

Integration and Application Network Report Card 2025



Our indicators



Education and Outreach

Measures the reach of virtual, traditional, and educational science communication efforts.



Total Reach measures blog impact, media reach, and how IAN followers interact with our social media (Social Media Index) and our videos (Video Index).



Dissemination Effectiveness measures how IAN's tools and products are distributed from the IAN media library downloads and from printed products.



Teaching and Trainings measures the number of people involved with science communication courses, workshops, and projects.



Diversity, Equity, Inclusion, & Justice

Measures IAN's incorporation of diversity, equity, inclusion, and justice in its products and services.



Environmental Justice Indicators measures if IAN's socio-environmental report cards are incorporating indicators that support equity and inclusion.



Community Voices measures IAN's success in including socially diverse stakeholders in projects.



Socio-Environmental Impacts

Measures IAN's collective impact in improving socio-environmental systems for communities.



Core Categories measures if a report card contains indicators from five key categories (economics, water, environment & ecology, social & cultural, management & governance).



Publications measures the number of academic publications published by IAN authors.



Socio-Environmental Products measures the number of socio-environmental assessments produced by IAN and partners.



Partner Engagement

Measures how satisfied partners felt with IAN's work following the completion of a project.



Co-Produced Products measures how satisfied IAN partners were with their final product and the development process.



Collaborative Process measures how effective IAN partners felt the collaboration was and if they would recommend working with IAN.



Capacity Building measures if partners thought their project built capacity and encouraged teamwork in their organization.

The Report Card score increased slightly in 2025

Key takeaways

IAN continues to foster strong relationships with its partners and is achieving goals related to products and dissemination. However, goals are not being met in the Diversity, Equity, Inclusion, and Justice, and Education and Outreach categories, and for including Core Categories of Indicators in assessment projects. IAN also needs to promote more teaching and training opportunities.

Report card score details

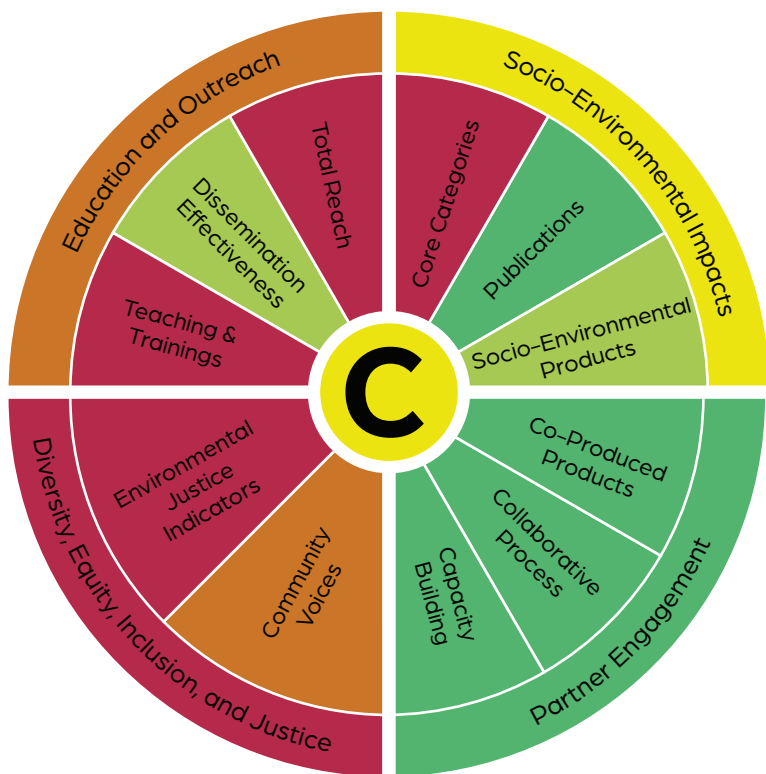
Overall, the IAN Report Card scored a 74% (C) in 2025, a slight increase from the previous year. The highest-scoring category was Partner Engagement with 100% (A+), a very good score. This was a strong improvement from the previous year. The Socio-Environmental Impacts category received a moderate score (79%, C+). The Education and Outreach category scored 61% (D-), a poor score. The lowest-scoring category was Diversity, Equity, Inclusion, and Justice, with a very poor score (54%, F).

In the **Education and Outreach category**, the Total Reach indicator scored 59% (F) due to low social media engagement. The Teachings and Trainings indicator received a very poor score (35%, F), which was due to fewer courses offered in 2025 and fewer attendees per event.

