



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

Monday, March 30, 2020, 1:00 - 3:00 p.m. – meeting via webinar

Webinar Registration Link: <https://register.gotowebinar.com/register/289677738632311563>

1. Welcome & Meeting Overview
2. Citizen Science Program Evaluation (**Attachment 1**)

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 Evaluation Objectives & Draft Strategies

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:

- *Finalize draft Program objectives*
- *Further brainstorm and refine strategies to meet objectives*
- *Identify next steps for developing a Program Evaluation Plan*

2. Citizen Science Program Evaluation (Attachment 1)

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.

Based on discussion on the October 2019 Operations Committee webinar, a google doc was created with Program goals and draft objectives. Committee members provided feedback on the draft objectives and brainstormed potential indicators of success within the google doc. Committee feedback was incorporated into the document and discussed on the Committee's January 2020 webinar.

The Committee also discussed the differences between goals, objectives, strategies, and indicators during the January webinar and agreed upon the definitions below for the process of developing a Program Evaluation.

- 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

During the January 2020 webinar, the Committee focused on refining the Program objectives. During the discussion, the group recommended editing Goal 4 (originally focused on partnerships) to focus on learning and engagement and removing Goal 5 (originally focused on communication and/or engagement). The justification for this change was that partnerships and communication were inherent in all Council activities and these two items would be more effectively addressed through objectives under the relevant goals.

After the January 2020 webinar, Committee members were asked to review and provide final edits to the draft objectives and brainstorm potential strategies (e.g. steps to meet objectives) in a google document by Monday, March 16. Feedback from the Committee members was incorporated into Attachment 1.

During this meeting, staff would like the Committee to focus on finalizing objectives and further brainstorming and refining potential strategies to help meet objectives.

The SAFMC Citizen Science Committee will meet next in June 2020. Staff would like to present draft objectives, strategies, and indicators of success to the Council for their initial review and feedback at this meeting.

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

- [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