**Steering Committee Conference Call: September 27, 2012**

**Participants**

Adria Elskus (U Maine/USGS), Jim Latimer (EPA), Kathryn Parlee (EC), Susan Russell-Robinson (USGS), Christine Tilburg (GOMC) and Peter Wells (Acadia/Dalhousie).

**1. Web Survey**

After introductions Christine Tilburg provided a summary of the web survey responses (as provided below). Peter Wells wondered why some of the percentages did not add up to 100%. Christine explained that the survey allowed individuals to skip questions, which some did.

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| **Question 1: Why did you visit the ESIP webpages today?** | | | | | | | | | | | |
| Read the latest ESIP journal entry (26%) | | Download a fact sheet (11%) | | Use the Monitoring Map (11%) | | | Use the Indicator Reporting Tool (15%) | | | In response to an ESIP e-mail (52%) | |
| **Question 2: Is this your first visit to the ESIP webpage? If not, why have you visited in the past?** | | | | | | | | | | | |
| No (96%) | | Yes (1%) - reasons for visiting include reading reports, looking at data, using mapping tools. | | | | | | | | | |
| **Question 3: Are you a member of one of the ESIP subcommittees?** | | | | | | | | | | | |
| Yes, actively participate (63%) | | | | Yes, participated in the past (26%) | | | | | No (11%) | | |
| **Question 4: Have you successfully located information on monitoring sites through the Monitoring Map?** | | | | | | | | | | | |
| Yes (59%) | | | | | | | No (37%) | | | | |
| Suggestions for improvement include: too slow, links broken, difficult to use, allow searching by nearest town/embayment/geographic feature, update to use OpenStreetMaps. | | | | | | | | | | | |
| **Question 5: Have you successfully viewed data through the Indicator Reporting Tool?** | | | | | | | | | | | |
| Yes (48%) | | | | | | | No (44%) | | | | |
| Suggestions for improvement include: errors/broken links, difficult to use, too slow/needs faster server. | | | | | | | | | | | |
| **Question 6: Have you used information from ESIP? If so, can you provide an example?** | | | | | | | | | | | |
| Yes (37%) | | | | | No (30%) | | | | | | |
| Examples include: Assessing indicator conditions, information from fact sheets in newsletters, and for proposals. | | | | | | | | | | | |
| **Question 7: Please tell us more about you. Are you:** | | | | | | | | | | | |
| A government scientist (33%) | An academic scientist (22%) | | A professional environmental manager? (15%) | Town planner (4%) | | Fishermen (4%) | | NGO (4%) | | | Interested citizen (0%) |

Christine stated that the results highlight a couple of things. The first is that personal e-mails/requests are the main reason for most visitors coming to the ESIP pages. She hopes that the journal entries being released each month will create more traffic when announced through e-mail. She also noted that 0% of respondents indicated that they were interested citizens. She wondered if it is time to make these individuals aware of ESIP.

Christine also stated that the responses regarding the web tools emphasized that the tools are still too difficult to use. She stated that small revisions can be made to the web tools but she would like some outside opinions/advice. Susan Russell-Robinson stated that she might have connections within the USGS to accomplish this. Adria Elskus stated that there is new media lab at University of Maine that might also be able to make some suggestions. ***(Action to be taken: Susan and Adria will look into getting suggestions/assistance regarding the ESIP web tools).***

**2. Newsletters**

Christine has drawn up a brief list of newletters that ESIP could target with updates. A word document with the list accompanied this agenda. Individuals on the call discussed appropriate newsletters to approach. It was determined that an introductory article be created for the Bay of Fundy Tidings. Jim Latimer suggested distilling down some of the general ESIP fact sheet. ***(Action to be taken: Christine will check with Jon Percy regarding due date for this type of article for the Tidings).***

The group also discussed monthly items for the ACZISC newsletter. The group agreed that Christine should check with ACSIZC editor (Alexi Westcott) regarding including 1-2 sentences on new ESIP additions to webpage each month. Examples include: journal entries, new datasets to tools (ALSI), etc. . ***(Action to be taken: Christine will check with Alexi regarding due date for this type of addition to the ACSIZC newsletter).***

Adria also suggested using “advertisements” in newsletters/papers (free) to catch people and let them know about ESIP. It was suggested that this topic be discussed in a future Steering Committee call. It was also suggested that ESIP think about using Facebook or Linkedin. ***(Action to be taken: These topics will be discussed on a future call this Fall).***

**3. Survey through the Gulf of Maine Times**

Peter Wells suggested that a survey link be placed in the Gulf of Maine Times. He mentioned success in getting to “interested citizens” through surveys in the Gulf of Maine Times. The group thought that this might be useful and agreed to discuss possible questions for this survey during a fall call. ***(Action to be taken: These questions will be discussed on a future call this fall).***