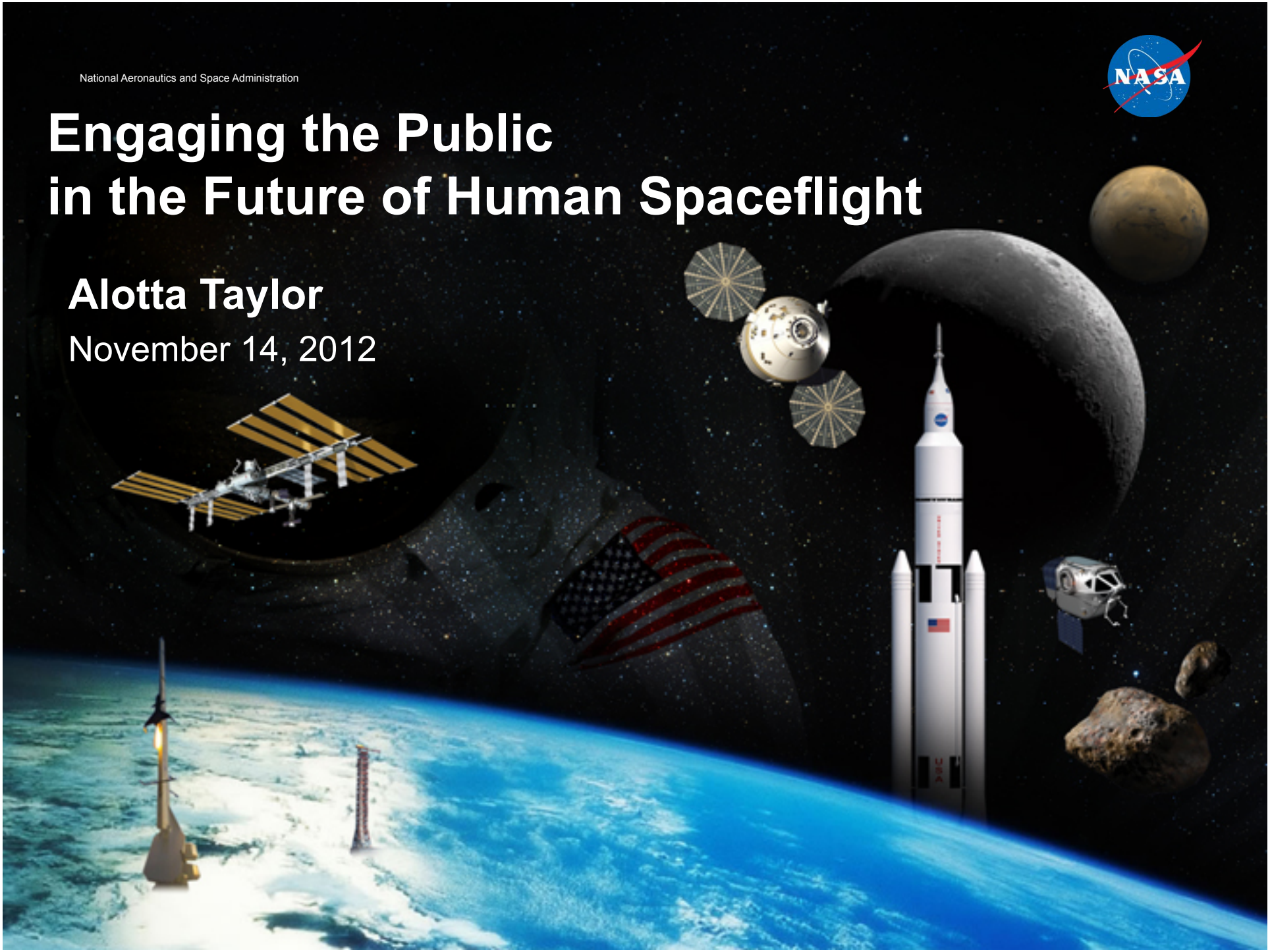
National Aeronautics and Space Administration

Engaging the Public in the Future of Human Spaceflight

Alotta Taylor

November 14, 2012



Agency Aligned Communications and Education Goals

AGENCY GOAL 5 & 6:
Enable program and institutional capabilities to conduct NASA's aeronautics and space activities.

