

2017 Performance Reporting

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March 13, 2018



Outline

- Overview: 2017 Annual Reporting
- Timeline
- Annual Reporting Structure
- Focus Areas
- Performance Measures by Focus Area
- Reporting on Performance Measures
- Reporting on Program Metrics



Overview: 2017 Annual Reporting

Inside Sea Grant: <http://seagrant.noaa.gov/insideseagrant/Evaluation-Reporting/Annual-Reports>

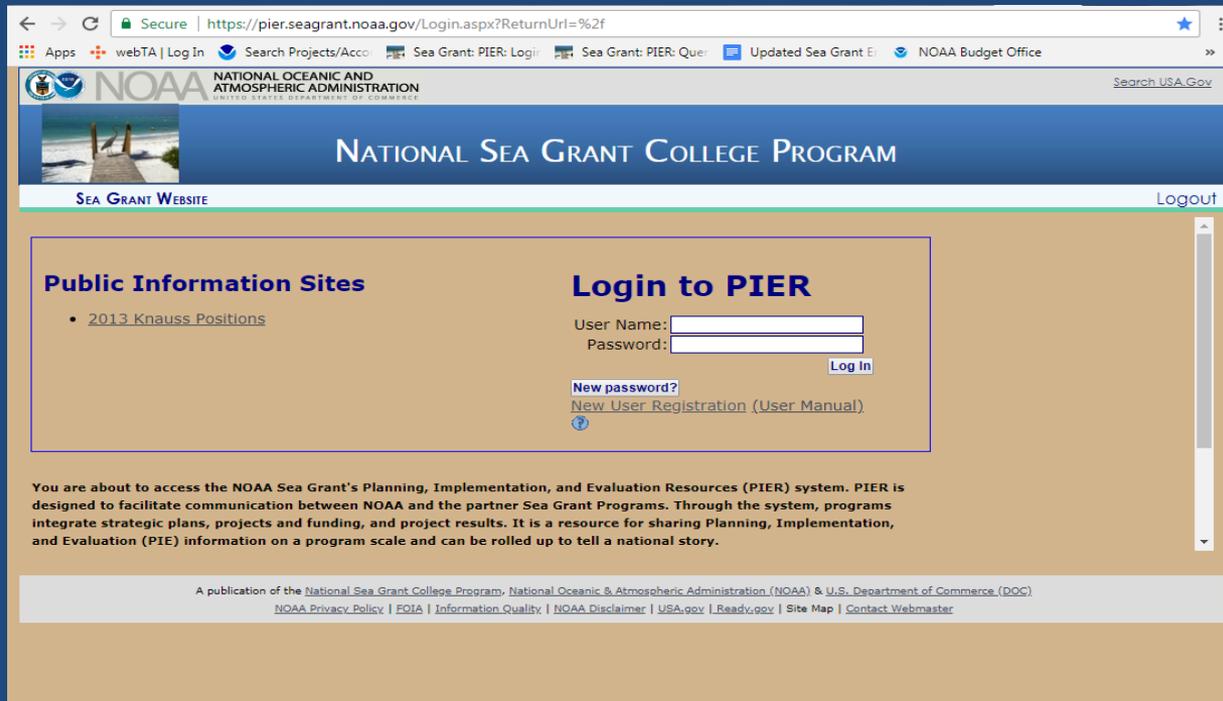
The screenshot shows a web browser window with the URL seagrant.noaa.gov/insideseagrant/Evaluation-Reporting/Annual-Reports. The page features the Sea Grant logo and a navigation menu with the following items: Funding Opportunities, Knauss Fellowship, Strategic Planning, Implementation, Omnibus, Evaluation, Reporting (which is underlined), and Forms and Templates. The main heading is "2014 - 2017 Annual Report Guidance". Below this heading, a list of links is provided:

- [2017 Annual Report Guidance \(PDF\)](#) (circled in red)
- [2016 Annual Report Guidance \(PDF\)](#)
- [2015 Annual Report Guidance \(PDF\)](#)
- [2016 Guidance for Impact Statements \(PDF\)](#)
- [Writing Impacts - Slides from Webinar hosted February 2018 \(PDF\)](#)
- [Performance Measure and Metric Guidance and Definitions 2014 - 2017 \(PDF\)](#) (circled in red)
- [Planning, Implementation, and Evaluation \(PIE\) Guidance 2014 - 2017 \(PDF\)](#)

