

EBTJV Coordinator's 2014 Accomplishments Summary

Science-Related

- Collaborated with the North Atlantic Land Conservation Cooperative and Downstream Strategies to assist in the development of decision support tools needed to prioritize Brook Trout conservation actions in the Chesapeake Bay watershed. This collaboration included participation in twenty (20) teleconferences to discuss project updates; serving as a member of the project's Brook Trout Technical Team that was established to work through issues related to the development of a predictive Brook Trout model and associated decision support tools (visualization, ranking, and futuring); attending a workshop focused on a series of similar decision support tools developed for Midwest Fish Habitat Partnerships; and aiding in testing the functionality of a web-based GIS visualization and decision support tool being created by the US Fish and Wildlife Service, Downstream Strategies, and Critigen for the habitat assessment models created for Fish Habitat Partnerships located in the Midwest and Great Plains. Once completed, this web-based system will be applicable to the Brook Trout model Downstream Strategies is developing for the Chesapeake Bay watershed.
- Assisted with the development of a web-based project tracking system and an open-source mapping platform being designed for viewing, creating, and analyzing spatial data and maps (<http://www.conservationdesign.org>).
- Aided the Appalachian Land Conservation Cooperative with rolling out the Riparian Restoration Decision Support Tool (<http://bit.ly/11KJAXL>), which included recruiting a team of individuals to "test drive" the tool and supporting a training session on how to use this tool during the EBTJV's 10th Anniversary Meeting.

Outreach

- Updated the EBTJV website (<http://easternbrooktrout.org/>) by uploading files, news items, and announcements and by revising the content of several web pages.
- Produced three EBTJV Newsletters, which were emailed to subscribers and posted on the EBTJV Facebook page. A series of metrics were tracked to determine the reach of these newsletters. The first Newsletter (Vol.2, Issue 1) was successfully delivered on March 4, 2014 to 568 subscribers (96% successful delivery rate) and had a 56% open rate. This newsletter was viewed by 372 people on the EBTJV Facebook page. The second Newsletter (Vol. 2, Issue 2) was successfully delivered on May 28, 2014 to 530 subscribers (97% successful delivery rate), had a 43% open rate, and was viewed by 491 people on the EBTJV Facebook page. The third Newsletter (Vol. 2, Issue 3) was successfully delivered on September 30, 2014 to 543 subscribers (99% successful delivery rate) and had a 43% open rate. This newsletter was viewed by 627 people on the EBTJV Facebook page. (Links to the 2014 EBTJV Newsletters: <http://bit.ly/1py5A88>; <http://bit.ly/1pxQqA0>; and, <http://eepurl.com/3CSUD>).

- Posted 101 media stories about Brook Trout conservation on the EBTJV Facebook page (<https://www.facebook.com/EBTJV>) and tracked the reach metrics for these posts. The total reach for these media story posts totaled 40,361 people. During the time frame that these Brook Trout conservation stories were posted (March 14 – December 31, 2014), the number of individuals who “like” the EBTJV Facebook Page grew from 1,063 to 1,755; a 65% increase.
- Submitted a nomination (Nash Stream – NH) for the National Fish Habitat Partnership’s 2014 Ten Waters to Watch Program, which was successful in being selected for inclusion in the program (<http://bit.ly/VB5tzE>).
- Provided the Northeast Fisheries Administrators Association (NEFAA) with a briefing on recent EBTJV activities at their annual meeting and also assisted NEFAA with organizing a two-day Brook Trout Symposium that was part of the 2014 Northeast Fish and Wildlife Conference held in Portland, ME.
- Worked with US Fish and Wildlife staff from Region 5 to develop a 1-page infographic (<http://bit.ly/1yC6ucc>) and blog story (<http://bit.ly/1xteYyO>) commemorating the EBTJV’s 10th Anniversary and its conservation accomplishments.

Operational

- Assisted with getting the EBTJV’s Business Plan (<http://bit.ly/1BDKf2w>) finalized.
- Implemented recommendations contained within the EBTJV’s organizational assessment report (<http://bit.ly/1fPiZ4q>) produced by River Network and Water Words That Work in December 2013, including:
 - ✓ Establishment of a Leadership Team within the Steering Committee to expedite certain business decisions;
 - ✓ Shifting the EBTJV’s focus towards developing shared conservation strategies with other regional partnerships (e.g. Appalachian Land Conservation Cooperative, North Atlantic Land Conservation Cooperative, and Chesapeake Bay Program); and,
 - ✓ Using an email blast tool (MailChimp) to reach targeted audiences with Brook Trout conservation messages and track outreach success statistics.
- Coordinating the planning and logistics for the EBTJV’s 10th Anniversary Meeting; this was held at the National Conservation Training Center in Shepherdstown, WV from September 8-11, 2014. More than fifty people attended this 3-day event that provided forums for partners to learn about recent Brook Trout conservation activities (<http://bit.ly/1zN1T6U>).
- Assisted the EBTJV Steering Committee with convening three teleconferences (3-18-14, 6-17-14, and 12-16-14) and one in-person meeting (9-10-14) to discuss and take action on a series of business matters (<http://bit.ly/1mCjJgG>).
- Assisted with soliciting Brook Trout conservation proposals for FY15 funding allocations

provided by the US Fish and Wildlife Service (<http://bit.ly/1rvACTw>); twenty-three proposals were received from Project Applicants.

- Participated as a member of the EBTJV Project Review Team, to review and rank the FY15 project proposals received for funding considerations.
- Prepared and submitted the EBTJV's FY2015 Accomplishment Report and Work Plan to the US Fish and Wildlife Service to meet the requirements for the agency's National Fish Habitat Action Plan funding allocation process (<http://bit.ly/1Cydk4t>).
- Collaborated with Atlantic Coastal Fish Habitat Partnership (ACFHP), Southeast Aquatic Resources Partnership (SARP), and the National Fish Habitat Board to develop and submit a Letter of Intent to the 2015 Multi-State Conservation Grant Program. This Letter of Intent resulted in a request to submit a full project proposal, which was subsequently approved for funding.
- Worked with the Chesapeake Bay Program staff to put together a team responsible for developing a Management Strategy aimed at achieving the Watershed's new Brook Trout outcome as well as a implement a pilot Brook Trout monitoring project. This work included participating in calls with the Chesapeake Bay Program's Habitat Goal Implementation Team to discuss the process for developing the Brook Trout Management Strategy; attending a meeting of the Chesapeake Bay Program's Habitat Goal Implementation Team, which was held October 21-22, 2014 in Annapolis, MD; and, initiating the drafting of the Brook Trout Management Strategy.

Liaison

- Participated in four meetings (1-15-14, 3-9-14, 6-25-14, and 11-5-14) of the National Fish Habitat Board and five bi-monthly teleconferences (1-30-14, 3-27-14, 5-22-14, 9-25-14, and 11-20-14) among the 19 recognized Fish Habitat Partnerships to discuss issues of mutual interest.
- Attended two Atlantic Coastal Fish Habitat Partnership Steering Committee Meetings (4-30-14 and 10-27-14) in person to assist with facilitating coordination between our partnerships.
- Participated in the Fish Habitat Partnership Workshop sponsored by the National Fish Habitat Board, which was held on November 2, 2014 in National Harbor, MD. The primary focus of the workshop was to highlight the National Fish Habitat Partnership's new branding and marketing processes.
- Served as a member of the Leadership Team for the National Fish Habitat Board's Partnership Committee and participated in teleconferences aimed towards taking action on the Committee's assigned tasks.