

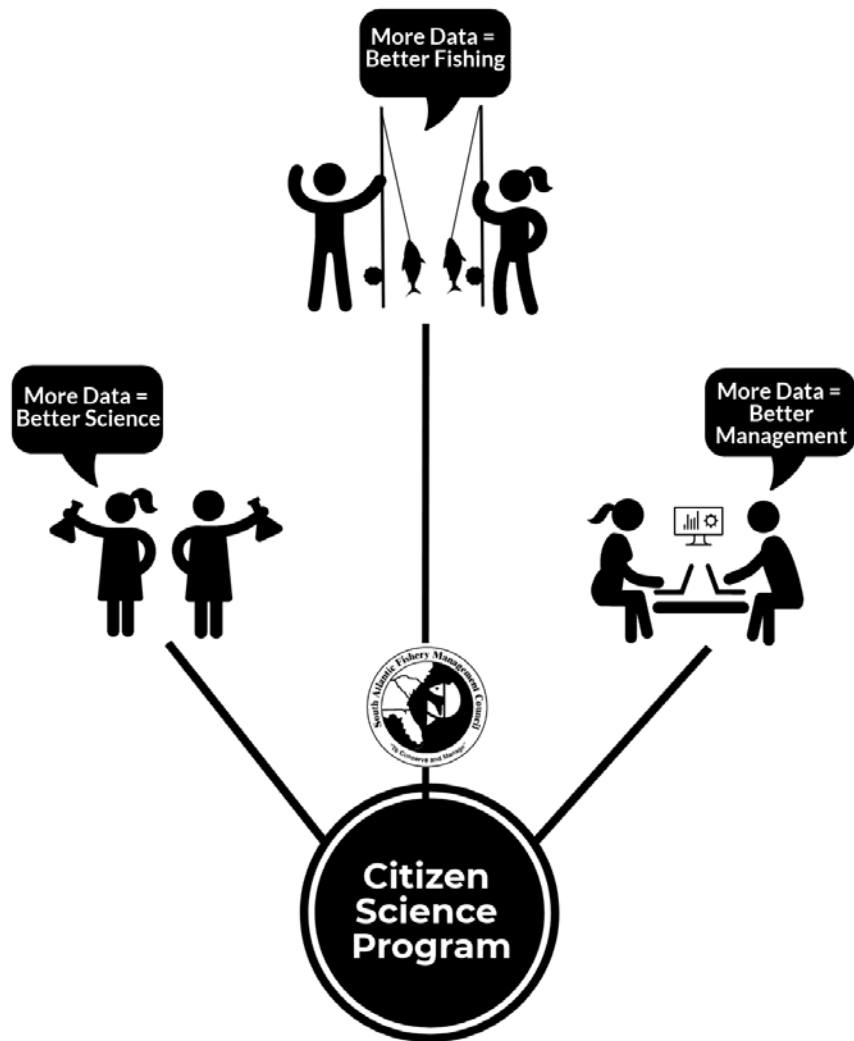


# *South Atlantic Fishery Management Council* **Citizen Science Program & Pilot Project Update**

June 2018



# Activities 2018



## Build initial program infrastructure

- *Citizen Science Action Teams – work continues*

## Partnership Development

- *Program and project-level funding opportunities*

## Pilot Project

- *Funding secured March 2018*
- *Project to address scamp discards*

## Additional Work

- *Activating Operations Committee - SOPPs*
- *Review Cit Sci Research Priorities*

