EOL "Easy Targets" – Expectations for the Census Projects
June 2010

The SSC has identified "easy targets" for which all Census Projects should aim under their obligations to the Census with respect to EOL. The list below also includes actions for the Census leadership. Also refer to the ChEss example of interactions with EOL, provided at the end of this document.

Expectations for 1 October 2010

1. Contributing directly to species page development:

- **Emblematic (or Iconic) species:** Each Census Project has identified *at least one* "emblematic" species (i.e., through London banner image selection). Each Project should aim to populate (to level of "rich" page – refer to earlier guidance from EOL) and curate the species page(s) of any species considered emblematic of the Project. Note: EOL can do a lot with raw databases, so contributing information for a number of species pages need not be time intensive. (Who → Census Projects)
- **Species named in the 2010 Summary Report / "Book of Records":** Darlene Crist and the Census leadership will communicate with the Census Projects regarding which species will appear in the summary report for London. (Who → Census Projects)
- **Species named in the October 2010 Press release:** Darlene Crist and the Census leadership will communicate with the Census Projects regarding which species will appear in the London press release. (Who → Census Projects)
- **50+ "best" Census images:** The Census leadership will be seeking permissions from Photographers to use around 50 of the best images for slideshows, exhibits, etc. in late 2010 and into 2011. It would be good to have rich pages for those species featured in these images. (Who → Census Projects, with their Photographers)
- **Species featured in National Geographic's *Citizens of the Sea*** (Who → Nancy Knowlton via research assistant Amanda Fuerstein)
- **Habitat keywords:** Some Projects have already offered habitat keywords to EOL that will allow specialized search filters to recall only species associated with those habitats (e.g. abyssal plains, seamounts). In the near future (but not before October), EOL will also have the capability to apply "skins" (or special branding) to these filtered searches, which can mean visibility and "ownership" for the Projects that contribute to this functionality.
- **Curate a group:** EOL needs expert curators for quality control on its species pages. This is not a time intensive job, as it only involves review of pages and flagging of errors, not fixing of errors. Please email Jen Hammock (HammockJ@si.edu), EOL Marine Coordinator, to sign up.

2. Using NameLink to automatically build links from species names to EOL species pages in online material:

- **Census Portal and Secretariat sites** (Who → Census leadership)
- **Project websites** (Who → Census Projects)
- All upcoming **press releases** (August & October 2010) (Who → Census leadership)
- Online version of **2010 Summary Report / "Book of Records"** (Who → Census leadership)

Wish-List items for 1 October 2010

Contributing directly to species page development for species featured in the following additional products:

- Paul Snelgrove's *Discoveries of the Census of Marine Life: Making Ocean Life Count*
- Alasdair McIntyre and the Projects' *Life in the World's Oceans: Diversity, Distribution and Abundance*

Using NameLink to automatically build links from species names to EOL species pages in online material:
- Papers published in PLoS (many Census Projects have collections in progress for PLoS ONE) (Who → Census Projects, with PLoS and EOL) PLEASE NOTE: PLoS may have its own methods for linking species information, which should be discussed with them by each collection editor; Synthesis Group has also started these discussions and will relay information as they have it.

Tasks for after London

Using NameLink to automatically build links from species names to EOL species pages in online material:

- Online version of **McIntyre book**, which will be open access for the period June 2011 – May 2013. The electronic version of the book needs to be formatted with the links by 15 November, so can be done post-London. (Who → Census Projects/Authors, with Census leadership and Blackwell Publishing)

ChEss EXAMPLE: Opportunities for Involvement with the Encyclopedia Life

To assist the Census projects with examples for interaction with the Encyclopedia of Life, listed below are activities that the ChEss project has been involved with.

1) ChEss worked with the authors of a comprehensive DVD resource on hydrothermal vent fauna to share their content with EOL, which provided extensive content on over 500 species.

2) A Post-doc student used the LifeDesk application (http://chess.lifedesks.org/) to upload cold-seep and whale fall species pages.

3) ChEss provided a list of species from three major habitats: whale falls, hydrothermal vents, and cold seeps, to publish habitat keywords in both WoRMS and EOL.

4) ChEss has designated researchers to become "curators" to curate the Encyclopedia's pages by flagging pages that need review due to inaccurate content

5) ChEss has helped Jen Hammock, the EOL Marine Species coordinator, by pointing her to existing online and digital resources of species information willing to share their content with EOL.

6) ChEss has provided EOL with access to ChEssBase, ChEss' online database, in order to directly link species pages to the Encyclopedia using existing EOL technology.