In the **Socio-Environmental Impacts category**, Socio-Environmental Products scored 83% (B), which is a good score. However, the Core Categories indicator received a very poor score (54%, F). IAN's goal is to encourage the inclusion of social and economic indicators in report cards. IAN continues to make valuable contributions to academic research. IAN scientists published 11 peer-reviewed papers in 2025, scoring 100% (A+).

The **Partnership Engagement category** received an A+ grade, a significant increase from last year. All indicators in this category had perfect scores (100%, A+). IAN made improvements in this category by continuing our commitment to excellence in capacity building, collaboration, and co-creating products with our partners.

Within the **Diversity, Equity, Inclusion, and Justice category**, Environmental Justice Indicators remained low-scoring, at 40% (F). Community Voices received a poor score (68%, D+), illustrating that there is still more work to be done in this area, and that IAN needs to prioritize DEIJ in future projects and collaborations.



Grade scale

A Very good (90–100%)	D Poor (60–69%)
B Good (80–89%)	F Very poor (<60%)
C Moderate (70–79%)	

Reflections on the past year

New and improved symbols!

The Symbol Library is IAN's free repository of graphics that can be downloaded and used by anyone. We are well known for our symbol library and are continuing to invest in our most popular and valued project by committing to adding at least 30 symbols per year. This year, IAN science communicators were tasked with producing as many symbols as possible to kick off our new goal. They created a grand total of 68 new symbols in the categories of plants, animals, insects, architecture, and people. Moving forward, we are continuing our efforts to expand the symbol library by adding more wildlife, plants, and people of all kinds.

UMCES' 100th Birthday

In 2025, UMCES celebrated 100 years as an institution committed to environmental science and change in the Chesapeake Bay region and beyond. UMCES hosted multiple celebrations and a "100 for UMCES" challenge in which all UMCES units decided to reach a goal of 100 in an activity of their choosing. IAN challenged itself to pick up 100 pieces of trash at Carr's Beach in Annapolis, a historic area known for being a safe and welcoming space for Black Americans since the late 1920s. We collected a variety of debris ranging from small cigarette butts to large debris, such as a fully intact chimney that had washed ashore. We removed over 100 pieces and 100 pounds of trash from Carr's Beach. Neighbors who were excited to see us cleaning the beach offered insight that the beach would soon be converted into a heritage park, preserving it as a culturally significant space.

We moved to West Street

The IAN team said goodbye to our previous office space of eight years in Eastport in July 2025, and moved to 115 West Street in downtown Annapolis. Since moving to our new office, we began sharing the space with UMCES Administration and the Office of the President. Stop by and visit us in Suite 400!



The view from our new office on West Street

Project highlights focused on maximizing our local impact in the Chesapeake Bay

Water monitoring groups make a splash

IAN helps support a network of volunteers, organizations, and partners working together to improve our understanding of the Chesapeake Bay as part of the Chesapeake Monitoring Cooperative, which celebrated 10 years in 2025. Project team members participated in a short documentary about the project created by a local news station. Each year, IAN provides support to 12+ monitoring groups, assisting with documentation, field checks, and data management. In 2025, IAN helped four of Maryland's volunteer groups produce report cards using their water monitoring data. IAN also helped to redesign volunteer fact sheets and facilitated their translation into Spanish.

Helping oysters hold on

IAN assisted UMCES Horn Point Laboratory with the charge to evaluate alternative substrates and retrofits for enhanced oyster production in the Chesapeake Bay. The senate bill 830 mandated UMCES to do research on this topic and present a report to the Maryland General Assembly, the Governor, and the Secretary of Natural Resources. IAN helped organize two virtual symposiums that gathered experts on the subject from all over the globe, producing reports summarizing the discussion from each of the symposiums, and producing the final document that was presented to the General Assembly.

