

CitSci Program Community Building

CitSci Projects AP

November 2026

Building the CitSci Program Community: Origins



AP guidance: In-person programmatic engagement & appreciation valuable



CitSci Program doesn't yet have a cohesive community



How can we foster a community around the CitSci Program?

What Do We Mean by Community?



The group: Those who engage or are interested in engaging with the Citizen Science Program

We aim to: Foster a feeling of shared purpose and connection among community members and strengthen their ties to the Citizen Science Program

Potential Groups & Audiences



Advisors

CitSci AP members – fishermen, scientists, extension agents, NGOs, academics



Fishery Scientists

State agencies, NOAA/NMFS, academics, NGOs



Partners

Collaborative science practitioners, grant collaborators, fishing community leaders, extension programs, NGOs



Project Volunteers*

Fishermen, fishing-related professionals, scientists, general public

* Individual projects have their own dedicated communication plan & engagement strategies.



Fishery Managers

Council members, NOAA/NMFS, state agencies, commissions

Challenges to Building Community Among These Groups



Geographic Spread



Varying Levels of Connection to Program



Limited Staff Time

Exploring Virtual Engagement

Existing Programmatic Communications



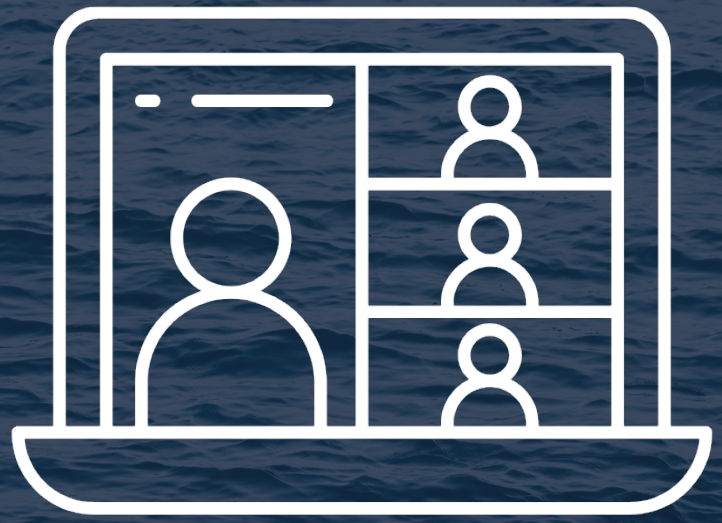
Annual Report

Social media

Indicators

Presentations

One Idea for Virtual Community-Building



Quarterly Evening Webinar

- Invite external speakers
- Include CitSci Program updates
- Incorporate a fun activity

Questions for the AP

1. **Which groups and audiences should we prioritize engaging with through this CitSci community?**

2. **What needs could be met by a stronger CitSci Program community?** Greater awareness of Program activities? Building connection to others in collaborative science? Learning about other collaborative science efforts?

3. **How could we build relationships and provide this value virtually?** We aim to build relationships between Program staff and community members as well as among community members.

4. **Are there any examples of virtual engagement or communities you think we should explore?**

Next Steps

Take these ideas to our CitSci Operations AP, Outreach & Communications AP, and Council

Acquire resources to support these activities

Begin implementation, as appropriate