
Promising Programs & Practices (P³)

A monthly info session for, and by, the National Space Grant Community

April 2025 Session

New Space Grant Logo & Website

Development Committee Presentation and Feedback Session

Development Committee Members:

Caitlin Milera (ND), Colleen H. Fava (LA), Doug Granger (LA), Michelle Coe (AZ), Shawna McBride (WY)

Designer: Jessica Perry; TIG Support: Eleanor Bowling; NASA Liaison: Veronica Wilson

Hosted by the Space Grant Communications Working Group

Co-Chairs: Colleen H. Fava colleenf@lsu.edu & Michelle Coe macoe@arizona.edu

April 14, 2025

Website Development Committee



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Overview & Goals

- In 2018, the Space Grant ExComm initiated a website working committee to review the website and suggest improvements (Colleen Fava, Caitlin Milera, Haim Baruh, and more)
- In 2024, the ExComm and Alliance decided to move forward with a new website
 - Costs split 50/50 - benefit to both groups
 - A new working group was formed
 - And key to this process....a website developer secured!
- **Goal:** Create a website that is modern, dynamic, visually appealing, and tells our STORY
 - The **National Council of NASA Space Grant Directors** website is outdated and doesn't tell our National Space Grant story
- **Goal:** Provide highlights from all 52 Space Grants, along with national impact data
 - The current website fails to highlight individual Space Grant stories nor national impact data
- **Goal:** Create a website that has relevant information for both internal and external stakeholders

Jessica Perry, Creative Blue Yonder



- Website designer, director, and developer with 15+ years of experience
- University of Wyoming, BFA in Graphic Design and Art Education
- Redesigned Wyoming NASA Space Grant Consortium website and logo
- Redesigned National Space Grant Foundation website and logo



Summary of Committee Workplan

- Working group met with Jessica Perry several times to discuss:
 - What is the intent of our new website?
 - Who is our audience?
 - What resources and information do we want on the website?
 - How do we tell our story?
- Website offers a dynamic space for state/national highlight stories to be displayed on a rotating basis
- Re-designed inspired by NOAA Sea Grant, State Sea Grants, and NASA websites
- Focus was on a clean, accessible design that included a cohesive thread throughout the web pages about the National Space Grant story
 - Cohesive tag-line summarizing the National Space Grant mission
 - Content relevant to all major stakeholder audiences (SG community, Affiliates, Local and National Legislators, NASA)
 - Rotating highlight stories
 - Opportunity to continually change content and to post new opportunities in the future

National Council of NASA Space Grant Directors Website

Let's review the old website

- The current website served its initial purpose well in providing information to Space Grants, but we need a website not only to share information internally, but also to tell our story to external stakeholders
- Lacking: current/updated content, clear messaging, national impact data, security features out of date, and it doesn't tell the Space Grant Story or highlight state achievements

New! NASA Space Grant Website



HOME OUR STORY WHAT WE DO OPPORTUNITIES CONTACTS COMMITTEES & MEETINGS

- Homepage
 - Space Grant highlight and success stories with engaging photos
 - Impact Data; Featured News; US Map w/ links
 - Social media links and links to Foundation and Alliance at bottom
- Tabs
 - Our Story (About, History, Impacts, Bylaws & Council Charter)
 - What We Do (Research, Education, Engagement, Workforce)
 - Opportunities (National Programs, State-Based Programs, NASA Competitions)
 - Contacts (clickable US map linked to each jurisdiction; links to SG Directors/websites on NASA.gov)
 - Committees & Meetings (Leadership, Working Groups, National & Regional Meetings)
- Other Possible Additions
 - Info on SG Listservs, P3 Meetings, Joining a SG Pod, Infographics, password protected page, etc.

<https://national2.spacegrant.org/>

National SG Impact Data

Inspiring & preparing the next generation STEM workforce

1250

**affiliates and
partners**

52

**consortia in 50
states, DC, & PR**

531

**academic
institutions**

What We Do: Space Grant Highlights

What We Do

Research

Support interdisciplinary research and development projects aligned with NASA priorities.

Education

Implement authentic hands-on experiential programs, courses, and curriculum for students.

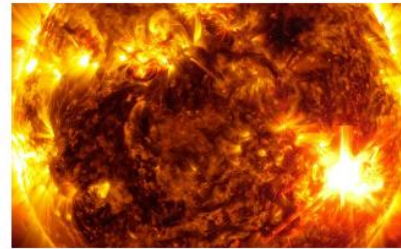
Engagement

Participate in K-12 and public initiatives to promote scientific literacy using NASA-related content.

Workforce

Contribute to research, education, and engagement opportunities to build a robust STEM workforce.

Research



New Hampshire Space Grant Director Researches Solar Wind Sensors in New Grant

DURHAM — The University of New Hampshire announced it has been awarded \$24.3 million by NASA, on behalf of the National Oceanic and Atmospheric Administration (NOAA), to build sensors for...

[Read more](#)

North Carolina Space Grant Awards Three Appalachian State University Students Research Funding

BOONE, N.C. — Three Appalachian State University students have received North Carolina Space Grants to conduct science, technology, engineering and mathematics (STEM) research in the 2024-25 academic year. Read more:...

