



I. Key Messages

- Sea Grant Fellowship programs celebrate nearly 40 years of success.
- John A. Knauss Marine Policy Fellowships have been building coastal leaders for nearly 40 years.
- Sea Grant Fellows make a difference.
- John A. Knauss Marine Policy Fellowships forge skills needed to become successful in marine policy and related fields.
- The highly selective John A. Knauss Marine Policy Fellowship program places nearly 50 young professionals from Sea Grant programs around the country in executive and legislative offices in Washington, D.C.
- Over 1,100 fellows have participated in Sea Grant's John A. Knauss Marine Policy Fellowship program since 1979.
- Sea Grant fellowship programs provide unique opportunities for young professionals to gain experience in fields related to marine policy, fisheries, and coastal management.
- Using the Knauss Fellowship as a model, many Sea Grant programs offer similar prestigious fellowship opportunities within their state.

II. Activities

1-Page InfoGraphic for Media:

- Graphics and data about Knauss alumni across the nation for use by all programs.
- Includes alumni profile examples for media use.

Website Alumni Profiles: “Where are they now?” web pages

- Create web pages highlighting a different alumni profile daily or every few days throughout April.
- WSG created a template for use in populating the profiles with consistent information.
- State programs post profile pages highlighting their alumni on their own sites.
- National website to share profiles sent by the programs to share on 50th Anniversary website each day through April (no limit to number of profiles) Send to both Robin and Brooke.

National Social Media Campaign:

- Posting daily profiles of alumni and current fellows on Facebook and Twitter.
- Individual programs post alumni and current profiles on their pages throughout month.
- Include established hashtags to generate extended visibility: #sgknauss and #seagrants50.
- National office will share and retweet a selection of profiles sent to them – they will tag our many partners to extend reach and visibility of the Knauss fellowship program.

Fellow Reunions: (April planning- reunions could take place throughout year)

- State reunion events bring together Knauss alumni and current fellows, possibly including NMFS-Sea Grant, state marine policy, Coastal Management and other fellowship programs.

Virtual Reunion: (in conjunction with next year's Knauss reception)

- Create a real-time virtual reunion across the country that provides an opportunity for former fellows to celebrate and reconnect, through Linked In and other platforms.
- For those programs hosting reunions: set up a live video format for out-of-town alumni to join in.

Current Fellows:

- Create videos of your current fellows for sharing on 50th website.
- Invite current fellows to post on the established Knauss Linked In account and Sea Grant Facebook and update us their current projects.
- Invite current fellows to send photos of themselves in their current fellowship role for posting on Facebook.

Knauss Memorial:

- Raise awareness of the man behind Knauss Fellowships:
Cull facts from a "Did You Know" factsheet on the life of John A. Knauss to share at events and on websites.

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