At the bottom of the page, there is a link: [Return to Sea Grant's main website, seagrant.noaa.gov](#)

Overview: 2017 Annual Reporting

PIER Database: <https://pier.seagrant.noaa.gov/Login>



The screenshot shows a web browser window displaying the NOAA Sea Grant website. The address bar shows the URL <https://pier.seagrant.noaa.gov/Login.aspx?ReturnUrl=%2f>. The page header includes the NOAA logo and the text "NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION UNITED STATES DEPARTMENT OF COMMERCE". Below this is a blue banner with the text "NATIONAL SEA GRANT COLLEGE PROGRAM". The main content area is divided into two sections: "Public Information Sites" and "Login to PIER".

Public Information Sites

- [2013 Knauss Positions](#)

Login to PIER

User Name:
Password:

[Log In](#)

[New password?](#)
[New User Registration \(User Manual\)](#)
[?](#)

You are about to access the NOAA Sea Grant's Planning, Implementation, and Evaluation Resources (PIER) system. PIER is designed to facilitate communication between NOAA and the partner Sea Grant Programs. Through the system, programs integrate strategic plans, projects and funding, and project results. It is a resource for sharing Planning, Implementation, and Evaluation (PIE) information on a program scale and can be rolled up to tell a national story.

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Timeline

- Thursday, Feb 1st – NSGO sends annual report guidance to Programs
- Friday, June 8th – Program deadline for annual report input into PIER database
- June 11 - July 31 - NSGO Review Period: program officers may reach out to programs with questions, clarification, and request for changes.
- Tuesday, July 31st – NSGO completion of Annual Report review; informs program review complete
- NSGO Review will not happen this year due to site visit activities

Annual Reporting Structure

I. Estimated Level of Effort per Focus Area

II. Impacts and Accomplishments

III. Leveraged Funding

IV. Performance Measures

V. Program Metrics



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Focus Areas

The focus areas for the 2014-2017 National Sea Grant Network Strategic Plan are:



Healthy
Coastal
Ecosystems



Resilient
Communities &
Economies



Sustainable
Fisheries &
Aquaculture



Environmental
Literacy &
Workforce
Development

Performance Measures by Focus Area

Healthy Coastal Ecosystems

- Number of resource managers who use ecosystem-based approaches in the management of land, water, and living resources as a result of Sea Grant activities
- Number of acres of coastal habitat protected, enhanced, or restored as a result of Sea Grant activities.

Sustainable Fisheries and Aquaculture

- Number of fishermen, seafood processing and aquaculture industry personnel who modify their practices using knowledge gained in fisheries sustainability and seafood safety as a result of Sea Grant activities.

Resilient Communities and Economies

- Number of communities that implemented sustainable economic and environmental development practices and policies as a result of Sea Grant activities.
- Number of communities that implemented hazard resiliency practices to prepare for, respond to or minimize coastal hazardous events as a result of Sea Grant activities.

Environmental Literacy and Workforce Development

- Number of Sea Grant products that are used to advance environmental literacy and workforce development.
- Number of people engaged in Sea Grant-supported informal education program
- Number of Sea Grant-supported graduates who become employed in a job related to their degree within two years of graduation.

Cross Cutting

- Number of Sea Grant tools, technologies and information services that are used by our partners/customers to improve ecosystem-based management .
- Economic (market and non-market; jobs and businesses created or sustained) impacts derived from Sea Grant activities.

Reporting on Performance Measures

Context for reporting:

- The national performance measures and metrics may not reflect priorities of any particular program or state.
- Performance indicators do not encompass all of Sea Grant's efforts, but instead indicate a subset of efforts in each national focus area.
- Program achievements – regardless of whether captured by the national performance measures – should be reported in narrative format as impacts and accomplishments to highlight the achievements of each Sea Grant program.

Reporting on Performance Measures

Attribution

To report results through performance measures and metrics:

- Sea Grant's involvement should be one of leadership or provision of a service (planning, financial, personnel, or research accomplishments) that would likely be described by stakeholders and partners as *essential* for the project's ultimate success.

