

## June 6, 2024 Translation Working Group Call

Attendees: Anna Sjodin, Ayanna St. Rose, Kira Sullivan-Wiley, Jody Peters, Alison Gerken, Alexis O'Callahan, Chris Brown

### Agenda

1. 2-page societal impacts recommendations document from the Unconference - Alexis
  - a. If we want to demonstrate the usefulness of EFI and ecoforecasting - how would we do that.
  - b. Used the Societal Impacts Framework - 5 categories
  - c. Social-environmental impacts achievements were a place for opportunities for growth
  - d. Measuring impacts - really interested in having a place for people to report impacts - who is using forecasts
    - i. Highlighting forecasting projects in the newsletter
    - ii. How to inventory - if people want to report projects - we have the project page
      - Add a column about usage of the forecasts projects listed
      - But does that add another barrier to getting people to add information so may reduce their willingness to
    - iii. Suggestion: designing a forecasting challenge which may be more than the group is able to do
    - iv. Identify champions of key end user organizations
    - v. Surveying demonstrated needs of forecasts - what are organizations or individuals looking for
  - e. Inventory - need, impact - use AND how does it enhance what people have done,
  - f. Socio-economic benefit: this is what gov't agencies look at - what is the cost:benefit ratio
  - g. How does this connect with EFI's theory of change or impact pathway?
  - h. Triangulating on 3 things would be good (Jody needs to get what those "3 things"
  - i. Theory of change - tying impact you want to have, what you want to see changed and then work backward to what is preventing that and what can be tweaked and then get to diagram/list of activities that will be done to get to those impacts
    - i. Similar to EFI's [Strategic Plan](#)
  - j. Priority right now is tutorials, but want to come back to this document and ideas to provide direction for the group for future projects
  - k. Brainstorm ways to find people who use forecasts. Contact the people who made the forecasts.
  - l. What are the metrics? What does success look like?
    - i. Kira would be happy to help with this
    - ii. Qualitative metrics could work - perceived benefits can be developed. End users feel like they have benefited using a likert scale

- m. Impacts are often not found immediately - if you want a collection of impacts, is it story lines? Have fun facts that you don't capture with data.
    - i. Vignettes!
    - ii. How to compile?
    - iii. Chris can start adding vignettes; to add to Examples of Impacts of Forecasts
  - n. Measuring impacts and developing metrics of success will also be useful for the DEI working group
    - i. Kira is happy to help. There are good standards for metrics and survey questions.
    - ii. We could maybe use the [UN Sustainable Dev Goals](#) to help format how we measure success.
  - o. Connecting to forecasting challenges
    - i. New ones are being developed USGS
    - ii. Canadian chapter ticks - Jody will share the CEFI overview recording after the EFI conference so people can see what CEFI is thinking about for forecasting challenges
    - iii. Bring up in SC for OEFI and EEFI chapters
    - iv.
2. Who, what, when, where, why, and how for partner/user/interested parties engagement and examples from the EFI community Tutorial ideas
- a. Series of short YouTube videos (5-10 minutes)
  - b. Project summary and overview
  - c. Next steps for this call**
    - i. Check in with Kira, Ayanna, Alexis about the interviews
    - ii. Interview with Charlotte tomorrow!
    - iii. Have tracker for interviewees set up
  - d. Ayanna will focus on the video editing rather than the interviewing
3. RFP for creating connections with social scientists Description: <https://ecoforecast.org/social-science-ecological-forecasting-projects-rfp/>; Application: <https://bit.ly/efi-socsci-24>
- a. Discuss potential award names
  - b. Advertising locations
    - i. Jody shared on EFI Newsletter, EFI Slack, Twitter, Ecolog. The YouTube recording is public so available to all YouTube subscribers.
    - ii. Other places discussed for sharing
      - Share on LinkedIn (not sure if we want to post on LinkedIn since we don't have an EFI LinkedIn account),
      - Kira can share with Conservation Social Science (ConSoSci partnership) - all social scientist in conservation; also the Social

Science WG of the Society of Conservation Biology (SCB); and ENVIROSOC listserv

- Climate change social science (CCSSN) listserv - Alexis is on listserv and will at how to post
- Alexis - ESA - society for human ecology.  
<https://www.societyforhumanecology.org/>
- Listservs from individual departments
- Michael Gerst and Melissa may know of good places to post
- Ask Lori Peek to share (Jody)
- Charlotte can send to NE Invasive Species Risk Management group
- EFI2024 Conference (Jody)

c.