



ARMD Outreach in FY 2012 Education & Strategic Communications

ARMD Integration and Management Office



- Integration & Management
- Human Resource Administration & Operations
- Communications & Education



Working together



- Strategic Communications and Education
- Activities aligned with ARMD mission/goals
- Supports White House direction and Congressional legislation



Strategic Communications Team



- Consists of award-winning writers, artists, Internet specialists, educators and event planners
- Includes embeds representing Communications, Legislative Affairs and International and Intergovernmental Relations
 - Last week first NASA Aero Day on the Hill
- Represents ARMD on agency's Communication Coordinating Committee
 - Supporting update of 7120 and CCC governance model



Communications: Messaging in 2012



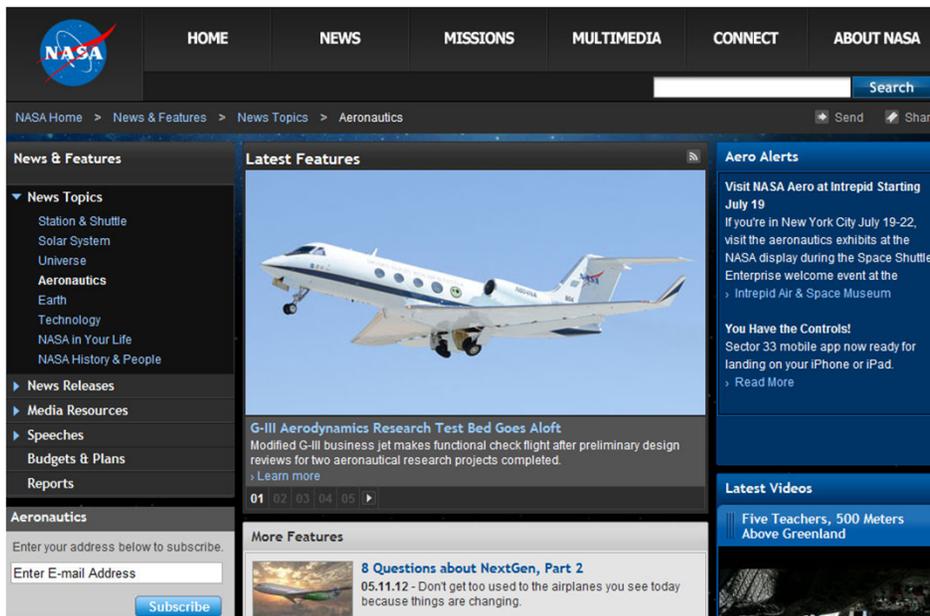
- Aligned with agency vision, mission and goals
 - NASA Contributions to Aviation Series of Products
- Guided by new strategic plan implemented in FY12
- Designed to improve awareness of fundamental research effort
- Focused on relevance of ARMD work to economic health of U.S. air transportation system
 - Benefits to Commercial Aviation
 - NASA is with you when you fly



Communications: Products/Activities



- Multimedia content for nasa.gov web pages, news media opportunities, social media events and internal promotions
- Integrated campaigns in work include "Fire and Ice" and still-developing supersonic campaign



Communications: Products/Activities



- Created diverse PAO communications working group
- Facilitated news features, cover stories and special reports for publications including AvWeek and Aerospace America



IMPACT:

- Improved Awareness of ARMD Fundamental Research Efforts

Communications: Public Engagement

- NASA Aeronautics presence at high-profile agency events
 - Space Shuttle ferry flights
 - USA Science and Engineering Festival
 - Joint Base Andrews Open House and Air Show
- Featured hands-on activities/demonstrations that engaged the public
 - Sector 33 and Wind Tunnel mobile apps
 - Paper airplane folding
 - Vacuum cart flight suit demonstration



Communications: Public Engagement

IMPACT

- Reached up to 50,000 visitors during four days at Udvar-Hazy Center
- Interacted with nearly 200,000 visitors during three days at annual USA Science and Engineering Festival
- Exhibited to 180,000 attendees at Joint Base Andrews Open House/Air Show
- High number of extended interactions with young people (Education and Communication functions working together)





Aeronautics Education

- Integrated Team of Communications and Education professionals
- Practicing Teacher on team through Einstein Fellowship Program
- Active participant in Education Coordinating Council
- Co-lead of ECC Vision and Oversight Committee

Simplified Roles and Responsibilities

- Agency Office of Education focus on K-12 and Undergraduate levels
 - Responsible for Coordination of overall portfolio
- Mission Directorates focus on higher education and handles unique content

Education: Messaging in 2012



- Aligned with agency vision, mission and goals
- Designed to advance high quality STEM education
- Focused on future aerospace workforce development