[Read more](#)

Connecticut Space Grant Consortium Awards Funding for Groundbreaking Engineering Research

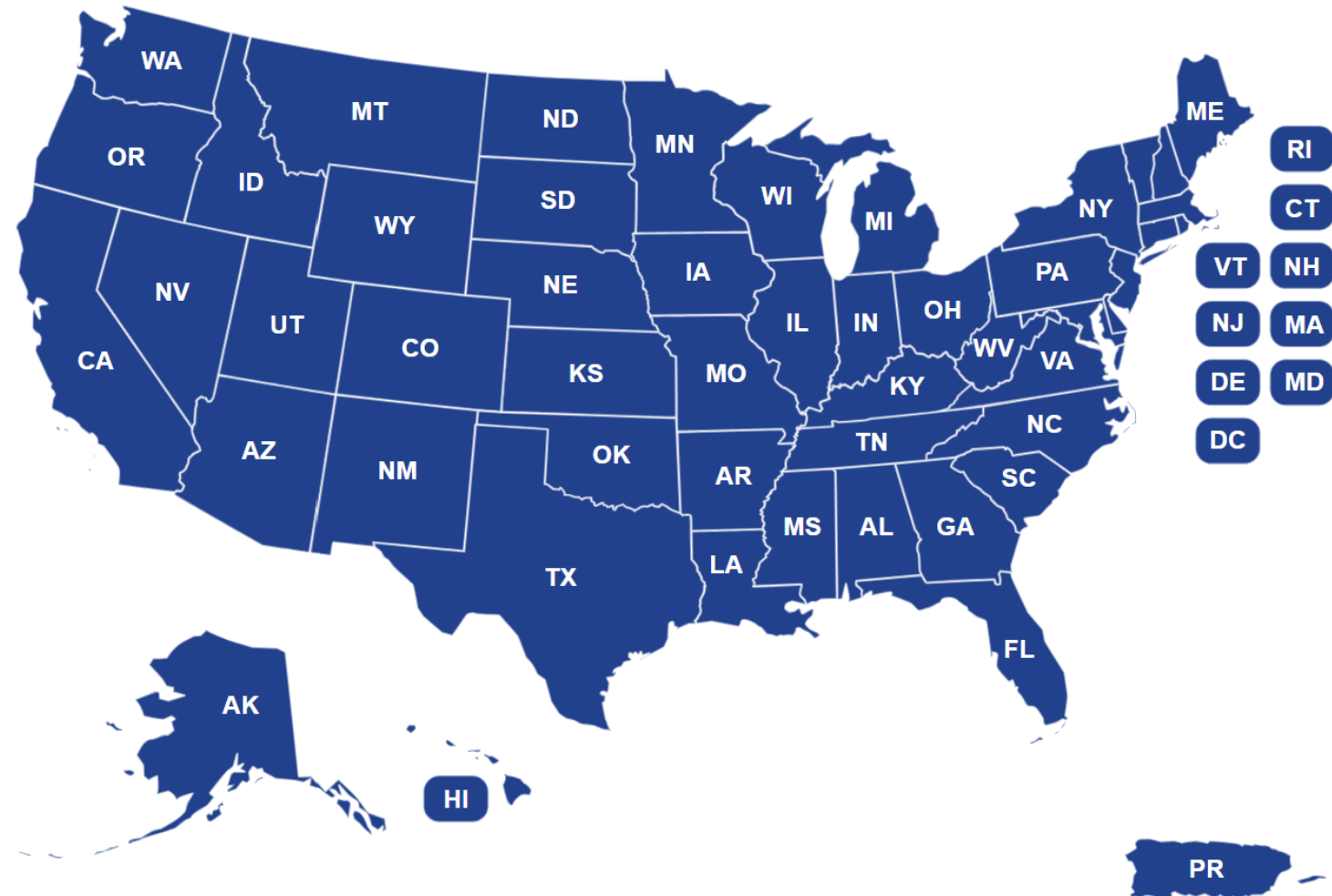
The NASA Connecticut Space Grant Consortium (CTSGC) has recognized Fairfield University's School of Engineering and Computing with prestigious research grants and scholarships. These awards highlight innovative projects and academic excellence...

[Read more](#)

National Map Click-Through to Jurisdictions

Space Grant Websites

Each state consists of multiple independent Space Grant institutions, with one of the institutions acting as the lead institution. To visit your state's Space Grant website, please click on your state's name on the map to the right.



New National Space Grant Logo

- Simplified and modernized
- Jurisdiction Option
- Multiple Layouts



Do you want your Jurisdiction's Logo?

- Please fill out the Google Form sent out on April 9, 2025.
- <https://forms.gle/qDwuhsLdVMLUy8fWA>



Ongoing Development & Improvements

- Dynamic Jurisdiction Highlights/What We Do TBD:
 - Content/Formatting Guidance (NASA OSTEM Comms)
 - Submission Platform (Mark Fischer & Doug Granger)
- Working Group & Committee Online Content
 - Dedicated subpages for all 5 working groups
 - Migrate P3 materials from laspace.lsu.edu
- Downloadable Content
 - Annual Infographics
 - NASA OSTEM collateral

Feedback & Community Discussion

- Please feel free to raise your hand, unmute, or utilize the Zoom chat
- Use Slido to submit anonymous questions/comments



Submit your feedback using the QR Code here, or
Visit [Slido.com](https://www.slido.com) | Enter code 134561

Promising Programs & Practices (P³)

May 12, 2025

Mission Communication – Elevating Your Message



Presented by: Kristyn Damadeo,
Communications Manager, Virginia Space Grant Consortium

This session will explore best practices and tools in public affairs, digital media, social media, and branding tailored for the Space Grant community. Learn how to craft compelling stories, build trust, and maximize impact across platforms.
