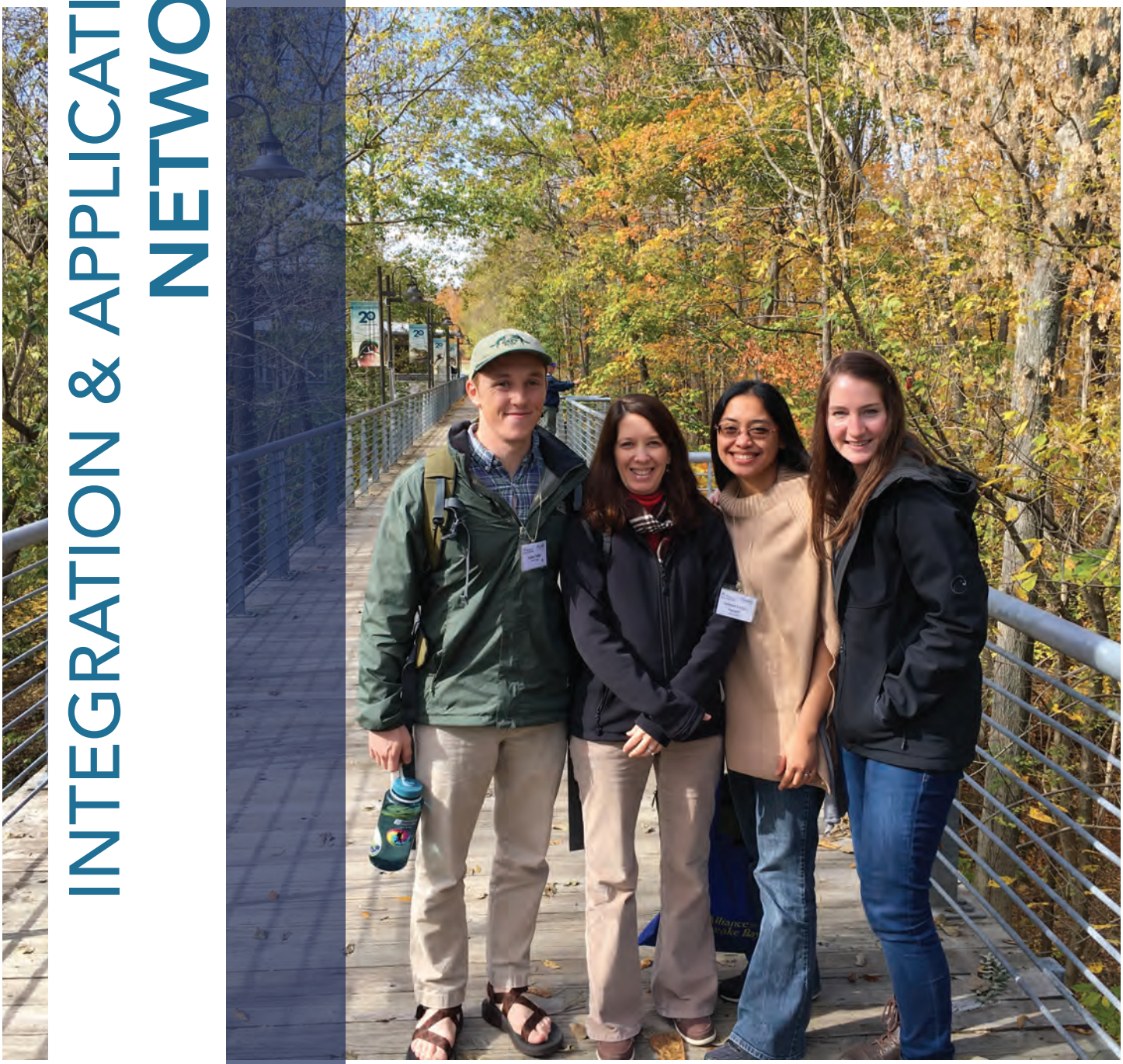
INTEGRATION & APPLICATION NETWORK

2017 REPORT CARD

An annual reflection on social impacts, ecological outcomes, and partner engagement



University of Maryland
CENTER FOR ENVIRONMENTAL SCIENCE
INTEGRATION AND APPLICATION NETWORK

IAN INDICATORS IN 2017

SOCIAL IMPACTS

Total Reach is a measure of how IAN's social media, blog, and media articles have connected with its followers. The social media index is a combination of Facebook engagement and total impressions, as well as Twitter engagement and total impressions.

Dissemination Effectiveness examines the number of symbol and image library downloads and professional printing of IAN products such as newsletters, report cards, and books.

Teaching and Training is the number of people directly interacting with IAN through participation in courses, workshops, and project partnerships.

ECOLOGICAL OUTCOMES

Assessment Impact Index is a rating based on the population, area, and iconic nature of the regions where IAN assessments and report cards have been conducted.

Coastal Bays Health Score is the annual ecohealth score of the 2016 Maryland Coastal Bays Report Card.

Chesapeake Bay Health Score is the annual ecohealth score of the 2016 Chesapeake Bay Report Card.

PARTNER ENGAGEMENT

Co-produced Products is a measure of how satisfied IAN partners were with their final product and their overall experience in co-producing the product.

