



TDEC
INFORMATION READY

CASE STUDY

Staffing to Support the Vital Work of NOAA West Coast Groundfish Catch Share Observer Program

Rebecca is just one person, one contractor, provided to a federal agency, but her professionalism and demeanor reflect the kind of staff TDEC strives to provide all of its federal clients.

Challenge: Under new NOAA regulations, the West Coast Groundfish Trawl Fishery transitioned to a Catch Share program in 2011. Instead of the traditional, single fleet-wide quota, which pitted fishermen against each other, this new approach used a Shorebased Individual Fishing Quota (IFQ) program, providing equitable shares of the overall allowable catch (or “catch shares”).

The catch shares, according to NOAA Fisheries, are “designed to benefit both fish and fishermen. The program holds fishermen accountable for their deliberate catch as well as bycatch. This means that all fish harvested are deducted from the fisherman’s personal quota or the pooled quota (cooperatives), including fish that are discarded.” In order to monitor compliance, the Catch Share program required at-sea observers on 100% of its participating vessels, a four-fold increase over the number of observers then used. The at-sea observers are scientists who collect and analyze bycatch and other data to “promote sustainable and productive fisheries, communities, and ecosystems along the U.S. West Coast through innovative research, scientific discovery, and regional and international collaborations.”

This dramatic increase in the number of observers and the accompanying influx of data resulted in critical administrative needs, ranging from Observer onboarding to data entry.

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Solution: In addition to understanding the scope of work, the task of staffing a position requires a good sense of the workplace culture and what a good-fit looks like. With this insight, the TDEC hiring team quickly identified the ideal candidate for the job. Enter Rebecca Hoch. Rebecca was not a scientist – and it wasn’t a requirement of the job – but she was personable, smart, organized and resourceful, all of which made her an attractive candidate and she was selected by NOAA.

On its face, the position was very administrative, but, in reality, the Observer program needed someone who could adapt as the program evolved and matured; a “jack of all trades” as Rebecca describes herself. Apart from the important task of data-entry, the position required interaction with members of the Observer community, from scheduling meetings to initial onboarding and annual reviews of the at-sea observers. Rebecca’s larger world-view allowed her to make the necessary judgement calls when dealing with observer candidates and contractors.

Results: Rebecca’s almost 6-year tenure at the West Coast Groundfish Catch Share Observer Program is evidence alone of her success in the position. Her impact on the program is widespread:

- From an administrative standpoint, Rebecca’s accurate and timely entry of data from the at-sea observers has (and continues to) provide NOAA Fishery scientists the information needed to study and report on sustainable fishing practices, described by Rebecca “as critical to keeping fish in the marketplace.”
- Her adaptability to the multiple tasks at hand is a tremendous asset to the Observer program. Rebecca handles communications to observers and fishermen, via email, written letter; helps to format and design reports and other documents; and has even acted as a “spotter,” an on-shore observer, during at-sea safety sessions to assure participants’ safety. Finally, she is the keeper and archivist of the paper-based trip log data and logbooks.
- Rebecca’s commitment to observer safety is both deep and personal. She understands the inherent dangers of every at-sea observer assignment. Eileen Sobek,

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Assistant Administrator for NOAA Fisheries describes the work of the observers in an October 14, 2015 message: “The working conditions are tough. Observers work alongside fishermen in stressful, strenuous and at times hazardous conditions. Fishing is one of the most dangerous professions in the world. NOAA’s observers and monitors are right there with those doing the dangerous work.” As a result, Rebecca performs her duties relating to at-sea observers with the greatest of care and responsibility; “It’s about lives,” she adds.

- Rebecca is also sensitive to the disparate and solitary nature and largely unknown work of the at-sea observers and worked to create the Observer community and share its successes with the wider fishery management community. To that end, she oversees the development of a quarterly newsletter “Word on the Waves” which includes individual stories about observers, bycatch observations, Catcher Share program news, continued education and even seafood recipes. Rebecca writes, edits and wrangles newsletter contributors!