



# **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**

**Thursday, June 25, 2020, 1:00 - 3:00 p.m. – meeting via webinar**

Webinar Registration Link: <https://attendee.gotowebinar.com/register/2143319105040625168>

1. Welcome & Meeting Overview
2. Citizen Science Program Evaluation (**Attachments 1-3**)

Other Business

Adjourn

#### **Committee Members**

Holly Abeels

Scott Baker

Rick DeVictor

Michelle Duval

Brett Fitzgerald

Bob Lorenz

Marcel Reichert

Erik Williams

#### **Attachments**

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

**Attachment 2: DRAFT Program Audiences & Outcomes**

**Attachment 3: DRAFT Meeting Overview & Background 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:

- *Review feedback from the SAFMC's Citizen Science Committee's review of the Program Planning document*
- *Finalize target audiences*
- *Brainstorm & refine desired Program outcomes*
- *Identify next steps for developing a Program Evaluation Plan*

### **2. Citizen Science Program Evaluation (Attachments 1-3)**

To develop an evaluation plan, a Program needs to have clear, agreed upon goals, objectives, strategies, and indicators of success. The Citizen Science Program goals were 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 discuss Program evaluation and develop the Program Planning document (Attachment 1). Before and after these meetings, Committee members provided feedback via google docs. Staff working with Rick Bonney and Jennifer Shirk would incorporate feedback and provide an updated Program Planning document in advance of the meetings.

For the purposes of developing an evaluation plan, the 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 SAFMC's Citizen Science Committee reviewed the Program Planning document at their June 2020 meeting. Council members did not have any specific edits but noted the importance of Goal 4 and how challenging volunteer engagement can be. They also noted the importance of letting volunteers know how their data is being used and shared examples of successful existing state citizen science projects (e.g. carcass collection programs) that could be passed on to fishermen. There was also some discussion on whether/how data collected through the Program would be used in management, as well as, a question about how to approach situations where fishermen may participate in projects that end up supporting restrictions in harvest. Rick Bonney noted it may be good to think about addressing the latter through evaluation.

*\*Please note some additional output indicators have been added to the Program Planning document after reviewing Jennifer Shirk's research on the development of the Council's Citizen Science Program (see yellow highlighted text in Attachment 1).\**

Desired outcomes have been discussed at different times during the development of the Citizen Science Program. At the May 2020 Operations Committee meeting, the group began to discuss Program outcomes by initially brainstorming the audiences the Program is trying to engage. The initial audience list developed by the Committee is included in Attachment 2.

**During this meeting, staff would like the Committee to focus on finalizing the audience list and brainstorming/refining desired Program outcomes by audience.**

To help start the discussion, staff worked with Rick Bonney and Jennifer Shirk to develop some draft Program outcomes (see Attachment 2). These are simply meant to serve as a starting point for the Committee's discussion.

When brainstorming, it may be helpful for the Committee to think about the following:

- What audiences is the Program trying to engage (fishermen, scientists, managers, others)?
- What do we want the Program to achieve (e.g. if we want to build trust between fishermen, scientists, and managers – what does this look like and is it the same for different audiences)?
- What would we like each audience to do, think, and feel after they engage in the Program?

Additional resources that may be helpful to review in advance of the webinar are available at the links below.

- [SAFMC Citizen Science Program Design Workshop webpage](#) – in particular, expert group recommendation presentations
- [SAFMC Citizen Science Program Blueprint Proposal](#)
- [SAFMC Citizen Science SOPPS](#)
- [SAFMC Citizen Science Action Team Program Component & Project Resources](#)
- SAFMC Action Team Terms of Reference
  - [Data Management](#)
  - [Finance & Infrastructure](#)
  - [Volunteers](#)
  - [Project/Topics Management](#)
  - [Communication/Outreach/Education](#)

Other Business

Adjourn