Collaborative Process is a measure of how effective IAN partners felt the collaboration was, and if they were likely to make a referral for working with the IAN team.

Capacity Building is a measure of how comfortable IAN partners were with asking questions, and if partners thought the project built capacity and encouraged teamwork within their own organization.

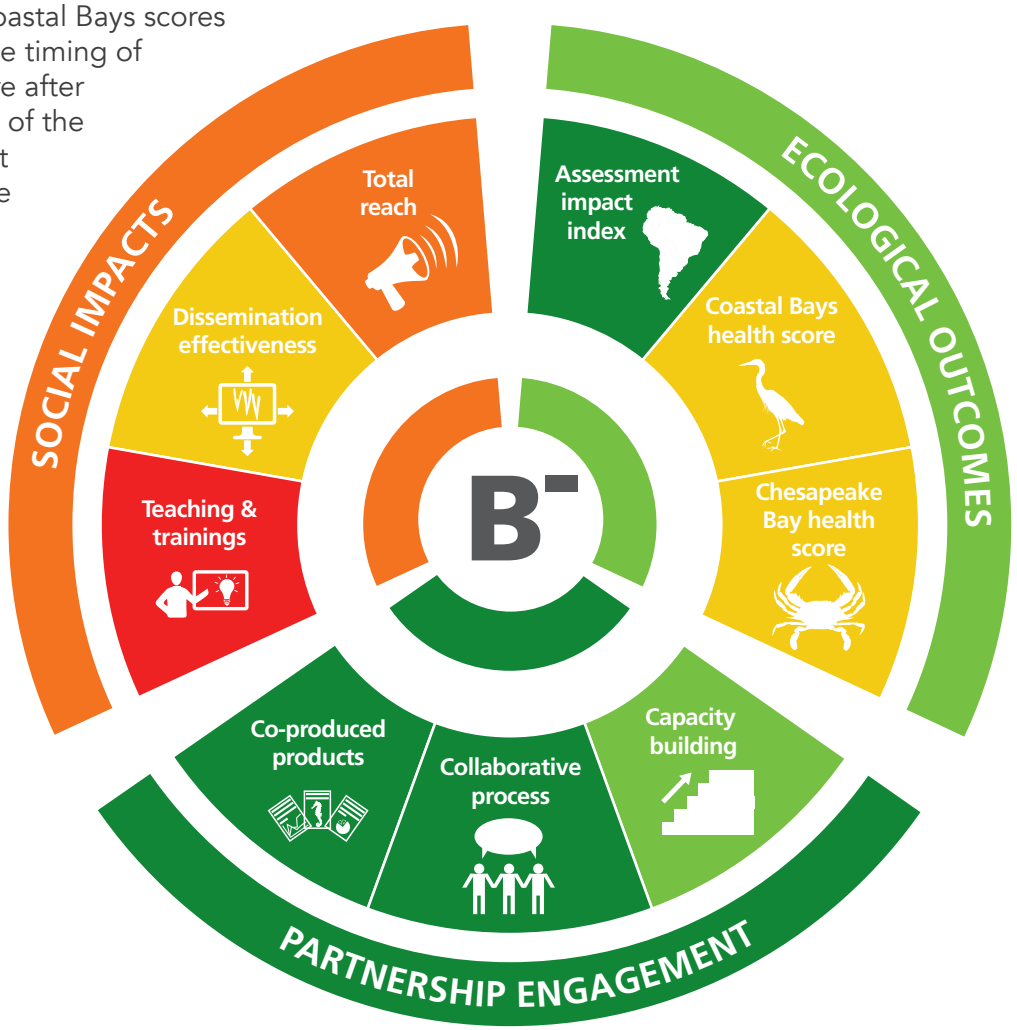
Participants at a 2017 science communication course taught by IAN staff members play conceptionary.

IAN staff overlooking the Tennessee River after a report card workshop in Chattanooga, TN.

Members of the Healthy Rivers for All Partnership in front of a Mongolian ger (yurt) outfitted with solar panels.

2017 REPORT CARD RESULTS

Overall, the IAN Report Card scored a B- (81%) for 2017. This is down from an A- (90%) in 2016. The Ecological Outcomes score remained steady from 2016 (85%). Partnership Engagement decreased but not significantly. Social Impacts saw marked declines in scores across the indicators, however, the indicators changed significantly in this year's report card so direct comparison may be misleading. Previous Social Impacts indicators measured the number of posts whereas 2017 indicators examine both the total reach as well as the engagement of each social media platform. The new analysis and poor scores are helpful in driving changes to the way IAN interacts with its followers on social media. The Maryland and Coastal Bays scores are carried over from 2016 since the timing of the release of these report cards are after the scheduled completion timeline of the IAN Report Card. IAN devotes a lot of energy to be sure its partners are engaged in the entire process of each project and are happy with their Partnership Engagement results. The lower scores in capacity building could be explored further in future report cards but IAN acknowledges that not all projects are designed to increase a partner organization's capacity.