When a program has a support or non-essential role in a project:

- Report as an impact or accomplishment. The project should be described in narrative form in the annual report but not reported in performance measures and metrics.

Reporting on Performance Measures

Programs will need to report the “Actual” value for the measures below:

- Number of resource managers who use ecosystem-based approaches in the management of land, water, and living resources as a result of Sea Grant activities
- Number of acres of coastal habitat protected, enhanced, or restored as a result of Sea Grant activities
- Number of fishermen, seafood processing and aquaculture industry personnel who modify their practices using knowledge gained in fisheries sustainability and seafood safety as a result of Sea Grant activities
- Number of communities that adopt/ implement sustainable economic and environmental development practices and policies as a result of Sea Grant activities
- Number of people engaged in Sea Grant-supported informal education programs
- Number of Sea Grant-supported graduates who become employed in a job related to their degree within two years of graduation

Reporting on Performance Measures

Detailed information is needed for the measures listed below. The NSGO is required to provide detailed information on all of these measures to NOAA, DOC, and OMB. Details on what is requested on each of these is provided in the next few slides.

- Number of communities that implemented hazard resiliency practices to prepare for, respond to or minimize coastal hazardous events as a result of Sea Grant activities. *(PIER: Hazard Resiliency Training)*
- Number of Sea Grant tools, technologies and information services that are used by our partners/customers to improve ecosystem -based management. *(PIER: SG Products developed / used)*
- Number of Sea Grant products that are used to advance environmental literacy and workforce development. *(PIER: SG Products developed / used)*
- Economic (market and non-market; jobs and businesses created or sustained) impacts derived from Sea Grant activities. *(PIER: Economic Benefit)*

Reporting on Performance Measures

Secure | https://pier.seagrant.noaa.gov/StrategicPlanReporting/NationalPerformanceMeasuresReporting.aspx

NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

PIER SEA GRANT WEBSITE

PIER HOME

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ADDRESS BOOK

PRP DOCUMENT ARCHIVE

CHANGE PASSWORD

Performance Measures Reporting

Measure your progress toward your Strategic Plan and the Sea Grant network's progress toward the National Strategic Plan.

Annual Report Year: Feb 1 2017 - Jan 31 2018

Click [here](#) to open the pdf of National Performance Measure and Metric Definitions.

National Performance Measures - Summary of Detailed Information

Calculated from the detailed sub pages: **Economic Benefits**, **Sea Grant Products Developed and Used**, and **Hazard Resiliency Training**

National Focus Area	Description	National Target (Annualized)	Yearly Actual
ELWD	Number of Sea Grant products that are used to advance environmental literacy and workforce development.	406	
RCE	Number of communities that implemented hazard resiliency practices to prepare for, respond to or minimize coastal hazardous events as a result of Sea Grant activities.	205	
X	Businesses created as a result Sea Grant activities.	40	
X	Businesses sustained as a result Sea Grant activities.	620	
X	Economic (market and non-market) impacts derived from Sea Grant activities.	81,590,500	
X	Jobs created as a result Sea Grant activities.	259	
X	Jobs sustained as a result Sea Grant activities.	3,080	
X	Number of Sea Grant tools, technologies and information services that are used by our partners/customers to improve ecosystem-based management.	250	
X	OPTIONAL: Patents derived from Sea Grant activities.	10	

National Performance Measures - General

Edit directly in the table below.

National Focus Area	Description	National Target (Annualized)	Yearly Actual	Comment	User	Update Time
ELW	SFA Number of fishermen, seafood processors and aquaculture industry personnel who modify their practices using knowledge gained in fisheries sustainability and seafood safety as a result of Sea Grant activities.	6,295			SUSAN.HOLMES	
ELW	RCE Number of communities that implemented sustainable economic and environmental development practices and policies (e.g., land-use planning, working waterfronts, energy efficiency, climate change planning, smart growth measures, green infrastructure) as a result of Sea Grant activities.	335			SUSAN.HOLMES	
ELW	HCE Number of acres of coastal habitat protected, enhanced or restored as a result of Sea Grant activities.	497,445			SUSAN.HOLMES	
ELW	HCE Number of resource managers who use ecosystem-based approaches in the management of land, water, and living resources as a result of Sea Grant activities.				SUSAN.HOLMES	
ELWD	ELWD Number of people engaged in Sea Grant supported informal education programs.	1,160,959			SUSAN.HOLMES	
ELWD	ELWD Number of Sea Grant-supported graduates who become employed in a career related to their degree within two years of graduation.	177			SUSAN.HOLMES	

Program Performance Measures

Program specific measures derived from the Program Strategic Plan. Edit in the table below.

