

Revised Long Island Sound Web Site Makes a Splash!

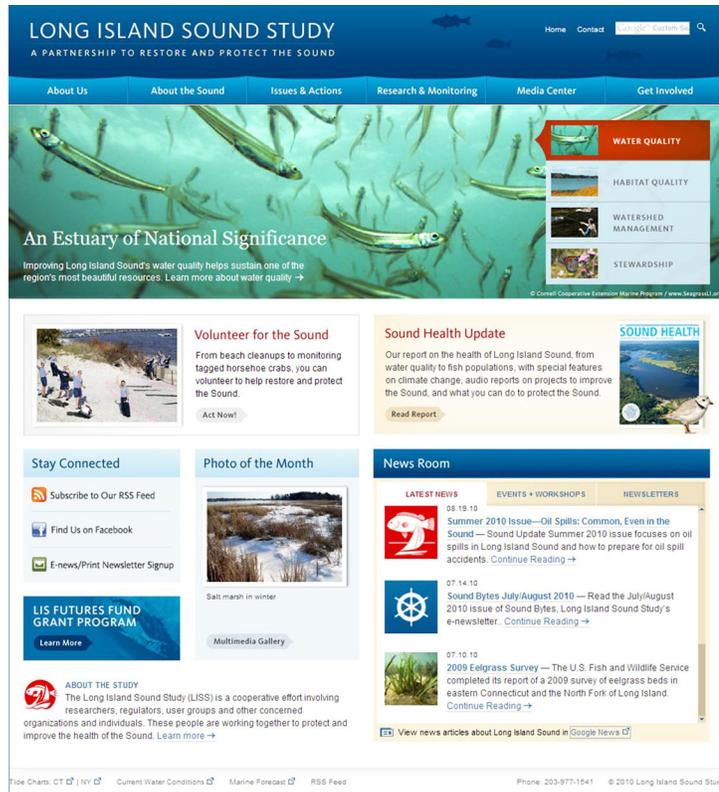
With more than 8.8 million residents living in the Long Island Sound (LIS) watershed, the Long Island Sound Study (LISS) Communications team — whose mission is to educate LIS watershed residents — must use the most effective and efficient tools possible. Several of its outreach tools, however, needed improvement. The LISS Web site, for example, was reaching a wide audience but the content was not presented in a logical manner, making it difficult for users to find the information.

The LISS Outreach Coordinator and Communications Team administered an RFP (request for proposal) and recruited a Web site designer to redesign the LISS Web site. The goal was to streamline the content and make it easier for users to locate information of interest.

Under the redesign plan, existing content was reorganized under new logical headings. Side boxes were added to highlight and link to related topics and Web pages.

Based on feedback from stakeholders, new Web pages to promote healthy coastal ecosystems that are featured include:

- “Volunteer Opportunities” - providing information to residents looking to help protect and restore the Sound,
- “What You Can Do” - listing tips targeting homeowners, recreational users, and educators, and
- “Teaching Resources” - listing free publications and offering resources on how teachers can incorporate the LISS into curricula.



The newly redesigned Web site has made quite a “splash” among Long Island Sound stakeholders. Since May of 2010, the Web site has had more than 19,293 visitors and much positive feedback. Stakeholders are able to find the information they are looking for easily and new users are drawn in to learn more about the Long Island Sound.

**Visit the Long Island Sound Study website
at
www.longislandsoundstudy.net**

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

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