To share NASA with the public, educators, and students to provide opportunities to participate in our Mission, foster innovation, and contribute to a strong national economy.

DIRECTORATE GOALS:

- Increase public awareness of the marvels associated with ISS, including world-class research/technology advancements and tangible daily benefits to humanity
- Articulate meaningful, exciting and viable missions and uses for SLS and Orion MPCV as part of a capability-driven approach to multi-destination human spaceflight exploration
- Engage the public and Congress in understanding the reasons for exploration in a way that is exciting to young people

It’s more important than ever to engage the public.

We have been very busy…

Traditional Media

Online and TV News

Events, Speaking Engagements, and Interviews

Connecting Scientific and Human Exploration

Special Feature: USA Today

USA TODAY's 88-page special publication looks at America's future in space. Get an in-depth look at NASA's re-launch of a post-shuttle business and scientific model that will send humans deeper into space than ever before.

Web Communications

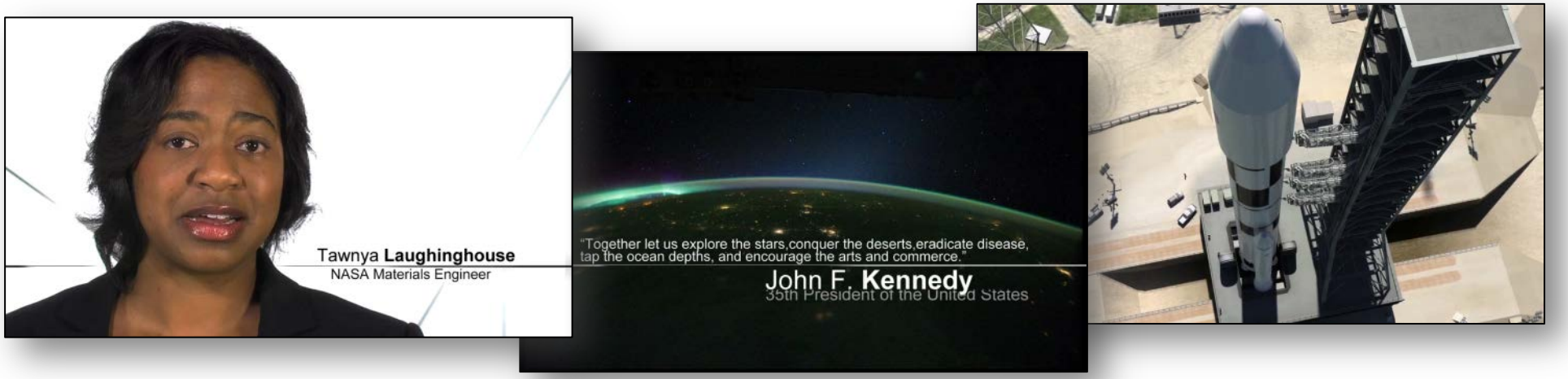
Engaging Interactive Features

Informative Videos

Progress and Concept Images

Exploration Video Products

- “Future Frontier” SLS, On Camera Talent, No Narration, Length: 3:42



- “Building Momentum” Integrated Program Video, Music/SFX, Length: 4:54

Video: America's New Paths in Space

