

NASA Educational Technology Services (NETS)
Administered by Dynetics Technical Services
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 website (education.nasa.gov) and the Central Operation of Resources for Educators website (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 Website 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's Office of Education external partnerships (Space Act Agreements) and cooperative agreements, and conducts customer focus and usability studies to determine improved methods to deliver electronic content to NASA's key education audience. In addition, NETS provides conference coordination support to NASA's Exploration Systems Mission Directorate (ESMD).

PROJECT GOALS

- Content identification and creation for the education sections of the NASA Portal (www.nasa.gov). The team identifies potential content based on current NASA Mission Directorate or education projects, activities, or events. The team assesses the educational value of the content, converts it to the appropriate grade level, and ensures that it meets Portal standards.
- Development of games for the For Kids section of the NASA Portal, ensuring that the games contain educational value and are appropriate for their grade-level audience.
- Publication and syndication of NASA Portal educational content.
- New Web site migration and development for other NASA Education projects and activities.

- Work with the NASA Mission Directorate education leads, NASA Education project managers, and activity sponsors to create or promote NASA e-learning content and educational opportunities. The team also collaborates with external partners to inspire student interest in science, technology, engineering, and mathematics (STEM) content.
- Provide support for activities as usability studies, education product cross-promotion and education conference presentations to ensure that NASA educational content is reaching its audience as effectively as possible.

PROJECT BENEFIT TO OUTCOME 2

NETS supports NASA Education efforts to accomplish Outcome 2: to attract and retain students in science, technology, engineering, and mathematics (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 Portal as well as by distributing materials at educational conferences and in workshops throughout the year.

NETS provides agency-wide support by developing and publishing educational content on NASA.gov to support various missions and educational projects. These efforts include collaborating with internal and external contacts to develop products and to ensure content quality before products are disseminated. Additionally, NETS works with internal/external staff to promote products, projects, and opportunities via the Express list serve, which has over 18,200 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 enhances the public's access to electronic information and materials from NASA, and helps NASA achieve mandates issued under the E-Gov Act.

PROJECT ACCOMPLISHMENTS

The accomplishments listed below are from the NETS FY10 Annual Performance Goals, and not all inclusive of activities that the project engaged in during the fiscal year.

- Exceeded goal of cost per page of \$.027 (2.7 cents). [The NASA portal had 51,798,237 page views. The cost per page view was \$.019 (1.9 cents).]
- Published 80 feature articles in FY10. (123.08% of goal)
- Created 18 topic-based articles for students. (90% of goal)
- Created and published seven sets of images for the Kids' Club picture show. (116.67% of goal)
- Published 24 mission-related features. (480% of goal)
- Added 155 educational products and two videos to the Portal. All are searchable by faceted navigation.
- Completed breakouts of four educator guides into individual sections, all of which are meta-tagged and searchable using faceted navigation. (100% of goal)
- Promoted 250 products and opportunities to the Express Mailing List subscribers.
- NETS created the "Taking Up Space" blog and conducted social media promotion for STS-133.

PROJECT CONTRIBUTIONS TO PART MEASURES

NETS contributes to Measure 2.3.3: Dollar invested per number of page views for NASA Education website. The NETS contributing measure is the number of page views to education sections on NASA Portal (educators, students), the NASA Education home page, and the Central Operation of Resources for Educators (CORE) home page. During FY10 (October 2009 – September 2010), there were 51,798,237 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 FY10 was 1.9 cents.

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

- Established procedure for tracking the internal training of team members in order to maintain strong technical skill sets.

- Created rolls of Project Coordinator and Implementation Lead in order to improve project management transparency, efficiency and workflow processes.

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 Langley Research Center for the deployment of a website tied to a video project between Langley and the Univision Spanish language television network.
- Worked with the Johnson Space Center's (JSC) Teaching From Space Office to create and publish the Robotics Education Site (STS-131) and the Rocketry Education Site.
- Designed and built the NASA Blast Back to School pages on the NASA Portal to support NASA Headquarters and the White House Back to School Project. All Mission Directorates and multiple NASA Education Projects provided information to support the project
- Collaborated with Marshall Space Flight Center's Academic Affairs staff to support the Tom Joyner Morning Show Back-to-School Campaign.
- Collaborated with Pearson Publishing Company and provided a selection of NASA multimedia resources for Pearson's online resource collection.
- Collaborated with the Summer of Innovation (SoI) agency team to develop and launch the SoI website, and promoted the official SoI kickoff at the Jet Propulsion Laboratory.
- Supported the Interagency Portal for Science Education Coordinating Committee on the development of scienceeducation.gov website.