(No Data)

Reporting on Performance Measures

Number of communities that adopt/ implement hazard resiliency practices to prepare for and respond to/ minimize coastal hazardous events.

- Identify coastal community;
- Identify the county (or parish or borough);
- Report the number of trainings/times technical assistance was provided; and
- Report if the community (where hazard resiliency was provided) is improved.

Report them via the “Hazard Resiliency Training” page in PIER

Examples: Resilience assessments, training, local community development planning related to hazards, climate adaptation planning

Reporting on Performance Measures

Number of Sea Grant tools, technologies and information services that are used by our partners/customers to improve ecosystem-based management.

- Products are broadly defined as tools, technologies, and information services.
- Describe the product/service/tool, Sea Grant's role, and the end user; and
- Report if developed or used.
- If applicable, an impact statement recap can be pasted as the description.

Report them via the “Products” page in PIER.

Example: Rhode Island Sea Grant-Funded PI Scott Lindell has tested various materials for mussel spat collection and stocking, and have concluded that Spanish Ropes do not work well in New England waters, that Canadian Socks are best for small scale startup ventures, and that New Zealand Continuous Ropes are best for large scale ventures seeking best efficiency. Findings have been presented to existing mussel growers and are being adopted for use, and are available to new ventures, at least of which one known entity (A.T. Marine) will be utilizing these tools.

Reporting on Performance Measures

Number of Sea Grant products that are used to advance environmental literacy and workforce development.

- Describe the product/service, Sea Grant's role, and the end user.
- Report if developed or used.
- If applicable, an impact statement recap can be pasted as the description.

Report environmental literacy and workforce development (ELWD) products via the “Products” page in PIER.

Example: A North Carolina graduate fellow developed a traveling trunk and 12 related curriculum on ocean predators, using data from a National Marine Fisheries Service-funded project and educational training through the Centers for Ocean Sciences Education Excellence Southeast. The trunk is based with partners at North Carolina Maritime Museum and is used by North Carolina teachers.

Reporting on Performance Measures

Economic and societal impacts derived from Sea Grant activities (market and nonmarket; jobs and businesses created or sustained)

- Describe the economic impact, Sea Grant's role, the beneficiary, and any associated projects.
- If applicable, an impact statement recap can be pasted as the description.

Report them via the "Economic Benefits" page in PIER

Example: Crawfish farms were created in Plaquemines Parish as a result of working with experts from across both the Louisiana Sea Grant (LSG) and Louisiana State University AgCenter programs. LSG helped two local landowners revitalize old existing ponds and construct new commercial ponds. One landowner with crawfish production at a small scale level, one landowner with crawfish at a commercial production level with more expansion in acreage planned for next year. Project X/X-10. Impact XXXXX.

Reporting on Performance Measures

Other Considerations & Filters for the Economic Impacts Performance Measure

- **Businesses created/sustained** should have associated **jobs**. **Jobs created/sustained** should include the **wages** (use *bls.gov*) associated with those jobs.
- Sea Grant **appropriated, match, pass-through, or leveraged funds** should not appear in the economic impacts performance measure nor should positions directly funded by them.
- **Multipliers** should not be used, only direct values.
- **Volunteer hours** should be reported in the metric, not as economic impact.
- **Lives saved** (statistical or real) should be reported in impact statements, not in the economic impacts performance measure.

