"Mare Nostrum Caribbean"
("Our Caribbean Sea")
Programs and Partnerships

Outreach/Education/Citizen Science

Virgin **I**slands **E**xperimental **P**rogram to **S**timulate **C**ompetitive **R**esearch

Some Thoughts on
How to Sustain a Successful Program

Mark R. Boardman

Citizen Science

Outreach/Education/Citizen Science

"In the end
We will conserve only what we love;
We will love only what we understand;
and
We will understand only what we are taught."
(Baba Dioum, 1968.)

REEF
Cayman Islands Government
Resorts - Dive Operators

Grouper
spawning, fisheries, legal issues, tourism

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead (1901-1978)

Lois Gibbs

From housewife and mother of children to the mother of Superfund

A hero and an example of Citizen Science

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Lois Gibbs

From housewife and mother of children
to the mother of Superfund

Citizen Science

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BUT
she did not do it alone

- "it takes a village"

Citizen Science has greater impact if it is done as a group
(part of a sustainable program)

Citizen Science

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strength in numbers

strength in focus

strength in Programs and Partnerships

What does it take for a citizen science program to be successful and sustainable?

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Pertinent and Practical

"P" words

for

Sustainability

Philosophy

Vision: emotional, passionate

Mission: strategy (with discreet goals)

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Philosophy

Vision: emotional, passionate

Mission: strategy (with discreet goals)

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Keep them separate

Write them down

KISS

Protocols
(methods)

must meet the needs of the strategy

must meet the abilities of the citizens

must meet the tests of science

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Protocols
(methods)

must meet the needs of the strategy

must meet the abilities of the citizens
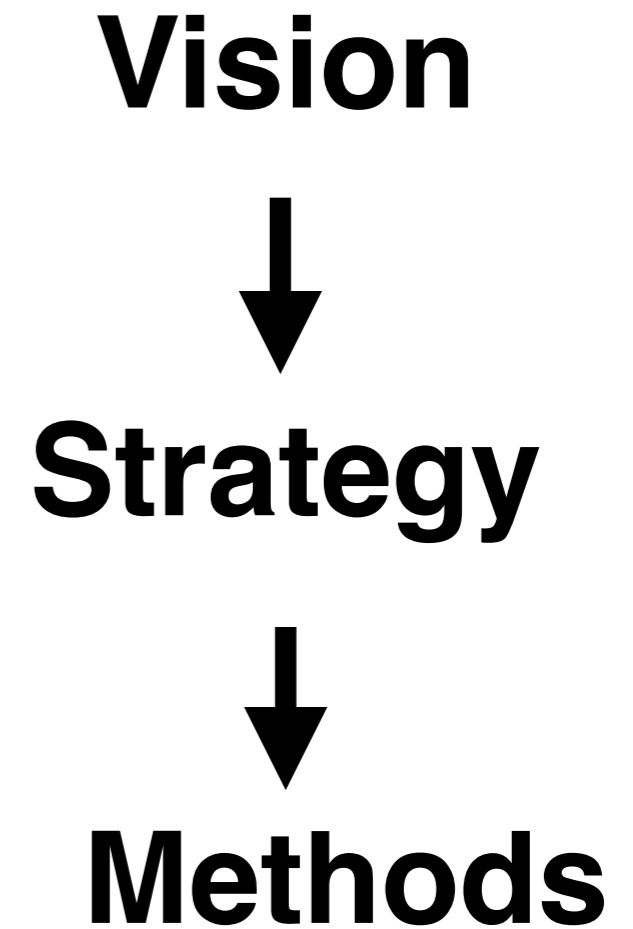
must meet the tests of science