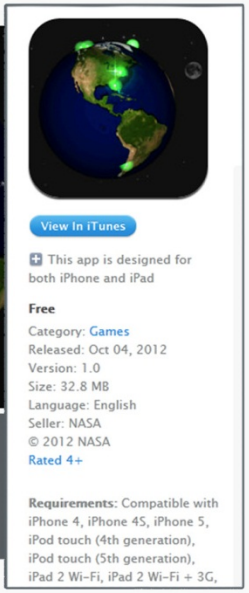
Simulations and Interactives

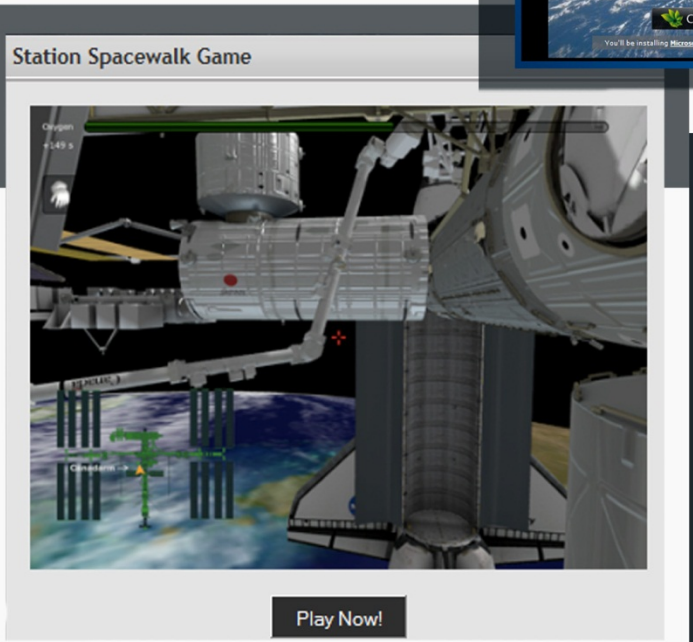
Space Junk Sammy
(Space Operations Learning Center)

Global Exploration Roadmap
50,000 downloads since 09/11

Photosynth™

networKing mobile app

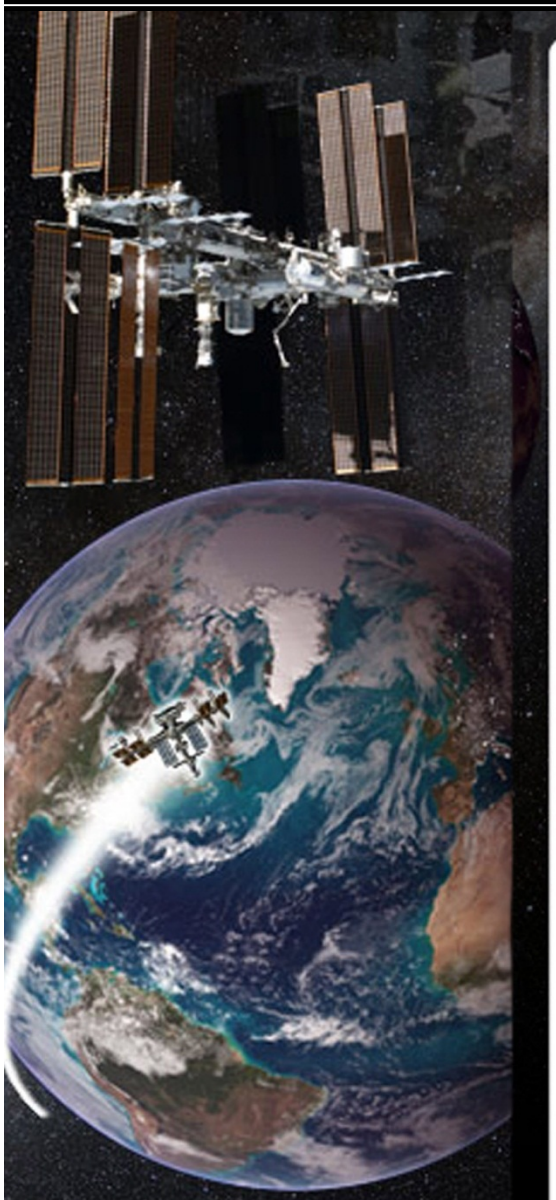




Station Space Walk Game

The Future of Human Spaceflight
Web Interactive

“Spot the Station”



Did you know you can see the International Space Station from your house? As the third brightest object in the sky, after the sun and moon, the space station is easy to see if you know where and when to look for it.

NASA's Spot the Station service sends you an email or text message a few hours before the space station passes over your house. The space station looks like a fast-moving plane in the sky, though one with people living and working aboard it more than 200 miles above the ground. It is best viewed on clear nights. For more information on the International Space Station and its mission, visit the space station mission pages.

Spot the Station is available worldwide to anyone with an email account or SMS-enabled phone. Several times a week, Mission Control at NASA's Johnson Space Center in Houston, TX, determines sighting opportunities for 4,600 locations worldwide. If your specific city or town isn't listed, pick one that is fairly close to you. The space station is visible for a long distance around each of the listed locations.

