

## NY Sea Grant Strengthens Partnership with Marine Educators

The New York State Marine Education Association (NYSMEA) promotes marine awareness among educators throughout the state of New York. Specifically, this group encourages the growth and exchange of instructional resources within scientific, commercial, and educational communities. With almost 500 educators on its mailing list, NYSMEA needed efficient and effective communication from the Executive Board to its membership. In 2010, NY Sea Grant (NYSG) partnered with NYSMEA to strengthen its communication tools to help the Association attract new members.

### NYSMEA Web Site Redesigned

The Long Island Sound Outreach Coordinator was appointed to chair the *Ad Hoc* Web Site Committee, worked with NYSG's Web Content Manager to develop a plan for redesigning the NYSMEA Web site. Together, they conduct monthly site maintenance. NYSG partially funded the Web site redesign.

The new design makes it easier for members to search the content and receive regular notices of upcoming events and opportunities. Members now have access to job, volunteer, internship, and professional development opportunities, scholarships and grants, field trip destinations, and marine-related lesson plans.

Since the re-launch of the NYSMEA Web site in April 2010, more than 1,400 educators have visited the site.

### Social Media Communications Added

To notify members of new postings to the Web site and other upcoming events, the *Ad Hoc*



Web site Committee started social media pages (Facebook, Linked In, and Twitter) and creates and distributes an electronic newsletter to NYSMEA members every month.

NYSG now has a direct means to contact a diverse group of educators around the state of New York. NYSG Communication staff will engage NYSMEA members in the development of classroom materials. This project will improve educators' understanding of healthy coastal ecosystems, sustainable coastal development, safe and sustainable seafood, and hazard resilience in our New York coastal communities.

Visit the New York State  
Marine Education Association website at  
[www.nysmea.org](http://www.nysmea.org)

This project meets the performance measures of Sea Grant's Healthy New York Coastal Ecosystems focus area.

New York Sea Grant Extension administration is located at 112 Rice Hall, Cornell University, Ithaca, NY 14853.

This project summary was written by Larissa Graham, Long Island Sound Study Outreach Coordinator,