



Performance Measures

Susan Holmes, NSGO Performance and Evaluation Lead

February 3, 2022



Attribution

- To report results of program activities 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, the impacts or accomplishments of the project should be described in narrative form in the annual report but not reported in performance measures and metrics.

Reporting on Performance Measures and Metrics

Context for reporting:

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

Sea Grant Strategic Focus Areas



Healthy

Coastal
Ecosystems

Resilient
Communities
and
Economies



Sustainable

Fisheries
and
Aquaculture

Environmental

Literacy and
Workforce
Development



National 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 adopt/implement sustainable economic and environmental development practices and policies as a result of Sea Grant activities.
- Number of communities that adopt/implement 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 programs
- 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 and societal impacts derived from Sea Grant activities (market and non-market; jobs and businesses created or sustained)

National Performance Measures by Focus Area

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

National Performance Measures by Focus Area

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Resilient Communities and Economies

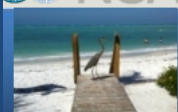
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Performance Measures Reporting

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

(Select a Program) ▼

Annual Report Year: Feb 1 2021 - Jan 31 2022 ▼

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](#)

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ELWD	Number of Sea Grant products that are used to advance environmental literacy and workforce development	306	
RCE	Number of communities that adopt/ implement hazard resiliency practices to prepare for and respond to/ minimize coastal hazardous events	146	
X	Businesses created as a result Sea Grant activities.	171	
X	Businesses sustained as a result Sea Grant activities.	711	
X	Economic (market and non-market) impacts derived from Sea Grant activities.	87,072,577	
X	Jobs created as a result Sea Grant activities.	321	
X	Jobs sustained as a result Sea Grant activities.	2,676	
X	Number of Sea Grant tools, technologies and information services that are used by our partners/customers to improve ecosystem-based management	210	
X	OPTIONAL: Patents derived from Sea Grant activities.	2	

National Performance Measures - General

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Edit RCE	Number of communities that adopt/ implement sustainable economic and environmental development practices and policies as a result of Sea Grant activities	216			ADMIN	
Edit HCE	Number of acres of coastal habitat protected, enhanced, or restored as a result of Sea Grant activities	10,627			ADMIN	
Edit 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	1,161			ADMIN	
Edit ELWD	Number of people engaged in Sea Grant-supported informal education programs	815,294			ADMIN	
Edit ELWD	Number of Sea Grant-supported graduates who become employed in a job related to their degree within two years of graduation	244			ADMIN	

Program Performance Measures

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

(No Data)

HCE Performance Measure

What

- Report the 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 of land, water, and living resources in ocean, coastal and Great Lakes areas as a result of Sea Grant activities.

Why

- This measure indicates Sea Grant's role in informing decisions by delivering scientifically rigorous and integrated approaches to managing ocean, coastal and Great Lakes ecosystems to resource managers.
- The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.

HCE Performance Measure

What

- Report the number of acres of coastal habitat protected, enhanced, or restored as a result of Sea Grant activities.
- This metric tracks number of acres involved in successful ecosystem restoration projects.

Why

- This measure highlights the area (in acres) of ocean, coastal, and Great Lakes habitat relieved of environmental stressors or returned to a more natural state through Sea Grant projects.
- Information is reported to OAR and NOAA annually (AOP). The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.

National Performance Measures by Focus Area

Healthy Coastal Ecosystems

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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 adopt/implement sustainable economic and environmental development practices and policies as a result of Sea Grant activities.
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Environmental Literacy and Workforce Development

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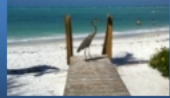
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Sustainable Fisheries and Aquaculture

What

- Report the number of fishermen, seafood processing or aquaculture industry personnel who modify their practices using knowledge gained in fisheries sustainability and seafood safety as a result of Sea Grant activities.
- This measure tracks Sea Grant's success in having stakeholders adopt responsible fishery practices. Stakeholders who recognize the value of responsible use are more likely to adopt such practices.