This service will only notify you of "good" sighting opportunities - that is, sightings that are high enough in the sky (40 degrees or more) and last long enough to give you the best view of the orbiting laboratory. This will be anywhere from once or twice a week to once or twice a month, depending on the space station's orbit. Don't worry if there are big gaps in between sightings! A complete list of all possible space station sightings is available from Johnson Space Center.

Sign Up for Alerts

Select Country

State or Region

City

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NEWLY RELEASED WEB-BASED APP!

Sign Up for Alerts

Select Country

State or Region

City

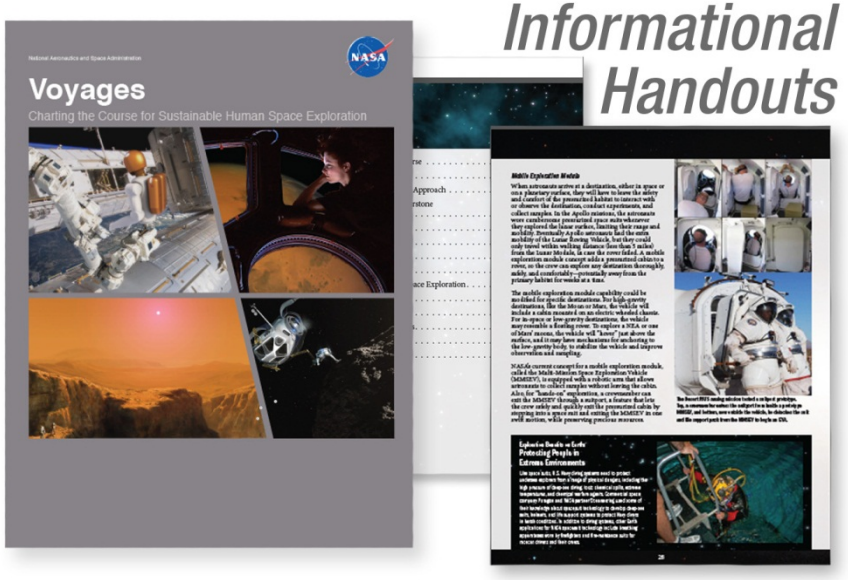
Next Cancel

NASA’s ‘Spot the Station’ service sends you an email or text message a few hours before space station passes over your house.

