WEBSITE

*"Following are notes from a CARMA 7 break-out session, and as such reflect the group ideas and participation and are meant to help CARMA set priorities".*

**Co-management Group:**

Use now

for communities – accessibility is the first priority

 pictures, video – ways for people to see and be

 interested in

- need to see what the website does for me

- make it more about assisting people – e.g. body condition, caribou movements – things that the communities are interested in

- could pose question on site about use of the information

- students like interactive sites

- use it to get results back to communities

- co-management – need this information – especially on indicators like body condition

- projects: important to be able to see what is done on a “by herd” basis

- idea for interaction at community level – CARMA blog?

- the use is clearer for managers than for the general community

- it is easier to engage youth (because of comfort level with the technology)

- focus – international – not try to cover the role of regional organizations, but an international blog could have a broad appeal

- reindeer herders are the user community in Russia, not co-management or hunters. Need to consider the great difference in Russian situation to make this work as a circumpolar network.

Keeping relevant

- put a challenge out to organizations that have information

Ideas

- caribou week

- automated emails – e.g. of updates

- working through the schools

- using other organization newletters

- youth focus? An opportunity

Define the audience – cannot do everything. [important overall conclusion]

**Agency group:**

Uses of website now

- newsletter

- population trends – for other herds to see big picture and compare

- posters and presentations

- source of information for comparison among herds

- finding contacts (needs improvement)

- protocols, hunter training video

- link from department sites to CARMA (could promote this)

Needs

- a search function [was pointed out that this exists – maybe need to make sure people realize it is there and how it can be used?]

- file sharing? e.g. ftp, password-protected site for large files

- animations – very good tool for meetings – could be expanded, improved

Audience

*Idea:* - Audience is core network, scientists, researchers, managers – others will use also. But the regional organizations’ sites should focus on the more public communication aspects.

*Idea:* plain language summaries added to the technical approach – this would broaden the appeal to the Boards, indigenous governments

- Taimyr – they have a presentation on herd information that uses CARMA data – this type of presentation could be on the website. It would help to inform government.

- Languages of caribou/reindeer constituents – for the plain language summary materials

- Primary purpose – serve the network

Mike says it is pretty good now.

*Idea* – put a manifesto on the website

- Core website funding – option of using the Arctic Portal

- explore the automated translation options that come up on new browser versions – how good are they?

Keeping current

- reminders

- have an information officer who collects material and put it on the site, plus searches out information.

- information bulletins [something shorter and more frequent to supplement the newsletters]

**University group:**

Uses now

- population status

- photo gallery – need more photos on this, and the option for downloading high resolution photos for printing, as well as clarification on use restrictions, credits

- emails – contacts – needs improvement

 herd contacts and CARMA participants

- project list – current and past – good starting point

- publications should be added – past ones, plus IPY ones, especially grey literature that is hard to find

- photo gallery could be 2 parts: 1) password access 2) public

- maps – important output. need accuracy and ability to download and modify

- population estimates – need access to error estimates and also define what they are

Ideas

- too much emphasis on total population estimates.

How to bring the other measures into prominence, using the website

Could have a tab on herd pages on health assessment and also a comparative assessment

- Issue of level of detail to put on CARMA – hierarchies [click-through] – with quick, simple top level

- mapping – move to GIS formats with good metadata, downloadable shape files

- database –need clarification of detail level

 - avoid duplication, connect

“first stop shopping”

- Need to step back and add background – such as the importance of Rangifer.

- funders have specific, results-based questions

🡪 priorize the audience – first, make it useful to the network

- perhaps fact sheets

- reminders are good

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| Groups 🡪 | University | Co-management | Agency |
| Used at least once | 100 | 55 | 100 |
| Occasional user | 50 | 85 | 55 |
| Medium user | 22 | 10 | 40 |
| High use | 28 | 5 | 5 |
| Contributor | 33 | 10 | 20 |
| Contributed update in last 6 months | 10 | 0 | 10 |