

Elizabeth LaPorte

Phone: 734.647.0767 (day), 996.8143 (eve), 717.3894 (cell)

Email: elzblap@umich.edu, Online bio: www.miseagrant.umich.edu/about/staff/laporte.html

Profile

Demonstrated success managing projects and programs; goal-driven individual with proven ability to develop creative, and award-winning materials; highly effective leader capable of implementing strategic objectives and guiding team-based activities; and excellent communicator, adept at interfacing with a variety of stakeholders.

Qualification Highlights

Program Development
Project Management

Strategic Planning
Management/supervision

Marketing
Communications

Professional Experience

2001 –

Michigan Sea Grant, University of Michigan, School of Natural Resources, Ann Arbor, MI.

Michigan Sea Grant is one of more than thirty national programs supported by the National Oceanic and Atmospheric Administration, the University of Michigan and Michigan State University.

Responsibilities: My focus is on supporting existing and developing new initiatives to increase environmental literacy. As Communications Program Director, I manage a team of outreach professionals who have produced award-winning educational materials to support programs. As Education Program Co-leader, I work with a team to increase access to science education and to identify collaborative opportunities with Michigan universities, state agencies and others.

Selected activities include:

- Managing the development of educational projects and materials, many of which have received national awards (see, www.miseagrant.umich.edu/education).
- Strategic planning and goals implementation for communications and education programs.
- Program liaison for Michigan Sea Grant locally, regionally and nationally.
- Chair Elect, National Sea Grant, Communications Network.
- Member, School of Natural Resources Mentorship Program Development Committee.
- Liaison, Center for Ocean Science Excellence in Communications - (COSEE) Great Lakes.
- Project Director, *Fisheries Learning on the Web*.
- Member, Great Lakes Observing System, Co-leader of Outreach subcommittee.
- Member, Association for Communication Excellence (Ag., Nat. Res.).
- Member, National Marine Educators Association, Great Lakes Chapter.
- Member, Michigan Science Teachers Association.
- Past Chair, Great Lakes Sea Grant Network Communicators, 2003-2004.
- Past Member, School of Natural Resources Staff Appreciation Program Development Committee.

1988 – 2001

Biomedical Communication & Kellogg Eye Center, University of Michigan Health System, Ann Arbor, MI.

Recognized as one of the leading hospitals and teaching institutions, the health system is consistently ranked within the top 15 hospitals in the country.

Responsibilities: Web site development, scientific communication, marketing and consultation for medical education programs and patient clinics.

Selected activities included:

- Developing web sites, including concept and content development.
- Publication development for patients, faculty and staff, and student recruitment.
- Marketing and communication strategies for public outreach.

Professional Development & Education

- Advanced Leadership Seminar Program, Center for the Education of Women, University of Michigan.
- Master's Certification Program in Educational Media and Technology, Eastern Michigan University.
- Master of Fine Arts Degree in design/communication, Eastern Michigan University.
- Bachelor of Fine Arts Degree in design, University of Michigan.

Awards

- Assn. for Communication Excellence. Silver Award – Posters, *Great Lakes Most Unwanted* Aquatic Invasive Species Poster Series.
- Natl. Marine Educator Assn. – BRIDGE Web site, Teacher's Pick of the Month, *Fisheries Learning on the Web*.
- Natl. Assn. of Government Communicators, Award of Excellence for Web site: *Fisheries Learning on the Web*; and Award of Excellence for Posters: *Great Lakes Most Unwanted* Aquatic Invasive Species Poster Series.
- Michigan Boating Industries Assn., Lighthouse Award: Contribution to the Michigan Clean Marina Program, Assn. for Communication Excellence.
- Assn. for Communication Excellence, Silver Award, *Life of the Lakes Exhibit* (UM Natural History Museum).
- National Sea Grant, Best Public Safety Project: Rip Currents Public Awareness.
- Great Lakes Information Network, Site of the Month: *Fisheries Learning on the Web*.
- Assn. for Communication Excellence, Bronze Award, Publication: *Life of the Lakes* booklet.
- University of Michigan Workplace, Exemplary Team Award, Honorable mention.
- University of Michigan Kellogg Eye Center: Employee of the Month.

Grants

- Detroit River Sturgeon Habitat & Outreach Project. Michigan Coastal Management Program, Michigan Dept. of Environmental Quality and NOAA. Role: outreach and education consultant, 2004-2007.
- *Fisheries Learning on the Web*, The Great Lakes Fishery Trust. Role: project director, 2004-2007.
- *Great Lakes Most Unwanted: Aquatic Invasive Species Poster Series*. The Great Lakes Aquatic Habitat Network & Fund, Michigan Dept. of Environmental Quality. Role: project director, 2005.
- Beach Management and Education for Michigan Coastal Landowners. Michigan Coastal Management Program, Michigan Dept. of Environmental Quality and NOAA. Role: outreach consultant, 2004-2005.

Selected Publications & Presentations

Great Lakes Content in Washtenaw-area Classrooms. LaPorte, E, 2007, Presentation for educators, Washtenaw Intermediate School District.

Incorporating Technology into Curriculum Using National Education Technology Standards. LaPorte, E., 2006, Eastern Michigan University.

It Takes A Virtual Village: Distance Education and Michigan's Schools: A Report for the Board of Education, LaPorte, E., 2005, Eastern Michigan University.

Digital Divide, The: Gender, Race and Ethnicity In Learning Resources, (Learning Community Online Discussion), LaPorte, E., 2005, Eastern Michigan University.

Fisheries Learning on the Web: Standards and Benchmarks, E. LaPorte, S. Stewart, A. Switzer, 2005. Digital slide presentation, International Association of Great Lakes Research Conference.

Standards and Benchmarks for Great Lakes Education, A. Switzer, E. LaPorte, 2005. Poster presentation, International Association of Great Lakes Research Conference.

Using Technology Tools in Aquatic Invasive Species Education, LaPorte, E., 2005. Research paper, Eastern Michigan University.