Informational Print Products

Mini Fact Sheets

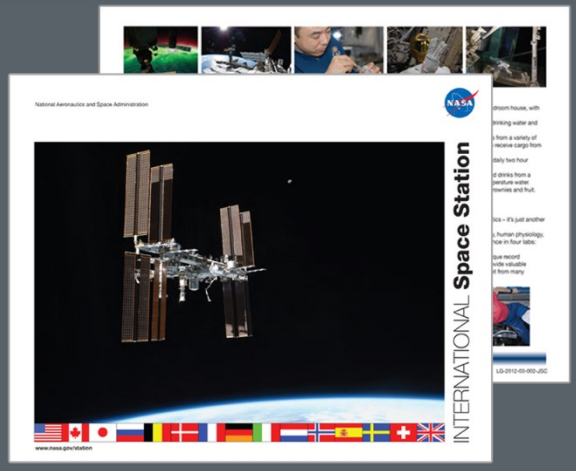
Informational Handouts



Fact Sheets

Posters

Lithos



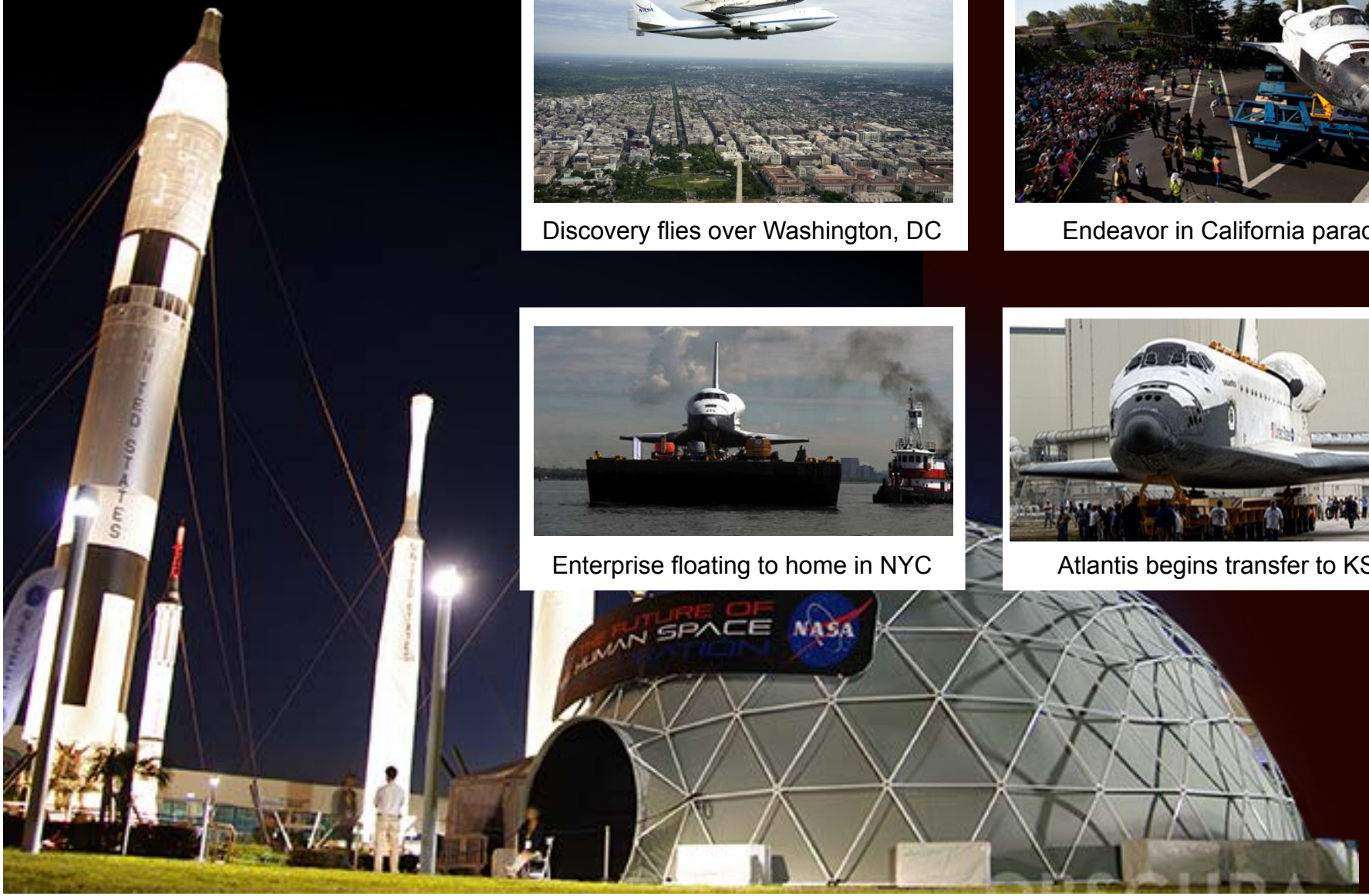
Presentations: Mobilizing the Workforce

The HEOMD Ambassador's Program coordinates external speaking engagements while working with NASA Ambassadors to develop presentations suitable for various event settings and target audiences.

Audiences: *Children, Stakeholders, General Public*

Topic:
The Future of Human Spaceflight
Human Spaceflight Story
Human Spaceflight Status
The Challenges of Human Space Exploration
Innovation At Work
Why Do We Explore?
NASA Careers
NASA Kids Club
HEOMD Directorate Overview

