

University of Maryland Center for Environmental Science

# INTEGRATION AND APPLICATION NETWORK

## 2018 REPORT CARD



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

# HIGHLIGHTS FROM 2018

## Working together to understand the health of our waters — The Chesapeake Monitoring Cooperative

The Chesapeake Monitoring Cooperative is a group of organizations that provide technical, programmatic, and outreach support to integrate volunteer-based and non-traditional water quality and macroinvertebrate monitoring data into the Chesapeake Bay Program partnership. All data are uploaded into the Chesapeake Data Explorer (<https://cmc.vims.edu/#/home>), where anyone can access and use the data for analysis. The CMC's Data Interpretation workshops, taught by IAN staff, provide groups with tools for communicating their data to their local communities, decision makers, and the general public.



## Developing the UMCES Institutional Assessment

The University of Maryland Center for Environmental Science (UMCES) developed an Institutional Assessment protocol as part of the accreditation process with the Middle States Commission on Higher Education. The entire UMCES community was engaged in the process via meetings and an online survey, and a suite of indicators was created to represent UMCES' values and aspirations. UMCES personnel value the collegial community, environmental mission, and reputation of UMCES, and workplace flexibility. UMCES personnel aspire to develop more funding support, with higher impact and visibility, and to increase diversity and expand programs.



## Synthesizing the unique vulnerability of islands to ecological drought

In 2018, IAN continued its national-scale effort with the USGS National Climate Adaptation Science Center to synthesize the impacts of ecological drought across the country. Two workshops were held in 2018 to highlight the unique vulnerability of islands to drought—one in San Juan, Puerto Rico with researchers from Puerto Rico and the U.S. Virgin Islands, and a second workshop in Honolulu, Hawai'i focusing on the diverse U.S. Affiliated Pacific Islands. Products from the three-year effort were highlighted at the 2018 AGU Fall meeting in Washington, DC in December.



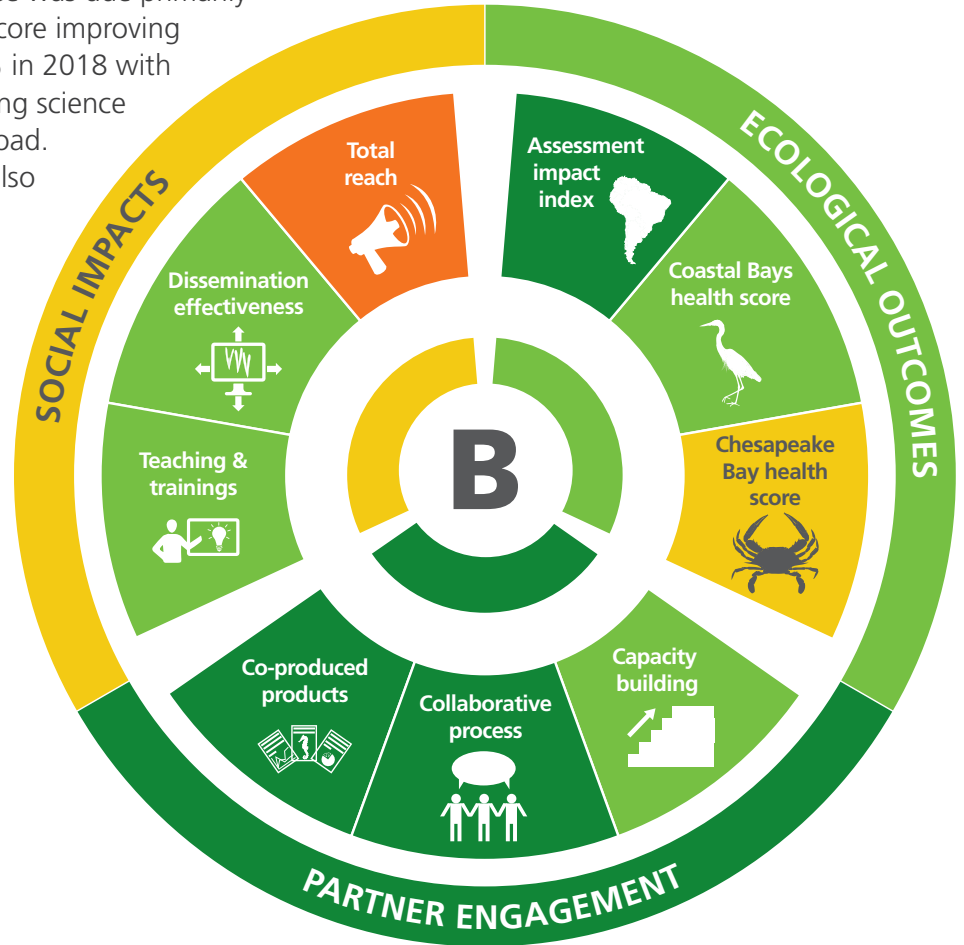
## Communicating coral reef monitoring and status

IAN is working with NOAA's National Coral Reef Monitoring Program to develop standardized methods for analyzing and communicating the health of coral reef ecosystems throughout US waters. In the Pacific basin this includes Hawaii, Guam, the Northern Mariana Islands, American Samoa, and Pacific Remote Islands. In the Atlantic basin, this includes Flower Garden Banks in the Gulf of Mexico, the U.S. Virgin Islands, Puerto Rico, and Florida.



