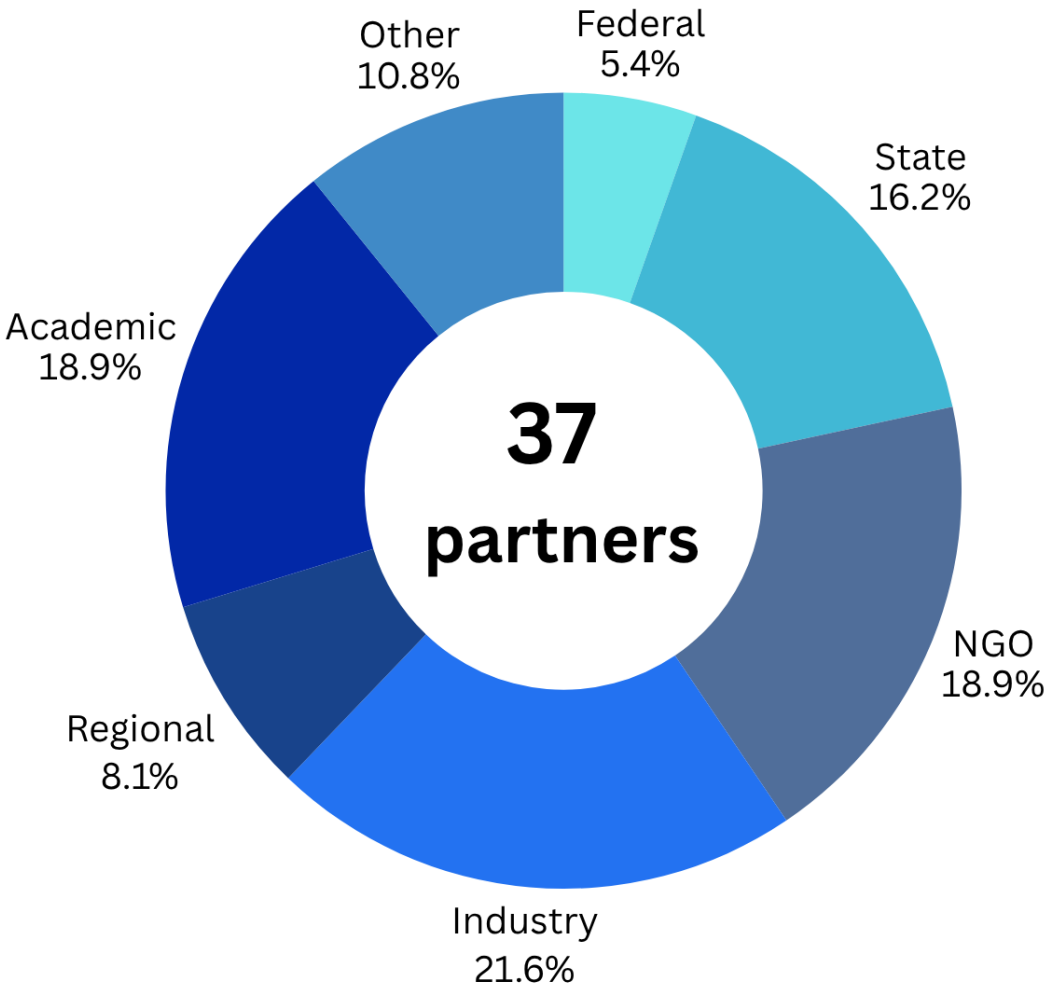
GOAL 4

Indicator #12

Number and diversity of partners contributing to Program

12%

Citizen Science Program partnerships by organization type, 2019 - 2026



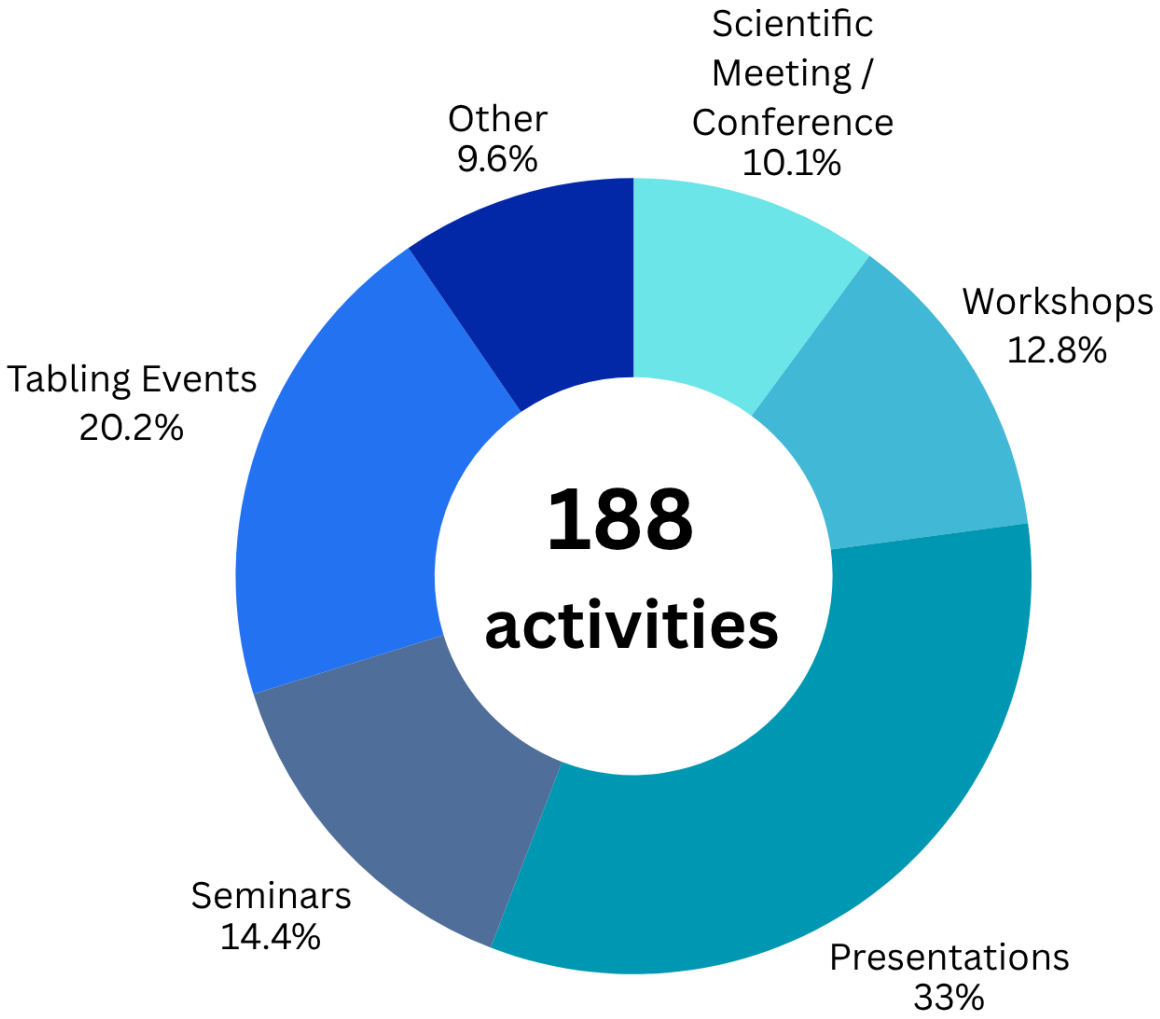
GOAL 4

Indicator #13

Number and diversity of outreach activities

↑ 21%

Outreach activities by CitSci Program and collaborators, 2019 - 2026



GOAL 4

Indicator #14
Online Reach

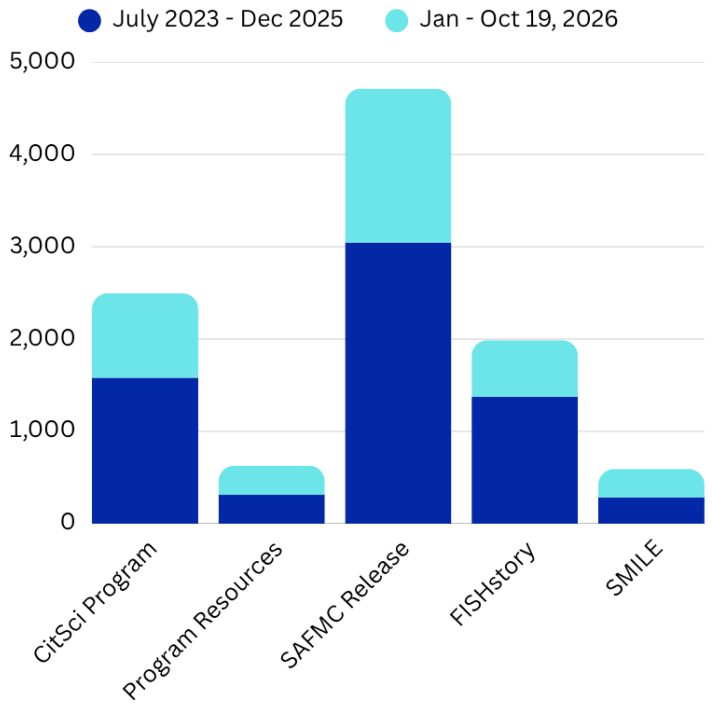
Webpage views: ↑ 58%

QR code ccans: ↑ 93/99%

Social media analytics: See table

Online reach by CitSci Program

Webpage views: Nov 2023 - Oct 2026



QR code scans: Nov 2023 - Oct 2026

QR Code	Total Scans / Unique Scans
CitSci Program	30 / 30
SAFMC Release	617 / 588
FISHstory	9 / 9
Project idea Portal	24 / 24

Social media analytics: Jan - Oct 2026

Metric	Platform	Post	Number
Top reach	Facebook Instagram	FISHstory Oct 9, 2026 SMILE Apr 15, 2026	1.6k reach 2.3k reach
Top likes & reactions	Facebook Instagram	FISHstory Oct 9, 2026 SMILE Apr 15, 2026	11 like & reactions 154 like & reactions
Top comments	Facebook Instagram	Fish ID Jan 16, 2026 SMile, Apr 15, 2026	15 comments 8 comments
Top shares	Facebook Instagram	FIShstory Oct 9, 2026 SMILE Apr 15, 2026	3 shares 7 shares