

VISION

A community that supports, informs and develops citizen science

MISSION

To advance (Impact) citizen science through sharing of knowledge (Participation), collaboration (Partnerships), capacity building (Practice) & advocacy (Platform).

VALUES

- Inclusive ● Inspiring ● Empowering ● Collaborative ● Dynamic



**Australian
Citizen Science
Association**

STRATEGIC PLAN

(draft July 2015) Overview

GOALS	Participation	Partnerships	Practice	Impact	Platform
<i>Message</i> "ACSA's Strategic Goals are to..."	encourage broad and meaningful participation in science and citizen science	through building inclusive and collaborative partnerships	and a community of best practice, knowledge and tools	to ensure the value and impact of citizen science and its outputs are realised	enabled by ACSA as an effective, trusted and well recognised organisation and hub for citizen science in Australia."
<i>Outcome</i>	<i>Individual & Community outcomes</i>	<i>Network outcomes</i>	<i>Learning outcomes</i>	<i>Science outcomes</i>	<i>Institutional outcomes</i>
<i>Detail</i>	Encourage & promote broad and meaningful participation of all sectors of society in citizen science so they become partners in creating the science & science literacy that we need.	Build inclusive and collaborative relationships and networks with members and key community, science, education, government, and business partners, nationally and internationally, to deliver against common goals.	Facilitate the development of tools, infrastructure, academic study, and resources to support and strengthen the practice and use of citizen science.	Develop & promote citizen science as an innovative and effective resource and method for undertaking and delivering research, and supporting science outcomes.	Establish ACSA as a well functioning hub and network for discussion, coordination, initiatives and advocacy for members and to promote and deliver the goals of ACSA
ACTIONS	Participation	Partnerships	Practice	Impact	Platform
<i>Year 1 Plan, Initiate</i> <i>continued and built on by...</i>	<ul style="list-style-type: none"> ● communication & outreach activities via website & social media, building profile and awareness ● annual conference & seminars/meetings 	<ul style="list-style-type: none"> ● membership framework ● funding for ACSA ● identify strategic partnerships & networks 	<ul style="list-style-type: none"> ● collate information & educational resources ● plan/prototype CS discovery hub ● BioBlitz guidelines 	<ul style="list-style-type: none"> ● plan and seek ideas and support for a national citizen science project(s) ● endorse or support strategic citizen science activities/projects 	<ul style="list-style-type: none"> ● Incorporation ● Governance - AGM & Management Committee & Working Committees ● Administration - host organisation & secretariat ● website & branding ● organisational plans
<i>Year 2 Build, Grow</i>	<ul style="list-style-type: none"> ● target key sectors (education/schools/STEM) 	<ul style="list-style-type: none"> ● growing membership base ● engage partners & sponsors ● international interactions 	<ul style="list-style-type: none"> ● CS discovery hub launch ● ACSA supported publications & reports 	<ul style="list-style-type: none"> ● agree, scope, resource and possibly implement national CS project 	<ul style="list-style-type: none"> ● build internal capacity ● deliver advocacy at all levels (champions/ambassadors)
<i>Year 3 Deliver, Monitor</i>	<ul style="list-style-type: none"> ● monitoring & evaluation of activities, participation & profile 	<ul style="list-style-type: none"> ● sustainable funding stream ● identify & act on gaps in membership/partnerships 	<ul style="list-style-type: none"> ● awards for citizen science activities 	<ul style="list-style-type: none"> ● implement / evaluate project outcomes & plan future activities 	<ul style="list-style-type: none"> ● review governance operating model and improve as appropriate