Preparing Pine Street for extreme weather and heat

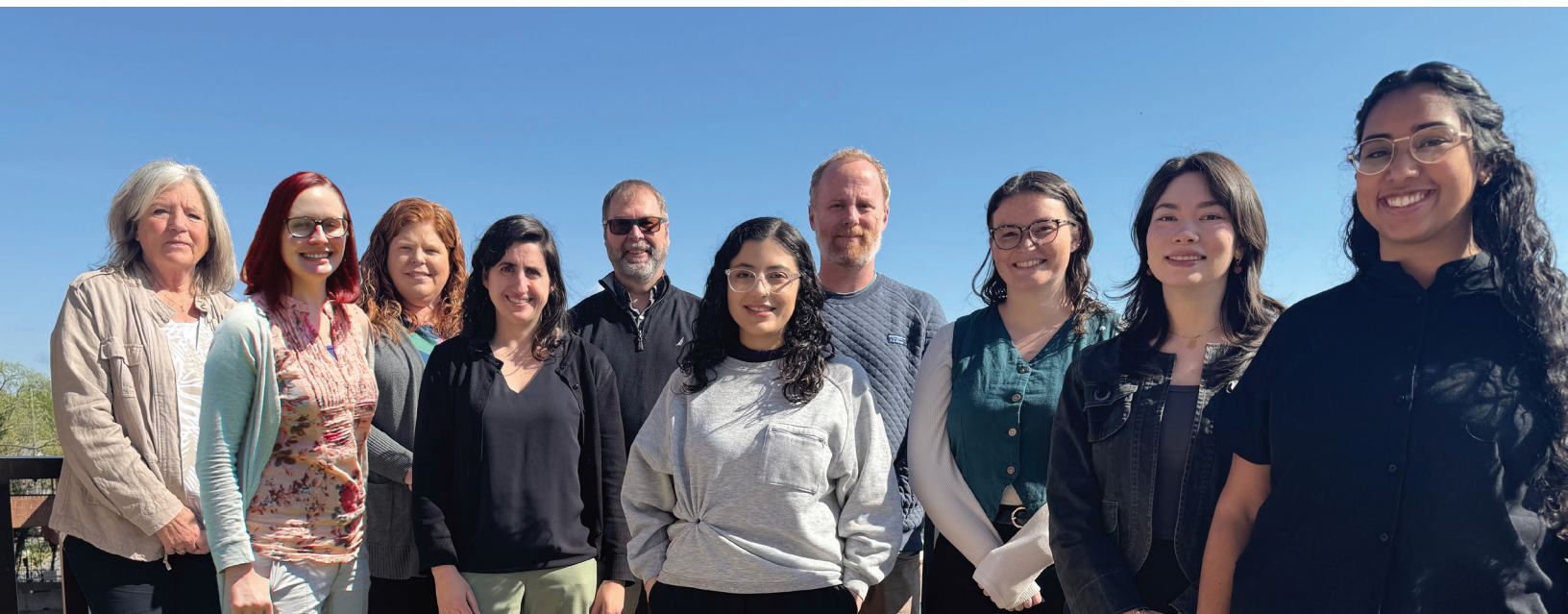
This community-level resilience report card examines the preparedness of the Pine Street neighborhood in Cambridge, MD to threats like severe weather and extreme heat. After surveying community members to identify priority concerns in the neighborhood, indicators to assess threats and resilience around those concerns were selected to give the community a preparedness score. This report card recommends individual and community-wide actions that can reduce vulnerability in areas of concern.



On the horizon for IAN

Connecting with the UMCES community in 2026

As the report card scores show, IAN has been successful at maintaining relationships with external partners. This year, however, we want to focus on strengthening relationships with our internal, UMCES partners. In 2025, IAN surveyed UMCES faculty, students, and staff to better understand how IAN can help them. Results of the survey suggest that people want IAN's help with science communication, graphic design and layout, stakeholder engagement, and workshop facilitation, but they weren't sure how to work with us. IAN is hosting a series of webinars this year to explore how we can help each other in these areas. We hope to use the webinars to build connections and identify ways we can work together to leverage all of UMCES' strengths.



Not pictured: IAN staff Stacy Schaefer at Charles County; Richard Tian, Rebecca Murphy, Qian Zhang, David Yayac, Dan Brellis, Kevin Asplen, Angie Wei, and Catherine Krikstan at the Chesapeake Bay Program; Bailey Robertory at MD DNR; and Jon Lefcheck.

We would love to work with you!

Since 2002, IAN has worked to improve science communication around the globe. Over the years, staff members have partnered with organizations to help scientists, managers, and non-profits on a variety of projects. Whether you're looking to train scientists to improve their science communication skills, help engage local communities, complete a socio-environmental health report card, or improve the readability of your publications, IAN can help. If you're ready to create an impactful document, analyze your data in new ways, or have a greater influence on management decisions in your region, contact IAN to discuss how we can work together to accomplish your goals.

Contact us today to get started.

Email ian@umces.edu or visit ian.umces.edu



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