



I'd like to add my welcome to Bobby's. Welcome to Marshall. We're honored to host the NASA Advisory Council and this committee.

I'd like to drill down a little deeper into our education and public outreach efforts for you before you hear from our work in each of our areas.

- MSFC Public Outreach activities implemented by the Center's Strategic Communications

 - and Academic Affairs functions

- Public outreach efforts leveraged among:

 - Center Institution
 - Programs/Projects
 - Partners (industry and academia)

- Implementing new 7120.5 strategic communication plan requirements, along with the existing Center and Program/Project plans

- Examples of Center public outreach activities
 - Exhibits (museums, NASA Visitor Center)
 - Informal education (museums, homeschooling)
 - Public engagement (museums, community events)
 - Social media (webchats, twitter, flickr, podcasts, NASA Apps, blogs)
 - Participatory exploration (Meteoroid Environment Office)

"Conquering LEO: A Shuttle Legacy Exhibit"



"Great Nations Dare" traveling exhibit



"Oh, wait...it IS rocket science!"



1:1 Curiosity Rover

At MSFC, “exhibits” include:



“EE” traveling exhibit

- **Level I support:** HQ SCaN, HQ PAO exhibits and HQ Property
- **Level II and III Partnerships** with program and project offices: SLS, Centennial Challenge, Technology Development and Lunar Quest.
- **Education grant** evaluation and collaborative activities
- **Visitor Information Center** displays collaborative efforts with the USSRC, including public bus tours of Marshall
- **Museum consultation** for content and exhibits
- **Speakers Bureau** support for talks to the public and schools
- **Loans:** Exhibits, fine art, artifacts
- **Public events**, including celebrations
- **Web content**, including virtual exhibits and more.

FY12 Exhibits highlights



MSFC Capabilities exhibit, SMDC

- **“Conquering LEO”** traveling Space Shuttle legacy exhibit on display at the Iowa Science Center
- **“Great Nations Dare”** collaborative exhibit anchors at the Infinity Science Center, Stennis’ s new visitor center
- **Museum & NASA VICs:** Science Museum of Minn; Infinity Science Center; Sci-Quest, etc.
- **Technical shows:** SpaceProp, SpaceOps, JPC and other AIAA events
- **SLS support:** a three-center integrated public exhibit about SLS & Orion underway
- **Orbiter delivery events:** supported public outreach and exhibits in NY, CA and FL
- **Product development:** Curiosity rover, videos, interactive programs, virtual exhibits

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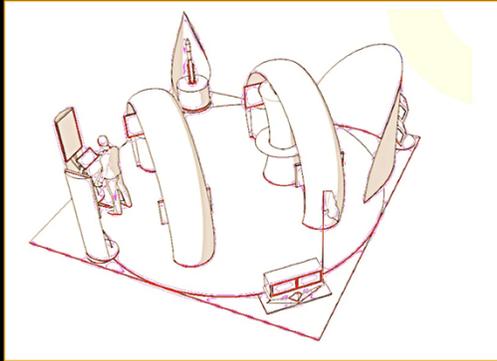
FY12 Visitor Center collaborations



MSFC Graphics' "Mars as Art"

- **HSFVIC Collaboration Team:** "Visit NASA" site, partnerships, Passport
- **Public Bus Tours:** resumed for first time since 9/11
- **Board of Directors:** Liaison and support to the ASSEC and sub-committees.
- **Education initiatives:** ERC, Moonbuggy, Space Camp presentations and visits
- **Curiosity & exhibit loans:** a full-scale, low fidelity model; ISS module mockup, von Braun artifacts
- **Exhibits & events:** NASA displays; Orion capsule visit with guest speakers, SLS exhibits, NASA staffers
- **Exhibit RSAA:** support for the USSRC von Braun traveling exhibit, new models, etc.

FY13 exhibits and VIC focus



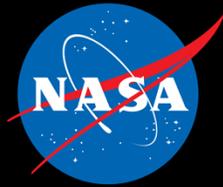
SLS/Orion traveling exhibit

- **“Conquering LEO”** traveling Space Shuttle legacy exhibit to Pacific Coast Aviation Center and others
- **Public tour displays** at MAF
- **Special subject public bus tours:**
 - ... Engineering
 - ... Science
 - ... Propulsion
- **“Warehouse 10”**: a collaborative HSFVIC education grant initiative
- **Museum consultations:** especially for SLS, ISS and deep space habitats
- **Tri-center SLS/Orion exhibit:** a three-center integrated public exhibit about SLS & Orion
- **Centennial Challenge** event support
- **HSFVIC and visitor center** initiatives
- **Product development**
- **Virtual exhibits:** “Sounds of Space Exploration”

Potentially 10 million people reached



- **Visitor center:** 553,157 at the USSRC, including >30,000 Space Campers
- **Museum artifacts:** 6179 artifacts allocated NASA-wide as of 7/2012
- **Speech and Education requests honored:** 103
- **Museum loans:** Managed short & long-term exhibit loans with 39 museums who collectively saw nine million people in 2012. *Note: this is the equivalent of about 1 in every 36 Americans.*
- **Exhibit events:** Approximately 900,000 people reached at 115 civic, technical, mission, educational, congressional and business events.
- **Exhibit programs managed:** 10
- **New models and exhibit products:** +100



www.nasa.gov/marshall