Why

- This measure tracks Sea Grant's success in assisting industry personnel with the adoption of responsible harvesting and processing techniques that improve social, economic, and ecological sustainability.
- Information is reported to OAR and NOAA annually (AOP). The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.

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Hazard Resiliency Training

Number of coastal communities that have adopted or implemented hazard resiliency practices to prepare for and respond to/minimize coastal hazardous events.

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	Name of Coastal Community	County of the Coastal Community	Number of Resiliency Training/Tech Assistance provided (Feb 1 2020 - Jan 31 2021)	Community hazard resiliency improved (Feb 1 2020 - Jan 31 2021)	Approval	User	Update Time
Edit	Test - Name of community (cities, towns, villages, townships, boroughs, tribes or census designated places)	Test - County Name (County, Parish, Reservation or census designated places)	3	Yes	Unreviewed Approve	SUSAN.HOLMES	1/31/2022 9:43 AM
Edit	Test - Swinomish Indian Tribal Community	Test - Skagit County	1	No	Unreviewed Approve	SUSAN.HOLMES	1/31/2022 9:42 AM
Edit	Test - United Houma Nation Tribe	Test - Terrebonne Parish	3	Yes	Unreviewed Approve	SUSAN.HOLMES	1/31/2022 9:35 AM
Edit	Test - Oceanside	Test - San Diego	1	No	Unreviewed Approve	SUSAN.HOLMES	1/31/2022 9:34 AM
Edit	Test - Wethersfield	Test - Hartford	1	Yes	Unreviewed Approve	SUSAN.HOLMES	1/31/2022 9:34 AM

[Add New Record](#)

Hazard Resilience Training – What to Report?

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

Report via the “Hazard Resiliency Training” page in PIER

Resilient Communities and Economies

What

- Report the Number of communities that adopt/ implement hazard resiliency practices to prepare for and respond to/ minimize coastal hazardous events.
- This metric tracks Sea Grant's contribution to communities that develop comprehensive emergency preparedness and response plans to increase their resiliency and enable them to respond effectively.
- Sea Grant contributes to this by building a sound knowledge base to improve forecasting capabilities, by identifying development and best management practices that reduce the vulnerability of people, buildings and businesses to coastal hazards, and by advancing ways communities can manage and recover from these events when they occur.

Why

- This measure indicates increased capacity of communities to assess vulnerability, minimize potential impacts to ecological and human systems, and improve ability to respond to hazards and adapt to a changing climate by learning from past events and adopting risk reduction measures. Improving community resilience is a continuous effort that requires ongoing local attention and action.
- We contribute to the NOS CZ program GPRA measure on resilience of counties. Community resilience information is reported to OAR and NOAA annually (AOP). The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.

Resilient Communities and Economies

What

- Report the number of communities that adopt/ implement sustainable economic and environmental development practices and policies as a result of Sea Grant activities.
- This measure tracks communities that have made strides in sustainable development with Sea Grant aid – moving beyond analysis and planning and into implementation.

Why

- This measure provides the number of communities that have improved sustainability by improving the balance of natural resource use and conservation.
- Information is reported to OAR and NOAA annually (AOP). The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.

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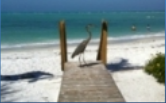
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(No data)

ELWD Measure

What

- Report the number of people engaged in Sea Grant-supported informal education programs.

Why

- This metric provides an estimate of individuals that actively participate in Sea Grant supported informal education programs thus advancing environmental literacy.
- Information is reported to the NOAA Education office contributing in capturing all of NOAA's efforts in this area. Reported to OAR and NOAA annually (AOP). The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.

ELWD Measure

What

- Report the number of Sea Grant-supported graduates who become employed in a job related to their degree within two years of graduation.

Why

- This measure indicates the societal benefit Sea Grant education provides by providing the number of students who find jobs relating to their degree after graduating.
- The information has been used in responses to requests the national office received from NOAA, DOC, OMB and the Hill. The values are used in factsheets and on the website to help tell the SG story.



Questions ?