# 2018 REPORT CARD RESULTS

In 2018 IAN earned a B (86%) for its overall score. This is an improvement from a B- (81%) in 2017. The scores for Ecological Outcomes (86%) and Partner Engagement (95%) stayed steady with only a 1% increase for both categories from 2017. IAN remains pleased with the consistency in its Partnership Engagement score. It's worth noting that Ecological Outcomes scores are not necessarily meant to change dramatically annually, but rather change over long-term time scales. The Social Impacts category increased significantly from 63% (D-) in 2017 to 78% (C+) in 2018. This increase was due primarily to the Teachings & trainings indicator score improving significantly from 47% in 2017 to 85% in 2018 with a re-dedication of IAN's effort to teaching science communication courses locally and abroad. The Dissemination effectiveness score also jumped significantly from 78% (C+) in 2017 to 88% (B+) in 2018 with more symbol and image library downloads and newly registered users. While the Total reach indicator score did not improve significantly, the social media team made conscious efforts to improve the way IAN engages with social media. This is evidenced in the Social Media Index (SMI) rising from 66% in 2017 to 80% in 2018. SMI, just one measure of IAN's Total reach, is an average score for Facebook engagement, Facebook impressions, Twitter engagement, and Twitter impressions.



## IAN scoring

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

## 2018 IAN by the numbers


**1092**  project partners

**206**  partner organizations

**32**  IAN staff

**19** New symbols uploaded

**4** ecosystem health assessments completed

**4,679,066**  symbols & images downloaded from IAN's free libraries

**38**  projects

# IAN – MAKING SCIENCE ACCESSIBLE AROUND THE WORLD

## Producing the Everglades Report Card and System Status Report

Throughout 2018, IAN worked with dozens of stakeholders and RECOVER to produce a report card and detailed report on the condition of the Florida Everglades.



## Partnering with Future Earth Coasts

Future Earth Coasts (formerly LOICZ), has been a long-term partner with IAN. In 2018, IAN facilitated a workshop in Cork, Ireland to co-produce an assessment framework “Our Coastal Futures” for Future Earth Coasts.



## Developing the Tuul River Report Card

IAN continued to contribute to its partnership with the Tuul River Basin Authority, WWF-Mongolia, WWF-USA, and Asian Development Bank to develop a report card for the Tuul River.



## Creating an ecosystem health report card in Bhitarkanika National Park, India

The long-term partnership between IAN and the National Centre for Sustainable Coastal Management (NCSCM) in India included a project in Bhitarkanika National Park, on the east coast of India.



## Training sessions lead to Yucatan Coast Report Card

IAN worked with the Laboratorio Nacional de Resiliencia Costera in Sisal, Yucatán Mexico, to train practitioners on the report card process. This collaboration resulted in the development of the 2018 Yucatan Coast Report Card.



## Initiating a report card for the Kafue River in Zambia

IAN and WWF Zambia initiated a report card for the Lower Kafue River, with a report card training workshop and the first stakeholder engagement workshop. This project is the first Healthy Rivers for All report card project in Africa, and represents a significant milestone for the IAN-WWF US partnership.



## IAN INDICATORS IN 2018

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 — the IAN Theory of Change. To achieve this societal impact, we need to work with key partners who can help spread our messages and provide resources and expertise.



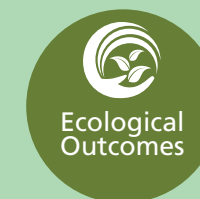
**PARTNER ENGAGEMENT** 95%

Partner Engagement looks at how happy IAN's project partners felt following their work with IAN over one year. Partner Engagement is measured using **Co-produced Products**, **Collaborative Process**, and **Capacity Building** indicators.



**SOCIAL IMPACTS** 78%

Social Impacts assess IAN's influence through social media & blog articles, symbol & image library usage, and direct contact via teaching and partnerships. Social Impacts are measured using **Total Reach**, **Dissemination Effectiveness**, and **Teaching and Training** indicators.



**ECOLOGICAL OUTCOMES** 86%

Ecological Outcomes evaluate IAN's ability to drive environmental change through its partnerships locally and globally. Ecological Outcomes are measured using **Assessment Impact Index**, **Coastal Bays Health Score**, and **Chesapeake Bay Health Score** indicators.

# HOW CAN WE HELP YOU?

Since 2002 IAN has been working to improve science communication around the globe. Over the years IAN staff members have partnered with a myriad of large and small organizations to help scientists, managers, and non-profits on a high diversity of projects. Whether you're looking to train a scientist to improve their science communication, complete an ecosystem health report card, build a mobile app for your followers, or improve your publications from journal articles to newsletters, IAN can help. If you're ready to create a more engaging document, analyze your data in new ways, or have a greater impact on management decisions in your region, contact IAN to discuss how we can work together to accomplish your goals.



## Eco Health Report Cards

Environmental report cards synthesize data into an image-rich format that is easily accessible to a wide audience. These report cards have been used to catalyze improvements in ecosystem health, guide restoration efforts, and stimulate relevant research.



## Education

Professional development courses (e.g., science communication, environmental report cards), K-12 curriculum development, graduate level education.



## Symbol library

Provided completely cost and royalty free, the IAN symbol libraries currently contain 2953 custom made vector symbols designed specifically for enhancing science communication products.



## Print products

Work with us to co-develop printed products to synthesize data and communicate your science.



## Digital products

Share your science and empower stakeholders via apps, websites, video, maps, symbols, and conceptual diagrams.



## Workshop facilitation and training

From stakeholder mapping to meeting agenda development and execution, our experienced workshop facilitators make sure you achieve your goals.

## WORK WITH US

Contact us today to get started  
[ian@umces.edu](mailto:ian@umces.edu) or visit [umces.edu/ian](http://umces.edu/ian)



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