2012 Exhibits



Discovery flies over Washington, DC

Endeavor in California parade

Enterprise floating to home in NYC

Atlantis begins transfer to KSC

Social Media

SpaceX Launch to ISS

Google Hangout between NASA Administrator and Elon Musk

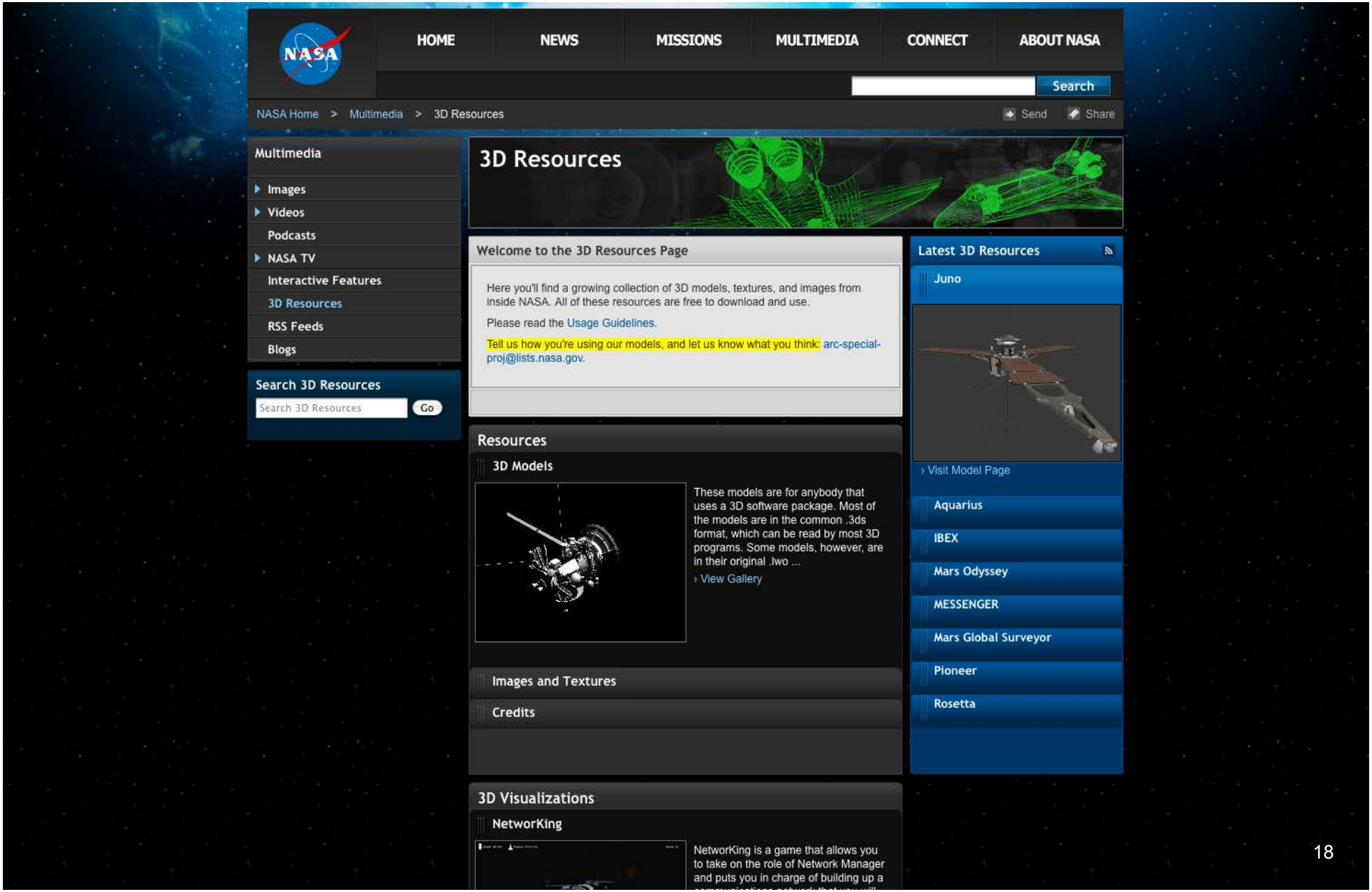
Virtual Q&A with Orion Program Managers Through Social Media

NASA Social Group Photo at the Goldstone Deep Space Complex in California. October 2012