IAN scoring

- A very good (90-100%)
- B good (80-90%)
- C moderate (70-80%)
- D poor (60-70%)
- F very poor (<60%)

PARTNER ENGAGEMENT 94% | **SOCIAL IMPACTS 63%** | **ECOLOGICAL OUTCOMES 85%**

IAN Theory of Change. The ultimate motivation for IAN is to create positive environmental outcomes. In order to achieve these outcomes, we recognize that we need to have an impact on society, largely through effective engagement with key people and organizations. To achieve this societal impact, we need to work with key partners who can help spread our messages and provide resources and expertise.

IAN – MAKING SCIENCE ACCESSIBLE AROUND THE WORLD

Tennessee River Basin Report Card

IAN produced the first-ever Tennessee River Basin Report Card in collaboration with the Tennessee River Basin Network, and the Appalachian Landscape Conservation Cooperative. The report card examines environmental stressors facing the region, recommended protections measures for wetlands and forests, and agricultural management practices which can be adapted to improve the ecosystem health. Improved health could bring about an economic boost to the region through environment-based tourism.

Guanabara Bay Report Card

Together with the sanitation program of the surrounding municipalities of Guanabara Bay, the Rio de Janeiro State Environmental Institute, and KCI Technologies Inc, IAN produced the first-ever Guanabara Bay Report Card. The report card brought together hundreds of stakeholders and evaluated water quality in the bay and watershed. It was released in Rio de Janeiro, Brazil. Find the report card in English and Portuguese at guanabarabay.ecoreportcard.org.

Chesapeake Monitoring Cooperative

The Chesapeake Monitoring Cooperative is a group of leading Chesapeake Bay-focused organizations that provide technical, programmatic, and outreach support in order to integrate volunteer-based and non-traditional water quality and macroinvertebrate monitoring data into the Chesapeake Bay Program partnership. The Cooperative encourages all watershed citizens to engage in Chesapeake science and management.


Dylan Taillie

Tennesee River Basin, USA


Cassie Gurbisz

Chesapeake Bay, USA


Alexandra Fries

Florida Everglades, USA


Dylan Taillie

Tuul River, Mongolia


Bill Dennison

Hawaiian Islands, USA


Alexandra Fries

Guanabara Bay, Brazil

2017 IAN by the numbers

48 people trained in science communication

5,406,474 symbols & images downloaded from IAN's free libraries

35 New symbols uploaded

22 IAN staff

1575 project partners

136 partner organizations

9 out of **9** partners reported being very satisfied or satisfied with their IAN partnership

10 ecosystem health assessments completed

25 projects

148,682,967 people reached by media from 2017 Chesapeake Bay Report Card

10 years of Maryland Coastal Bays Report Cards

IAN HIGHLIGHTS FROM 2017

Chesapeake Bay health is improving. After years of degradation and millions of dollars of investment, Chesapeake Bay health is improving. Ecosystems within the bay, like seagrass, are showing improvements and increased resilience. There are less nutrients in the Bay, evidenced by reduced runoff from development and agriculture, as well as from improved air quality. This has led to smaller and less frequent dead zones, benefiting the fish and crab populations in the Bay. UMCES and IAN have been instrumental in supporting Chesapeake Bay restoration efforts, and reporting and communicating the complex science of Chesapeake Bay health.

Reporting coral reef status. IAN and the National Oceanic and Atmospheric Administration's Coral Reef Conservation Program have come together to produce status reports for U.S. coral reefs. This project aims to highlight to Congress the rigorous and extensive research that NOAA scientists are doing throughout the globe. IAN staff traveled to the Pacific to engage with local stakeholders in Hawaii, Guam, and Saipan (the Commonwealth of the Northern Mariana Islands). One of the exciting aspects of this project is using the same indicator categories for each of the coral reefs around the world – corals & algae, fish, climate, and people. These indicators will be comparable to each other by using geographically relevant reference values, which ultimately means a better understanding of coral reef health.

Synthesizing impacts of ecological drought. IAN continued its national-scale effort with the USGS National Climate Adaptation Science Center to synthesize the impacts of ecological drought across the country. Workshops were held at each of the nation's eight regional Climate Adaptation Science Centers covering the following regions: Alaska, Pacific Islands, Northwest, Southwest, North Central, South Central, Northeast, Southeast. Each of these workshops resulted in a summary newsletter. Additional workshops focusing on Puerto Rico, the U.S. Virgin Islands, and the U.S.-Affiliated Pacific islands to examine the impacts of drought on island systems.

Partnering with the World Wildlife Fund in Mongolia. IAN and WWF have come together in the Healthy Rivers for All partnership with the goals of empowering stakeholders around the world to develop and effectively use credible, locally owned report cards in their basins to foster sustainable water management around the world including the Tuul River in Mongolia. A recently released resource is *The Practitioner's Guide to Developing Basin Report Cards*, provides an overview of basin report cards and their use, the mechanics of report cards, and how to use the process and results to drive change and is being used by Tuul River participants.

WE WOULD LOVE TO WORK WITH YOU

Have an idea for a science communication product? Does your organization want to learn the process for making your own ecohealth report card? Want to have your staff trained in effective science communication to solve environmental problems? Contact us today to get started: ian@umces.edu.