Reporting on Program Metrics

Programs will need to report the “Actual” value for Sea Grant’s national metrics:

<ul style="list-style-type: none"> Sea Grant Staffing (page 9 of guidance provides more detail on reporting; i.e. # of individuals must be a whole number, but FTEs can be partial) 	<ul style="list-style-type: none"> Attendees at SG-Sponsored/Organized Events
<ul style="list-style-type: none"> Core Funding Proposals 	<ul style="list-style-type: none"> Public or Professional Presentations
<ul style="list-style-type: none"> Volunteer Hours 	<ul style="list-style-type: none"> Attendees at Public or Professional Presentations
<ul style="list-style-type: none"> HACCP (number of people with new certifications or recertified) 	<ul style="list-style-type: none"> Clean Marina Certifications
<ul style="list-style-type: none"> Number of Preschool (P)-12 Students Reached Through Sea Grant-Trained Educators or Directly through Sea Grant Education Programs 	<ul style="list-style-type: none"> Number of peer-reviewed publications are submitted by the Sea Grant programs to the National Sea Grant Library on an ongoing basis.
<ul style="list-style-type: none"> Number of P-12 Educators that participated in Sea Grant Education Programs 	<ul style="list-style-type: none"> Sea Grant Financially-Supported Students and Fellows and Degrees (Undergraduate, Graduate)
<ul style="list-style-type: none"> SG-Sponsored/Organized Events 	<ul style="list-style-type: none"> The following metrics will be entered by the NSGO: Sea Grant Knauss Fellowships and Sea Grant/NMFS Fellowships (New and Continuing)

Reporting on Program Metrics



NATIONAL OCEANIC AND
ATMOSPHERIC ADMINISTRATION
FEDERAL DEPARTMENT OF COMMERCE

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Program Metrics: 2014 and Later

The Metrics page is used to report National Metrics Data.
These data are used to explain the scope and work of the National Sea Grant College Program.

Annual Report Year:

Program Metrics for 2013 and Earlier

	Number of Individuals (Integers Only)	Number of FTE's (Funded by Federal Sea Grant \$)	Number of FTE's (Funded by Match and non-Sea Grant \$)
SEA GRANT STAFFING			
Administrative	<input type="text"/>	<input type="text"/>	<input type="text"/>
Communications	<input type="text"/>	<input type="text"/>	<input type="text"/>
Extension	<input type="text"/>	<input type="text"/>	<input type="text"/>
Education	<input type="text"/>	<input type="text"/>	<input type="text"/>
Research	<input type="text"/>	<input type="text"/>	<input type="text"/>
Individuals Staffing the Program in all areas	<input type="text"/>		
Update Program Metrics			
CORE FUNDING (NOT NSI's)			
	Number of Proposals	Number of Institutions Involved	Number from Home Institution
Pre-Proposals Submitted	<input type="text"/>	<input type="text"/>	<input type="text"/>
Full-Proposals Submitted	<input type="text"/>	<input type="text"/>	<input type="text"/>
Proposals Funded	<input type="text"/>	<input type="text"/>	<input type="text"/>
Update Program Metrics			
Number			
Volunteer Hours	<input type="text"/>		
Update Program Metrics			
Number of New Students			
Sea Grant Supported Undergraduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sea Grant Supported MS/MA Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sea Grant Supported PhD Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other Sea Grant Supported Professional Degree Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of P-12 Students Reached Through Sea Grant-Trained Educators or Directly through Sea Grant Education Programs	<input type="text"/>		
Update Program Metrics			
Number			
Number of P-12 Educators who participated in Sea Grant education programs	<input type="text"/>		
SG-Sponsored/Organized Events	<input type="text"/>		
Attendees in SG Meetings/Workshops	<input type="text"/>		
Public or Professional Presentations	<input type="text"/>		
Attendees at Public or Professional Presentations	<input type="text"/>		
Update Program Metrics			
Number			
Clean Marina Program -- Certifications	<input type="text"/>		
HACCP -- Number of people with new certifications	<input type="text"/>		
Update Program Metrics			

Resources

- PIER Guidance:
<https://pier.seagrant.noaa.gov/Public/documents/UserManual.pdf>
- Issues with PIER?
- Questions about guidance or reporting?
 - Send email to oar.sg.info-admin@noaa.gov