Mobile Applications

NASA EDGE

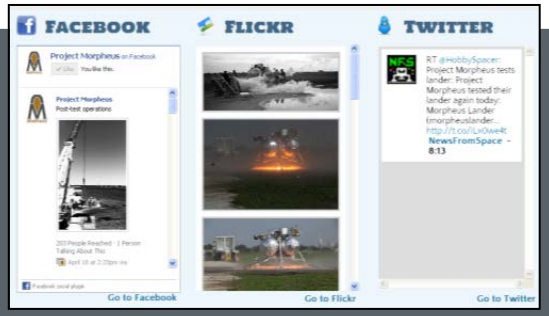
NASA 3D Resources

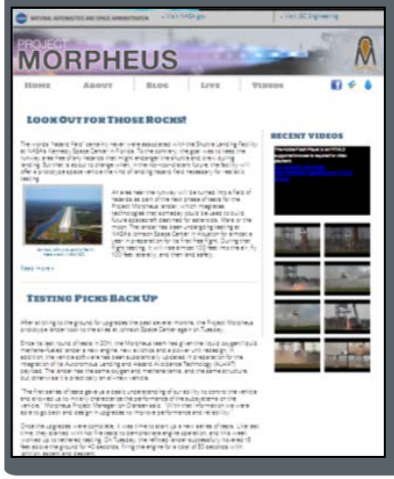


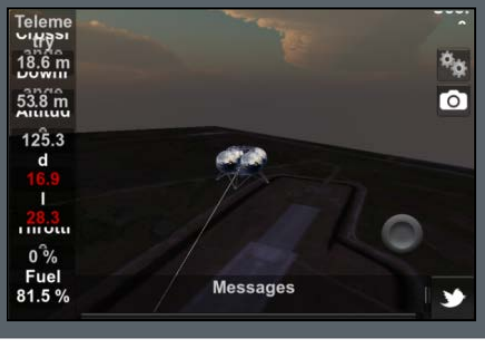
INTERNATIONAL
SPACE
APPS CHALLENGE

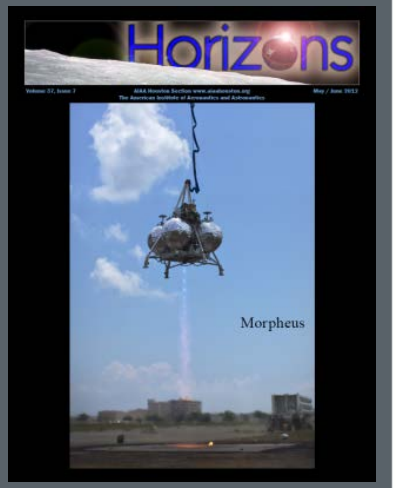
Mission-Based Engagement

We take every opportunity to make our hardware, scientists and engineers available to a broad audience for public engagement purposes.









Orion Hardware Tour

American Airlines Center
Dallas, Texas

Our first visitor, Jackson signs the crew module panel at the Science Museum

Educator Professional Development

NASA's BEST (Beginning Engineering, Science and Technology)

Reduced Gravity Flight for K-12 Educators

Exploration Infusion

Pre-Service Teacher Training

Problem Based Learning

Lunabotics

NASA Great Moonbuggy Race

Rocketry Challenges

NASA Unique Opportunities

Microgravity University

Nanoracks

Student Spaceflight Experiment Program (SSEP)

Goldstone Apple Valley Radio Telescope

Zero Robotics Competition (with SPHERES facility)

Diverse Audiences

Women In STEM High School Aerospace Scholars

First Nations Rocket and Tribal College Rocket Competitions

National Community College Aerospace Scholars

The Minority Introduction to Technology and Engineering (MITE)

Minorities in Science and (MISE) Engineering

Partnerships

Texas Instruments

Mission X: Train Like An Astronaut

TRAIN LIKE AN ASTRONAUT

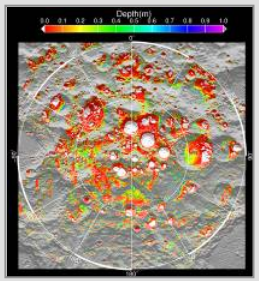
LET'S MOVE!

NASA Tournament Lab

NTL NASA Tournament Lab

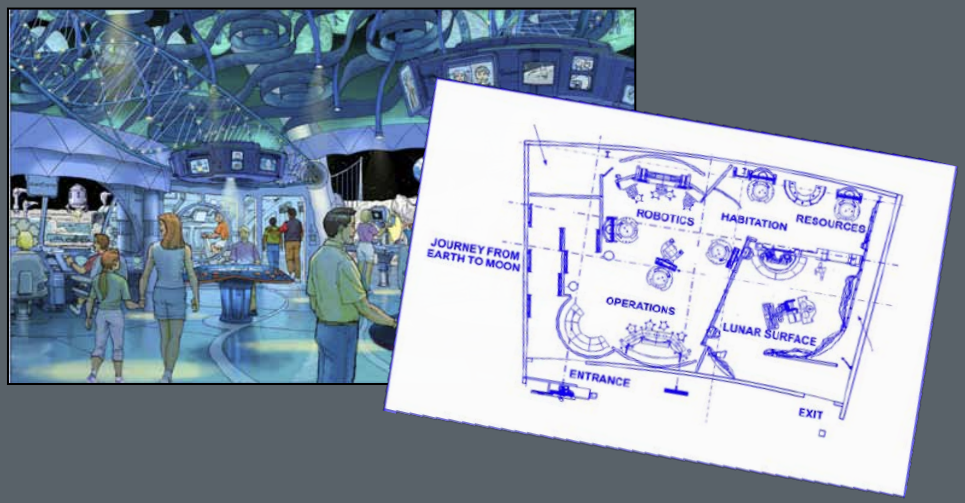
Vehicle Recognition for Pipeline Threats