Science
Technology
Engineering
Mathematics



Education: 2012 Portfolio Highlights



- Aeronautics Scholarships prepares & assists Undergraduate/graduate students
 - 20 New Undergrad / 5 New Grad per year
- Aeronautics Academy provides hand-on research experience
 - Unique 10 week onsite research experience
- Design Challenges presents real-world problems
 - Current real world NASA Aeronautics problems

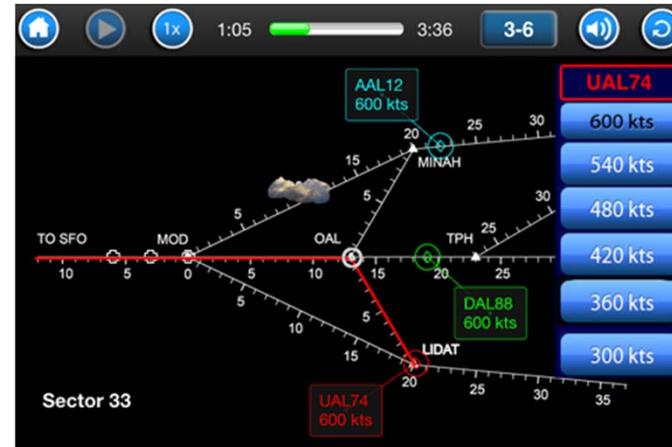


Education: 2012 Portfolio Highlights



- K-12 STEM education materials

- Content Updates including
 - Smart Skies and Sector 33
 - Modules mapped to State/National standards



- Cross-Category Activities

- Museum in a Box
(Hands-on activities for classrooms/science centers)
- Case Studies in Aeronautics Series
(15 volumes, hard cover and e-book)