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Keep them separate

Write them down

KISS

Adjust as needed:

methods to meet strategy
and/or
strategy to meet methods

Vision

↓

Strategy

↓

Methods

Citizen Science

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Adjust as needed:

methods to meet strategy
and/or
strategy to meet methods

Vision

↓

Strategy

↓

Methods
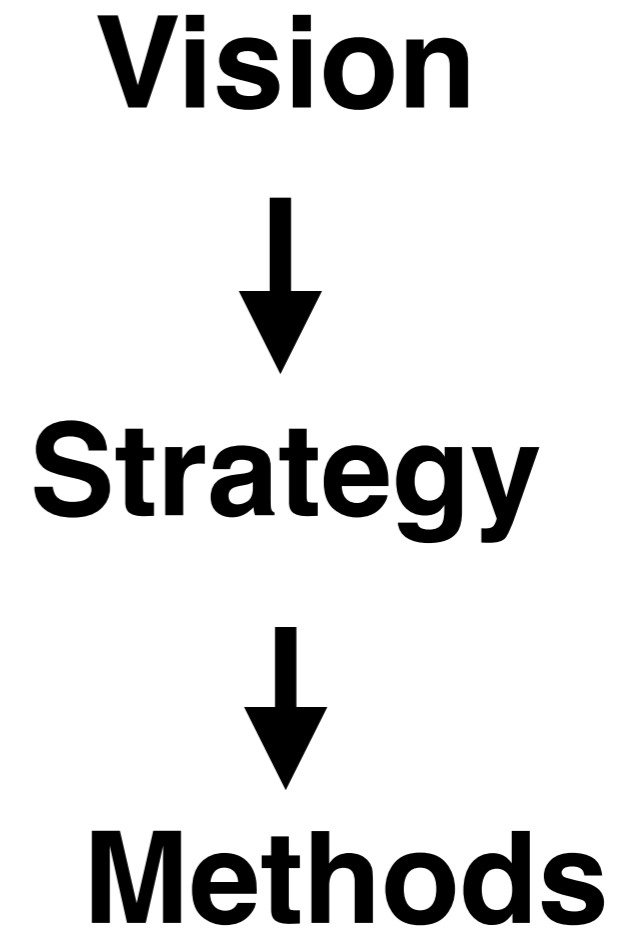
review board /
advisory board

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Place

(home, office)

phone, address

website

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Place
(home, office)

phone, address

website

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keep them as constant as possible

Processing Data
(often a lot of drudgery)

computer and computer geek

backup (backup again)

accessibility

Citizen Science

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Processing Data

(often a lot of drudgery)

computer and computer geek

backup (backup again)

accessibility

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consistency
transferable
exchangeable

Vision

↘

Strategy

↘

Methods

↘

Data

Citizen Science

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make a difference

be sustainable

Partnerships

other citizen groups - stay informed

private businesses - they are stakeholders, too

government agencies - another stakeholder

Outreach/Education/Citizen Science

Partnerships

other citizen groups - stay informed

private businesses - they are stakeholders, too

government agencies - another stakeholder

Citizen Science

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1. **make a difference**

2. **not an us vs. they;
   a "we together"**

3. **"a many legged stool"**

Publicity

keep volunteers and partners informed
keep the public informed
keep all stakeholders informed
politicians, news media, donors, . . .

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Publicity

keep volunteers and partners informed
keep the public informed
keep all stakeholders informed
politicians, news media, donors, . . .

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1. **timeliness**

2. **perfection is the enemy of the possible**

Publicity

keep volunteers and partners informed
keep the public informed
keep all stakeholders informed
politicians, news media, donors, . . .

Social Interactions
Annual meetings
Picnics
Awards

1. timeliness
2. perfection is the enemy of the possible

Citizen Science

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Phunding
(funding)

computers, copying, phone, website
money needs a bank account, EIN, IRS,
donors need a 501(c)3 (tax deductions)

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Phunding
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Grants

People

match talents and passions with duties

tech-savvy with computers

writers and extraverts to publicity

strong, healthy people to do the legwork

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People

match talents and passions with duties

tech-savvy with computers

writers and extraverts to publicity

strong, healthy people to do the legwork

Citizen Science

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acknowledge all contributions

Program
(hierarchy; a structure)

oversight committee (internal; inclusive)

staff (volunteers and/or paid)

advisory (external); consultants (external)

Citizen Science

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Program
(hierarchy; a structure)

oversight committee (internal; inclusive)

staff (volunteers and/or paid)

advisory (external); consultants (external)

personality-driven
to
board-driven

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Philosophy (vision and strategy)

Protocols

Place

Process data

Partnerships

Publicity

Phunding (funding)

People

Program (not personality)

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