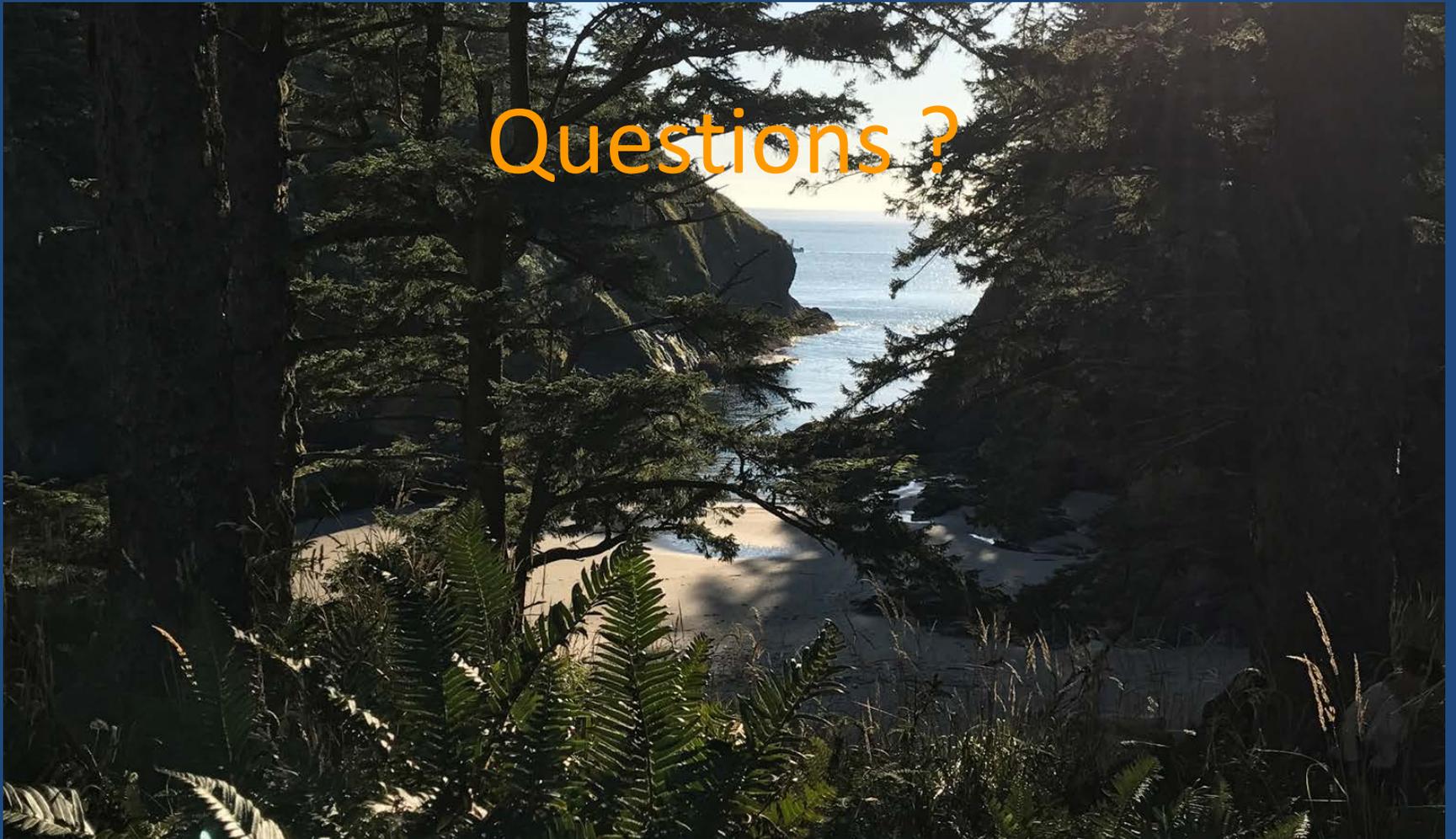
Access to PIER

To gain access to PIER,

- A new user should make the access request to their own program's management team before the request goes to the National Sea Grant Office (NSGO).
- Once approval from the program's management team is determined, the new user needs to register in PIER (<https://pier.seagrant.noaa.gov>).
- A member of the program's management team needs to send an email requesting PIER access to: oar.sg.info-admin@noaa.gov.



Questions ?