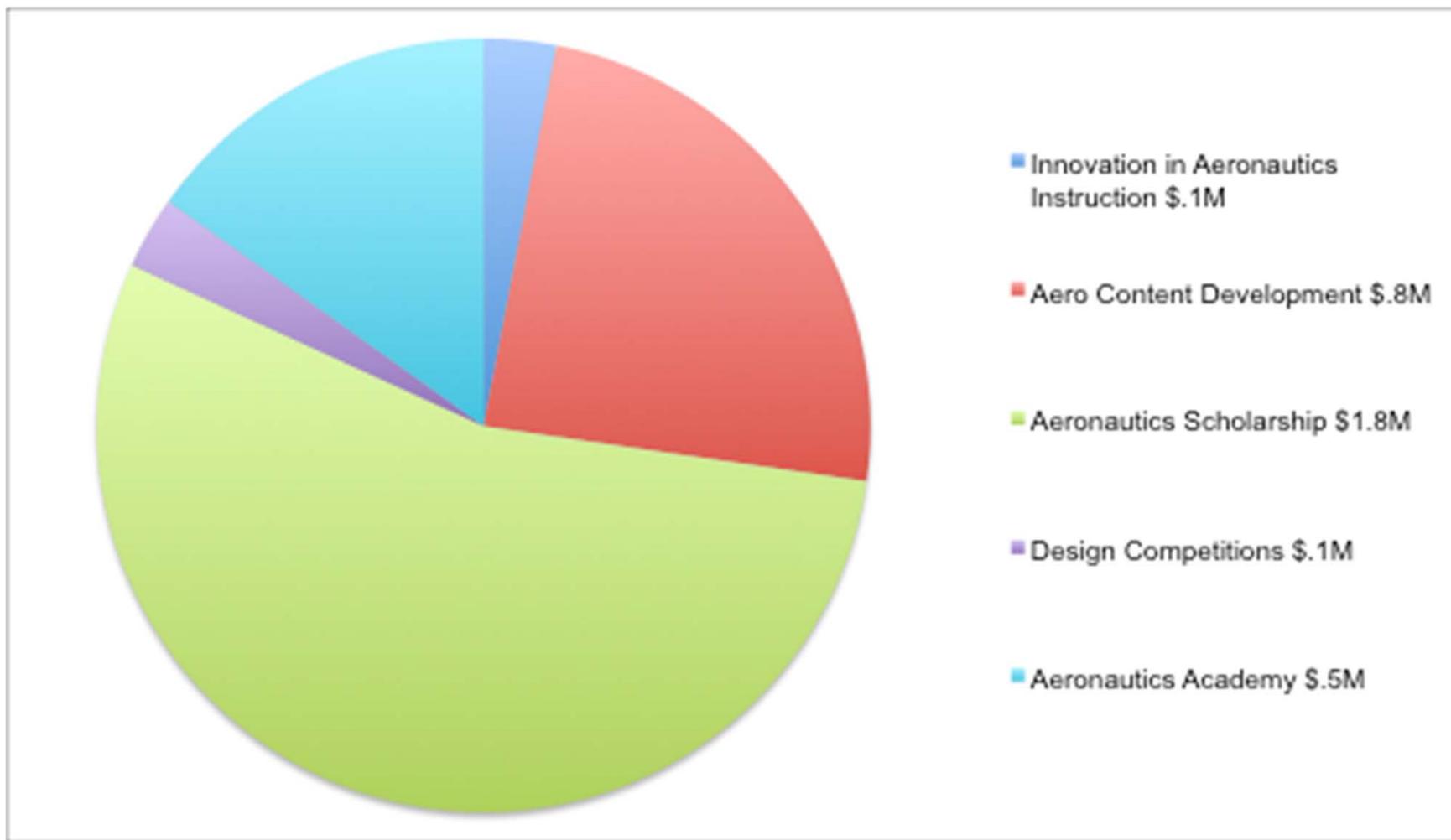
Education: IMPACT



- Encourage STEM learning with NASA aero emphasis
 - Scholarships, content and experiences
- Tools easily used by students and teachers
 - Tied to state/national standards
- NASA unique content
 - Leveraged to inspire and impart knowledge

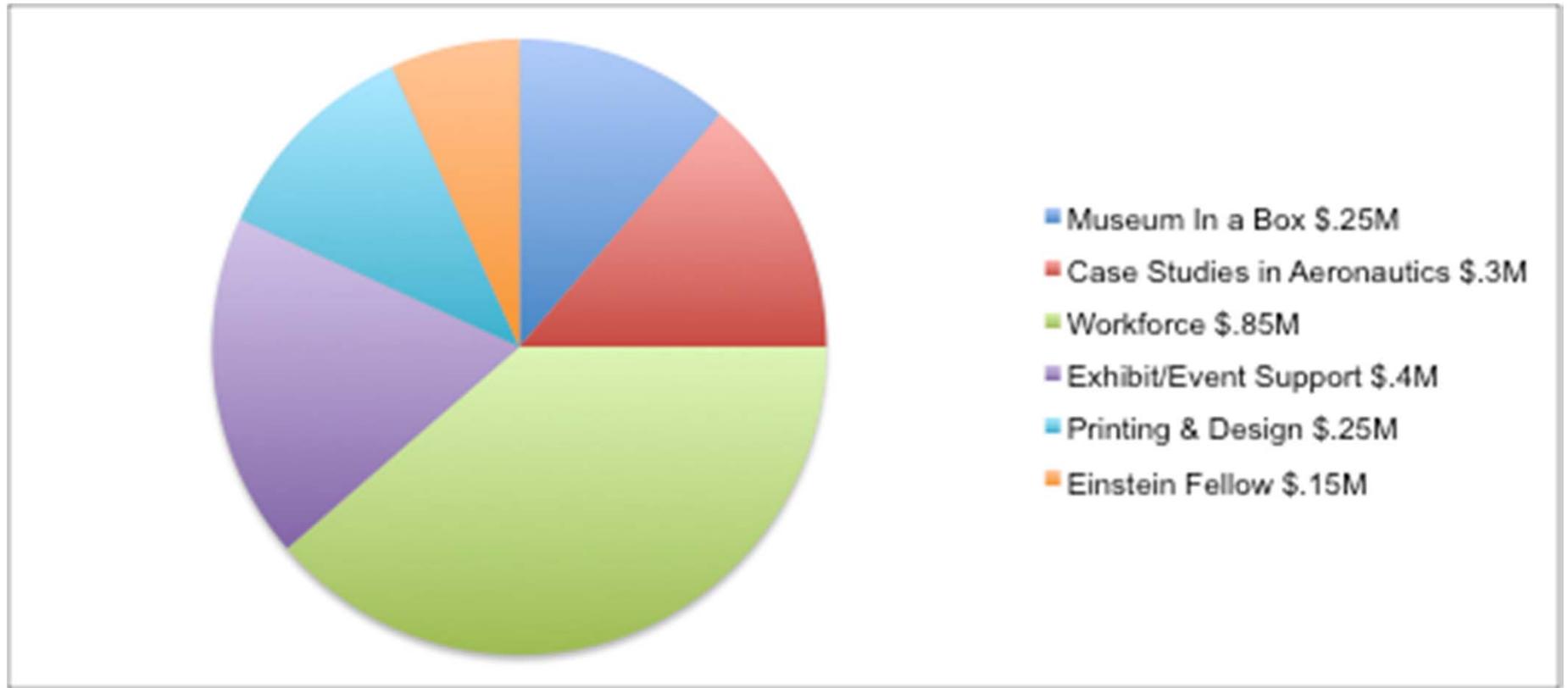


FY12 ARMD Education Budget



Total \$3.2M

FY12 ARMD Communications and Cross Cutting



Total \$2.2M



Questions or Comments?