

Sea Grant 50th Anniversary August Communications Plan: Graduate Education

KEY MESSAGES

The National Sea Grant College Program is celebrating graduate education for August as part of a 13-month 50th anniversary commemoration. *Audiences* to reach with these August messages include current and prospective graduate students, project investigators and a special focus on those students and investigators at minority-serving institutions.

America's colleges are the intellectual engines of the world. One measure is Nobel Prize winners. The U.S. has nearly three times as many winners as the next nearest country. The U.S. has 353 Nobel Laureates and the U.K. has 125.

Graduate students are the fuel for those intellectual engines, conducting field samples, staffing labs, analyzing results and mentoring undergraduates.

Graduate students prepare and submit papers to professional journals and share findings at professional meetings through posters and presentations.

Sea Grant trains the nation's graduate students in marine-related fields and social science through financial and mentoring support on research projects.

Sea Grant facilitates nationally competitive fellowships that offer real-world experiences to shape graduate students' future paths and forge professional connections.

Individual Sea Grant programs offer state-specific fellowships.

ACTIVITIES

Weekly featured articles on seagrants.noaa.gov during August and on the graduate education theme. More than one story a week can be featured. Sign up at go.wisc.edu/l72n42. Story slots are still available.

One-pager

- Highlights messages of the theme month

- Provides resources for graduate students

- Provides facts and statistics about Sea Grant and its graduate students

Graphic design provided by Robert Ray, Louisiana Sea Grant, and Brooke Carney, National Sea Grant Office.

Outreach

Using the one-pager, state programs can outreach to institutions of higher education within their borders, with a special focus on minority-serving institutions. Links to lists of minority-serving institutions are:

<https://www2.ed.gov/about/offices/list/ocr/edlite-minorityinst-list-tab.html>

http://www.weather.gov/eeo-diversity/eeo_min_serv_institutions

http://www.epp.noaa.gov/csc_index_page.html

For definition's sake of a minority-serving institution:

https://en.wikipedia.org/wiki/Minority-serving_institution

Social Media

Share messages, one-pager and articles and tagging with #SeaGrant50 and/or #GradEdu

Fellowships and Other Opportunities

Programs can share resources collated on the NSGO website with 1) graduate students and 2) project investigators to, in turn, share with their students

<http://seagrant.noaa.gov/News/JobsandFellowships>

Possible Event

NSGO's Knauss coordinator Julia Galkiewicz and Brooke Carney may be attending a NOAA recruitment event in New York targeted toward minority-serving institutions in late August.

August Theme Team

Jeff Brainard, Maryland, brainard@mdsq.umd.edu, 301.405.6377

Brooke Carney, NSGO, brooke.carney@noaa.gov, 301.734.1086

Rick Cooper, Oregon, rick.cooper@oregonstate.edu, 541.737.0793

Moirra Harrington, Wisconsin, moira@aqua.wisc.edu, 608.263.5371

Roy Kron, Louisiana, rkron@lsu.edu, 22.578.6564

Deborah Seiler, California, dseiler@ucsd.edu, 858.246.1661