Backup Slides

Examples of Economic Benefits

Good Examples

Questionable Examples

XXSG conducted several Outboard Engine classes giving boat operators the skills to troubleshoot, repair and properly maintain their vessels engine. (project x/xxx-xx / Impact xxxx). Also reported in PIER: \$\$ and # of businesses sustained

Reported: XX Creek stream restoration project (1 business & 1 job sustained reported)
Questionable b/c: Not clear what SG's role was or who the beneficiary was. No recorded \$\$ economic impact or project #.

XXSG Marine Advisory agent provided specialized equipment to 9 oyster farmers helping them to increase their production. (project x/xxx-xx / Impact xxxx). Also reported in PIER: \$\$ and 9 businesses sustained

Reported: XX County Cultural Heritage Plan development (2 jobs sustained reported)
Questionable b/c: Unclear what this is or what SG did? What was SG's role, the economic impact, the beneficiary, and project #?

Upper shoreline restoration and beach nourishment at XX location. Restored acres are valued at \$10,000/acre. XXSG staff consulted on the restoration project - 23 acres were restored (23 acres * \$10,000 = \$230,000). (project x/xxx-xx)

Reported: Pumpout Boat Captain (2 jobs created & \$\$ reported)
Questionable b/c: Unclear what SG did to support this? What was SG's role, the economic impact, the beneficiary, and project #?

XXSG extension provided training on Sanitation Control Procedures (SCP), in both English and Spanish (developed by the National Seafood HACCP Alliance for Training and Education regulation 21 CFR 123) 5 Seafood processing jobs sustained - Annual Mean Wage for Food Processing Workers, All Other (BLS Occupation Code -xxxx; May 2016) = \$25,380 per employee. XXSG Project # x/xxxxxx

Reported: Business support. XXSG paid XX for web design/ support of new project and proposal online system (\$9,300/\$100,080=0.09FTE)
Questionable b/c: Economic impacts should not include employment or expenditures funded directly from the Sea Grant award (including match).

Examples of Products (EBM)

Good Examples

Questionable Examples

XXSG-funded researchers developed a risk analysis tool for invasive species to estimate future costs and benefits of management action. (xxxx-xx)

Reported: R/xxxx-xx Researcher generated a reference transcriptome (collection of all the gene readouts present in a cell). Assembly is nearly complete, after which it will be made public.
Questionable b/c: What was SG role & who was the end user? An impact statement or project # would be helpful for us to track it back.

XXSG developed the use of sonar to map coastal waters. Products consisting of habitat, bathymetric, substrate, and aquatic vegetation habitat maps are used by resource managers and conservation groups to further their understanding of priority habitats and inform resource inventories and management plans.

Reported: Automated analysis of megalopae to species, developer, DNR Fisheries
Questionable b/c: Not clear what SG role was and what the product is? Assumption is that DNR Fisheries is end user, but not clear. An impact statement or project # would be helpful for us to track it back.

XXSG worked with partners in local coastal communities (xx Beach) and also regional academic groups (xx and xx) to share and advance techniques and approaches to coastal storm response surveys. These techniques have both been developed and put into practice by us and partner organizations

Reported: Updated ferry monitoring equipment/platforms
Questionable b/c: Not clear what SG role was & who the end user is.

Examples of Products (ELWD)

Good Examples

Questionable Examples

XXSG developed webinar recordings that will be used for K-12 teacher training on the xx Seas and Watersheds curriculum (xxxx-xx)

Reported: XXSG staff developed an informational flyer “xx aquaculture in xx”.

Questionable b/c: The program marked this as used, guidelines ask to ID the end user.

XX Oyster Fact Sheet – A 1 pg. fact sheet on oyster insights in XX, prepared in winter 2017 following a series of successful consumer preference studies focused on oysters. The end user is stakeholders within the oyster community, including: policymakers, seafood distributors, fishermen, etc.

Reported: Seafood Health Facts Display and literature

Questionable b/c: It is not entirely clear what SG role was and who the end user is? An impact statement or project # would be helpful for us to track it back.

XXSG and the Association to Preserve XX developed river herring volunteer monitoring training and reporting instruction and outreach materials.

Reported: Pre-Visit Online Lesson for xx Bay in xx city

Questionable b/c: It is not clear what this product is, what SG’s role is and who the end user is.

A SG-supported research project, R/xxx-xx PI xx, developed exhibit panels on tiger shrimp for aquarium. The end users will be public visitors to the aquarium.

