

**Project Summary**  
**Rocky Mountains Cooperative Ecosystem Studies Unit**

**Project Title: Improve Online Resource Information for the Public, Yellowstone National Park**

**Discipline:** Interdisciplinary  
**Type of Project:** Technical Assistance  
**Funding Agency:** National Park Service  
**Other Partners/Cooperators:** Montana State University  
**Effective Dates:** 1/28/2015 - 12/31/2017  
**Funding Amount:** \$67,708

**Investigators and Agency Representative:**

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**Project Abstract:** Yellowstone National Park's Division of Resource Education and Youth Programs develops and maintains the park's official website, which received 28,239,243 page views in 2014. The website is used to expand public education opportunities about the park and its resources. The website contributes directly to visitor understanding and appreciation of Yellowstone's unique resources, visitor safety, resource preservation, and the accomplishment of management goals and objectives. The website ensures that many audiences are engaged in dynamic and appealing Internet-delivered media in national parks. This effort is aligned with NPS goals for connecting large, diverse, and nontraditional audiences with natural and cultural resources and features of Yellowstone, thereby ensuring that the public understands and appreciates their significance and becomes lifelong partners in their preservation. This project supports the development of web media that help make the park's website the most highly visited in the National Park System. It will focus on continuing to develop the park's resource web pages with current information and messaging.

**Keywords:** web media, resources, public education, Yellowstone National Park, Montana State University