

Subelement Criteria

Element	Subelement	Key Questions to Ask About the Program
Spreading Awareness	Content	<ul style="list-style-type: none"> • What is actually said to volunteers and the wider community? <ul style="list-style-type: none"> ○ How well-known is the topic? ○ Does the project show a path to a positive outcome? ○ If applicable, are any news events regarding the topic leveraged to promote the project?
	Delivery	<ul style="list-style-type: none"> • How is the content delivered? (public/wider community) <ul style="list-style-type: none"> ○ Is the vision of the project conveyed? ○ Does the information provided tell a story? ○ Is the content clear? ○ Does this information play to the emotions and values of participants and the wider community?
	Vehicle	<ul style="list-style-type: none"> • Where and when is the information delivered? <ul style="list-style-type: none"> ○ Is information periodic? ○ What media is it delivered through? ○ Is the message tailored to the demographics using each medium?
Recruitment and Retention	Sourcing	<ul style="list-style-type: none"> • Where do the volunteers come from? <ul style="list-style-type: none"> ○ Do they come from a number of different sources? ○ Are these sources diverse e.g. (organisations, schools, unaffiliated etc.)? ○ Do these sources provide opportunities for networking?
	Motivation	<ul style="list-style-type: none"> • How does the project motivate participants? <ul style="list-style-type: none"> ○ Is there a community among participants? ○ Do the participants share values, goals, and a vision for the project? ○ Do participants recruit other participants? ○ Are the participants aware of the research question? ○ Are they committed to answering the research question?
	Investment	<ul style="list-style-type: none"> • How much investment does participation require of the participants? <ul style="list-style-type: none"> ○ How much time commitment does it require? ○ How much effort does it require? ○ How long does training take? ○ Is there any follow up? ○ Are the methods simple? ○ Are there any barriers to entry e.g. travel, background knowledge etc.?
	Return	<ul style="list-style-type: none"> • What do participants get out of participating? <ul style="list-style-type: none"> ○ Are there immediate results? ○ Are they tangible or easily visible (not abstract)? ○ Is long term data accessible? ○ Is there any tangible reward e.g. T-shirts, food, etc.? ○ Is there a lot of social interaction? ○ Is there reciprocity between your organisation and participants' organisations?

Scientific Contribution	Objective	<ul style="list-style-type: none"> • How is the scientific objective defined? <ul style="list-style-type: none"> ○ Is the objective well defined? ○ Does it answer the research question? ○ Does it address limitations involved? ○ Do the methods produce data which fulfill this objective?
	Quality	<ul style="list-style-type: none"> • How is the quality controlled? <ul style="list-style-type: none"> ○ Are the methods standardised? ○ Is the training standardised? ○ Are methods simple and clear? ○ Is the training simple and clear? ○ Does the training emphasise the need for scientific rigor? ○ Is there a preliminary quality control in place e.g. an acceptable range of values?
	Analysis	<ul style="list-style-type: none"> • How is the data analysed? <ul style="list-style-type: none"> ○ Is data analysed with reference to a baseline or outside benchmark? ○ Is it analysed in a standard way across the life of the project? ○ Is it analysed by experts? ○ Is data quality analysed? ○ Is data quality accounted for in analysis?
	Sustainability	<ul style="list-style-type: none"> • How is the project sustained? <ul style="list-style-type: none"> ○ Are findings disseminated to the public? ○ Are they disseminated to the scientific community? ○ Are they disseminated transparently? ○ Is feedback from the public and scientific community considered and incorporated as appropriate? ○ Are individual managerial project roles simple? ○ Are personnel cross-trained? ○ Are there resources available to sustain the project?