GOALS	DELIVERY INITIATIVES
<i>Participation</i>	<ul style="list-style-type: none">• Communication & Outreach – development and implementation of a Communications Plan outlining goals and key messages, audiences, communication tools (e.g. website, social media, seminars) and action plan and who responsible across ACSA for different actions. Goals to include raising profile of citizen science and ACSA, opportunities for networking and learning, encouraging participation, improve science literacy etc.• Annual Conference & meetings – organisation of an annual conference and various seminars and meetings enabling networking.• Focus area – select a target audience to focus attention over a period. i.e. STEM education strategically aligning with government science/research/industry priorities.• Monitoring and evaluation – set in place early in ACSA development, a monitoring and evaluation framework against goals/outcomes to ensure able to articulate ongoing value and success of ACSA. Include indicators and baselines & targets, how going to collect information, schedule for monitoring (e.g. have attitudes changed, increased participation etc).
<i>Partnerships</i>	<ul style="list-style-type: none">• Partnerships & Sponsorship – identify organisations and individuals who have common aims and seek/develop opportunities for engagement, collaboration, and contribution.• Membership – seek to achieve wide membership, with clear articulation of benefits and offer information and opportunities for people to contribute and engage – including working groups, volunteers etc.• International - continue to develop links with international “sister” organisations, (e.g. Europe & USA) and build upon information and ideas from other countries
<i>Practice</i>	<ul style="list-style-type: none">• Resources – content, resources, information, guides, publications, templates regarding citizen science and best practice available to all through the ACSA website. Development or commissioning of specific publications, reports etc.• Infrastructure – development of a CS discovery portal, embedded/linked to the ACSA website – so can create a platform for networking, shared learning, forum for information exchange, databases etc.
<i>Impact</i>	<ul style="list-style-type: none">• National Project – facilitate the development and implementation of a national citizen science project that is securely based in a science question or raises science literacy or improves educational experiences and outcomes.• Data contribution – identify gaps in science data or decision making processes that citizen science can contribute to. Address perceptions of citizen science data quality and recognition of scientific value of citizen science and citizen science data.
<i>Platform</i>	<ul style="list-style-type: none">• Incorporation – finalise incorporation and associated ongoing administration and public officers• Management Committee – appoint ACSA Management Committee and public officers and their workplan (e.g. advocacy, decisions etc)• Working Committees – Each strategic goal will have a Working Committee that is responsible for goal development/refinement and associated workplans, delivery of strategic actions and coordination across other goals, with a member of the Management Committee chairing each Working Committee. Each Working Committee can assign sub working groups to deliver against specific actions (e.g. Conference organising committee).• Administration – establish operations within a host organisation and establish a secretariat for ACSA with aim to have a dedicated manager responsible for coordinating ACSA activities.• Champions – build a national network of citizen science ambassadors or champions informing at local, national, government and corporate levels and delivering support and engagement



VALUES	How we will approach our activities
<i>Inclusive</i>	We are a community of diverse individuals and organisations and we will grow through the engagement and contributions of many
<i>Inspiring</i>	We inspire participation in science and help to address the challenges and opportunities important to Australia, its people and environment
<i>Empowering</i>	We empower individuals to participate in citizen science and acknowledge their significant contribution to research and information gathering
<i>Collaborative</i>	We share ideas, knowledge, skills, and tools
<i>Dynamic</i>	We are dynamic, innovative, and responsive to the changing needs of citizen science
CHALLENGES	<i>What are the challenges or risks that we face?</i>
<i>Resourcing & Sustainability</i>	<ul style="list-style-type: none"> • Financial – in a tight funding environment, a challenge is to attract and maintain sufficient resources to deliver against goals and meet expectations of members and partners. Need to be entrepreneurial in outlook – consider a variety of business models and sources of funding (private sponsorship, government funding, membership fees, major institution support etc) to achieve financial sustainability. • People – as an organisation primarily resourced through the volunteer or in-kind time of members or committees, need to attract sufficiently broad levels of commitment to maintain momentum. We need be responsive and inclusive to ensure we maintain relevance and deliver value to a range of constituents. Leadership and management of volunteers is a key skill area.
<i>Diverse Audience</i>	<ul style="list-style-type: none"> • Engagement – ensuring that ACSA is managed to maintain relevance with a diverse audience and their varying interests, modes of engaging with media, technology, and science. Important to ensure sense of ownership and meaningfulness in communities with respect to citizen science.
INDICATORS	<i>What we will have achieved by 2018</i>
<i>Individual s & Community</i>	<ul style="list-style-type: none"> • numbers and range of people and organisation engaged in all aspects of citizen science activities; evidence of target sector increased engagement • increasing profile and awareness of citizen science and ACSA
<i>Networks & Partnerships</i>	<ul style="list-style-type: none"> • numbers of members and attendees at Conference/meetings and AGM; numbers of partners and collaborators engaged and supportive; funding achieved.
<i>Learning outcomes</i>	<ul style="list-style-type: none"> • resources and tools and infrastructure (hub/databases) made available and their usage; skills improvement
<i>Science outcomes</i>	<ul style="list-style-type: none"> • first national ACSA citizen science project facilitated successfully and partnerships, plans & resources developed for further national CS activities • citizen science papers and publications supported, and data gaps identified.
<i>ACSA outcomes</i>	<ul style="list-style-type: none"> • effective and active Management Committee, secretariat and working committees delivering against strategic goals and actions; • level of ACSA recognition and value • citizen science ambassadors programs delivering increased engagement and understanding of power of citizen science