Planetary Data Accessibility and Applications



Robonaut Tasking and Movement

Museum of Science & Industry (MOSI)



NASA VISITORS CENTERS

KENNEDY SPACE CENTER

SPACE CENTER HOUSTON

MARSHALL SPACE FLIGHT CENTER

GREAT LAKES SCIENCE CENTER

STENNIS SPACE CENTER

LANGLEY RESEARCH CENTER

JET PROPULSION LABORATORY

- Over 3.2 million paid admissions to NASA Visitor Centers each year
- Coast to coast United States footprint
- Represents one of the most identifiable brands in the world, known for space exploration, advanced technology and advancing the human pioneering spirit

Looking Forward

NASA Communications and Education using NPR 7120.5E

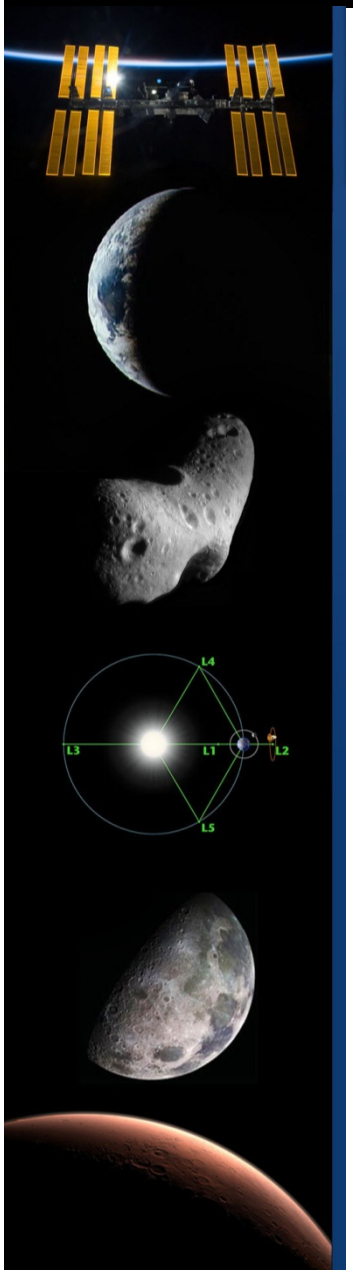
HEOMD Transition Activities

- **Discussing new requirements for program and projects with HEOMD Divisions**
  - Divisions will serve as the voice for their programs

- **Establishing HEOMD Education & Communications Frameworks to aid in aligning division, program, and project efforts**
  - Operating Principles
  - Outcomes and Objectives
  - Target Audiences
  - Standard Metrics

- **Discussing requirements with Center Education and/or Communications Directors to ensure collaboration with programs/projects**

Improved Coordination



The purpose for this change is to ***better plan, define, and implement*** *program and project education and communications activities and ensure all Agency activities in the area of education and public engagement are:* ***aligned with Agency strategic goals and priorities; outcome driven; and appropriately evaluated for success****. This change reflects my desire that the Associate Administrators for Education and Communications gain adequate insight into all Agency education and communications activities and are able to influence the expenditure of our precious and limited funding to enhance and* ***more effectively tell our story and inspire the youth of America*** *to seek studies and subsequent employment in STEM-related areas.*

– Bolden, Sept. 18, 2012 Memo to the OICs

Connect

Watch our progress:
http://www.nasa.gov/exploration

Connect with us through
Your favorite social media:
http://www.nasa.gov/connect

Questions?