

NASA Educational Technology Services (NETS)

Administered by SAIC

Type of Agreement: Contract

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PROJECT DESCRIPTION

NASA Educational Technology Services (NETS) is a cross-cutting NASA education technology project that prepares and delivers educational content on the NASA Portal (www.nasa.gov), and maintains both the Office of Education Web site (education.nasa.gov) and the Central Operation of Resources for Educators Web site (core.nasa.gov). Additional Web support is provided by identification and linkage of multimedia resources to support video programming on the NASA TV Education File and Education Services channel and for selected projects needing Web site creation and support. NETS provides assistance to education projects in complying with the Agency mandate to migrate all Web content to a portal infrastructure. NETS provides Web-based support to NASA Office of Education external partnerships (Space Act Agreements) and cooperative agreements.

PROJECT GOALS

- Debut six-part video podcast series during the first quarter of fiscal year (FY) 2009.
- Create 10 career profile articles
- Create 50 general features
- Create 20 student topic-based content articles
- Create six sets (five pictures per set) of Kids' Club Picture of the Week images
- Create five features for shuttle missions and ISS expeditions
- Populate the Portal with newly approved educational products to be delivered by the faceted navigation tool
- Break out eight educator guides into segments that are metatagged for search on the NASA Portal.
- Announce new products and opportunities via the NASA Education Express mailing list.
- Create a NASA Student Facebook page to promote student-themed materials and activities.
- Attain a cost per page view of \$0.027 (2.7 cents).

PROJECT BENEFIT TO OUTCOME 2

NETS supports NASA Education efforts to accomplish Outcome 2: to attract and retain students in STEM disciplines through a progression of educational opportunities for students, teachers, and faculty.

NETS supports Outcome 2 by developing, producing, and publishing curricular support materials/products and disseminating them to the education community via the NASA Web site (www.nasa.gov) as well as by distributing materials at educational conferences and in workshops throughout the year. Among the products created and published to support students and educators are feature articles, educator guides, educational games, current opportunities (contests, design challenges, professional development workshops, etc.), Flash features, interactive Web sites, video clips, podcasts, blogs and homework tools.

NETS provides agency-wide support by developing and publishing educational content on NASA.gov to support various missions and educational projects. NETS works with internal/external staff to promote products, projects, and opportunities via the Express list serve, which has over 17,900 subscribers. NETS also promotes products, projects, and opportunities at educational conferences, as well as in workshops and sessions.

NETS assists and consults with other NASA field center education offices and projects in migrating Web content of center education and education project pages into the NASA Portal framework. This promotes the public's access to electronic information and materials from NASA, and helps NASA achieve mandates issued under the E-Gov Act.

PROJECT ACCOMPLISHMENTS *(CONNECTION BACK TO ANNUAL PERFORMANCE GOALS AND PLANS)*

Although NETS supported projects and activities that were not anticipated at the time the APGs were identified several noted accomplishments include:

- Deployed a six-part video podcast series and created a companion blog that was updated with 35 posted articles
- Created and published 13 career profile articles
- Created and published 74 general articles and 21 student topic-based articles
- Created and published 22 articles in support of shuttle missions and ISS expeditions
- Created and published six sets of images for the NASA Kids' Club Picture Show
- Added 217 products and 20 educational videos segments to the "For Educators" section of the NASA Portal

- Segmented eight educator guides into individual lessons and metatagged them for search using faceted navigation on the Portal
- Sent 184 messages to 17,934 NASA Education Express mailing list subscribers
- Published 286 feature articles/products and 227 promotional items to support NASA mission directorates, programs, projects and partnerships
- Created a NASA Students Facebook page, which has 2,422 members to date
- Attained a cost per page view of \$0.0267 (2.7 cents)
- Developed and published educational materials and articles to support seven space shuttle missions
- Logged 1,192,325 downloads of educational materials in PDF format
- Participated in an Agency working group to develop NASA Web video standards related to formats, portal procedures, closed captions, live streaming, podcasting, and high-definition video
- Participated in Interagency Science Education Portal Group meetings sponsored by the Department of Energy whose purpose is to develop a tool that will enable students and educators to search across distributed web sites and databases, bringing together Federal science, technology, engineering, and mathematics education content into one location.

PROJECT CONTRIBUTIONS TO PART MEASURES (INCLUDE DATA PLUS EXPLANATION)

NETS contributes to the PART measure “Dollar invested per number of people reached through e-education technologies”. The NETS contributing measure is the number of page views to education sections on NASA Portal (educators, students, kids), the NASA Education Home Page, and the Central Operation of Resources for Educators (CORE) home page. During FY09 (October 2008 – September 2009), there were 50,687,106 page views. The PART measure goal for NETS was to reach a cost of 2.7 cents per page view. The actual cost per page view in FY09 was 2.7 cents.

IMPROVEMENTS (e.g. project management, efficiencies, etc.) MADE IN THE PAST YEAR

Worked with numerous groups to migrate content into NASA.gov structure; and aided some groups with development of content. Groups assisted include, but are not limited to, NASA Explorer Schools, The NASA Science, Engineering, Mathematics, and Aerospace Academy, Teaching From Space, NASA Learning Technologies Project, Ames, Goddard, , Johnson, Kennedy, Langley and Marshall’s Center Education Offices, NASA Educator Resource Center Network, Motivation Undergraduates in Science and Technology, Minority University

Research and Education Program, Exploration Systems Mission Directorate, Science Mission Directorate, the Space Operations Mission Directorate, and NASA's Innovative Partnerships Program.

PROJECT PARTNERS AND ROLE OF PARTNERS IN PROJECT EXECUTION

NETS worked with a variety of external partners supporting developing and publishing of educational materials, games, podcasts, video clips, features, and announcements.

- Collaborated with JSC's Teaching From Space Office to create and deploy Do-It-Yourself Podcasts for students to build their own podcasts using NASA multimedia content provided in seven topic modules
- Worked with the GSFC Education Office and the Science Mission Directorate to build the NASA Hubble Space Telescope Servicing Mission 4 Education Web site on the NASA Portal
- Worked with the Space Operations Mission Directorate, the NASA Innovative Partnerships Program and Disney Parks to publish and promote a new Buzz Lightyear game and supporting education activities on the NASA Portal
- Designed and built the NASA Blast Back to School pages on the NASA Portal to support NASA HQ and the White House Back to School Project. All Mission Directorates and multiple NASA Education Projects provided information to support the project
- Designed and built the NASA Careers Education Web page supporting the upcoming STS-129 shuttle mission
- Worked with the JSC Teaching From Space Office to design and build the NASA Spacesuits and Spacewalks Web site to support the STS-119 shuttle mission
- Worked with the JSC Teaching From Space Office to design and create material for the NASA Robotics Education Web site that will be deployed in November 2009 to support the STS-131 shuttle mission
- Worked with NASA's 50th Anniversary team promoting the Agency's golden anniversary
- Worked with NASA's Apollo 40th Anniversary team promoting the Apollo missions' moon landing
- Worked with the Space Operations Mission Directorate and USA Today to support the No Boundaries Career project
- Worked with NASA HQ PAO to create and publish a feature story highlighting the NASA Administrator's visit to an education event in Texas
- Worked with the National Air and Space Museum to promote Space Day 2009
- Worked with the U.S. Department of Education to promote educator events and opportunities