# PROGRAM Level - A-Team Products

<b>A-Team:</b>	<b>Templates:</b>	<b>Inventories:</b>	<b>Additional items:</b>
<b><i>Data Management</i></b>	<ul style="list-style-type: none"> <li>• Data standards</li> <li>• QA/QC</li> <li>• Data requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Data management resources by agency</li> </ul>	<ul style="list-style-type: none"> <li>• Options for data storage</li> </ul>
<b><i>Volunteers</i></b>	<ul style="list-style-type: none"> <li>• Basic volunteer orientation</li> <li>• Training by project type</li> </ul>	<ul style="list-style-type: none"> <li>• Sample approaches for training</li> </ul>	<ul style="list-style-type: none"> <li>• Online Volunteer Interest Form – <i>tool to recruit volunteers</i></li> </ul>
<b><i>Projects/Topics Management</i></b>	<ul style="list-style-type: none"> <li>• Citizen Science research priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Sources for research needs</li> </ul>	<ul style="list-style-type: none"> <li>• Project Endorsement Program</li> <li>• Project review metrics</li> </ul>
<b><i>Finance &amp; Infrastructure</i></b>	<ul style="list-style-type: none"> <li>• Sample operational/ programmatic budget needs</li> </ul>	<ul style="list-style-type: none"> <li>• Active list of project/program funding opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Funding models and sources to pursue</li> <li>• Partnerships to pursue</li> </ul>
<b><i>Communication</i></b>	<ul style="list-style-type: none"> <li>• Project Communication Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Sample outreach/ communication approaches</li> </ul>	<ul style="list-style-type: none"> <li>• Samples of approaches for sharing project results</li> </ul>

# Scamp Pilot Project: *Current Status*

PC: Greg McFall, GRNMS

## **Project Design Team in place and meeting for initial app design**

- *Fishermen*
- *SE Fisheries Science Center*
- *NC Sea Grant researcher*
- *Harbor Light Software (app developer)*
- *ACCSP (data partner)*
- *Citizen Science Association/ Cornell University (research study partner)*
- *Council staff*

**A-Teams developing plans for the project** – *Communication, Volunteer Training, Data Management*

## **Research Study with Cit Sci Assoc/Cornell University:**

- *Dr. Jennifer Shirk – documenting process and how it supports projects*
- *Rick Bonney – developing evaluation metrics for the project*

# PILOT PROJECT Level - A-Team Products



A-Team:	Support Materials:	Plans:	Additional items:
<i>Data Management</i>	<ul style="list-style-type: none"> <li>Mobile application &amp; API development documents</li> </ul>		<ul style="list-style-type: none"> <li>Partnership development with ACCSP</li> </ul>
<i>Volunteers</i>	<ul style="list-style-type: none"> <li>Basic orientation materials on Council, cit sci, data collection</li> <li>Fact sheet on scamp</li> </ul>	<ul style="list-style-type: none"> <li>Training plan – approaches and materials</li> </ul>	
<i>Projects/Topics Management</i>		<ul style="list-style-type: none"> <li>Project Development Plan</li> </ul>	<ul style="list-style-type: none"> <li>Partnership development with researchers</li> </ul>
<i>Finance &amp; Infrastructure</i>			<ul style="list-style-type: none"> <li>Partnership with funders</li> </ul>
<i>Communication</i>	<ul style="list-style-type: none"> <li>Implementation Plan – frequency, social media, timing of project phases</li> </ul>	<ul style="list-style-type: none"> <li>Communication Plan – approaches, key messaging</li> </ul>	

**\*\*Project Planning Team - Members from A-Teams serve on the Team**



PC: Greg McFall, GRNMS

# Examples of A-Team Coordination

## Scamp Pilot Project

### **Volunteer Training Plan – Basic Orientation Module**

- Communication & Volunteer A-Teams
- **Goal** – *Improve understanding of Council, how data is collected, why & how citizen science can be used in management*
- **Use** – *Primer for all citizen science projects under the Program*
- **Outcome** - *Helps set expectations for participants prior to volunteering*
- **Additional material**- *Fact sheet about scamp grouper*

## Scamp Pilot Project

### **Communication Plan – Key Messaging & Outreach**

- Communication & Volunteer A-Teams
- **Goal** – *I.D. target audiences, develop key messaging about project and delivery approaches*
- **Use** – *How to communicate to all audiences over lifespan of the project*
- **Outcome** – *Implementation plan for project communication across audiences to meet needs, reward participation, manage expectations, and share project info/results*

# Next Steps – 2018 & Beyond

- A-Teams complete work
- Operations Committee draft SOPPs
- Pursue additional project funding:
  - ✓ FIS 2019 – historical photos project
  - ✓ Natl Geographic – participatory science grant
  - ✓ NOAA federal grant opportunities
- Partnership Development:
  - ✓ ASMFC
  - ✓ GRNMS
  - ✓ The Nature Conservancy
- Scamp Pilot Project Results & Stock Assessment

*Photo credit: Don DeMaria*