Reported: Bathymetric charts of the xx River

Questionable b/c: It is not clear what SG’s role was and who the end user is.

Addressing Questions

Q: Do sea grant graduates only apply to those with assistantships funded by SG? What about interns that worked on a particular project and are now employed in the field.

A: Only count supported graduate students (M.A./M.S., Ph.D. and all other degree-seeking students). If an intern is also a supported graduate student then you can count them. If the intern is not a supported graduate student please do not count them.

Metric: Sea Grant Financially-Supported Students and Fellows and Degrees (Undergraduate, Graduate)

Justification: To indicate Sea Grant's investment in postsecondary education, this metric tracks the number of students financially supported by Sea Grant. This includes students supported by Sea Grant federal, match, and leveraged funds.

Definitions:

- * New students: Students who have not previously been counted and are supported by Sea Grant.
- * Continuing students: Students who were previously counted and are still supported by Sea Grant.
- * Graduate or Professional Degrees Awarded: The number of degrees awarded to students who received full or partial support from Sea Grant at any point during the degree program.
- * The graduate student categories are broken into M.A./M.S. and Ph.D. All other degree-seeking students supported by Sea Grant (such as J.D. or post-graduate students) should be counted under "Other Sea Grant supported professional degree students".
- * Programs do not need to report fellowships managed by the National Sea Grant Office (e.g., Knauss Marine Policy Fellowship and NMFS/SG Fellowship); those data are available.

Addressing Questions

Q: How would we report the economic impact of an aquarium?

A: Two things to consider when a Sea Grant program would like to claim the economic impacts related to aquariums or visitor centers :

1) The program has to play an essential role (described by stakeholders and partners as essential for the project's ultimate success) in order to report on economic impacts and/or benefit . Note: if it's too complicated, report as an Impact or Accomplishment.

Attribution questions come up frequently when reporting on items such as this. A few questions to consider when determining if a program can claim this, they are:

-- Is it clear that the job, businesses, and/or economic benefit/impact wouldn't have occurred without Sea Grant?

-- It is important to ensure you are only claiming what Sea Grant is responsible for.

2) Placing a \$ value on a benefit is not always the best idea. Qualitative and quantitative values also tell a great story. Remember, guidance asks to use \$ values only when they are direct and defensible, otherwise count what you can count, and when all else fails, tell a good story in your project impacts and accomplishment narratives.

Addressing Questions

Q: Can you explain what you mean by multipliers?

A: Using economic impact-related multipliers can be complicated to understand and apply. Some economic input-output models (e.g., REMI, IMPLAN, RIMS II) use multipliers to show the indirect impact—or ripple effect—of increased jobs or revenue. Multipliers tend to create estimates using an input-output model that seeks to identify how a change in something will ripple through the rest of the economy by quantifying the increase in something else. Multiplier abuse can happen and inflated numbers can be the result.

For reporting on the Economic Impacts performance measure, please don't use economic impact multipliers. This measure focuses on direct market impacts, the value added or saved as a result of Sea Grant Science and information delivery.

A rule of thumb on reporting economic impacts measure: if it is too complicated, report as a project impact or accomplishment narrative.

Addressing Questions

Q: I have a quick question. In one place you ask us for specific numbers of resource managers that do something with specific SG generated information. But the example here doesn't make that specific. Explain. Thanks.

A: On slide 9, bullet 1 – Number of resource managers who use ecosystem-based approaches in the management of land, water, and living resources as a result of Sea Grant activities.

- This measure counts the number of managers who use ecosystem-based approaches in the management.
- We are looking for a number value when reporting on this measure.
- For more information on this please see the [definitions guidance on page 2](#)

On slide 9, bullet 9 – Number of Sea Grant tools, technologies and information services that are used by our partners/customers to improve ecosystem-based management.

- This measure tracks products, tools, technologies and information services that improve the use and management of ecosystems (EBM).
- We are looking for 1) the name of the Product being reported, Sea Grant's role in its development, description of product/tool, and the end user, 2) if the product was developed in the reporting year, and 3) if the product was used in the reporting year.
- For more information on this please see the [definitions guidance on pages 5-6](#)