National Aeronautics and Space Administration

Office of the Administrator
Washington, DC 20546-0001

November 21, 2012

Dr. Steven W. Squyres
Chairman
NASA Advisory Council
Washington, DC 20546

Steve

Dear ~~Dr. Squyres~~:

Enclosed is NASA's response to a recommendation from the NASA Advisory Council meeting held July 25-27, 2012, at NASA's Goddard Space Flight Center. Please do not hesitate to contact me if the Council would like further background on the response. I appreciate the Council's thoughtful consideration leading to the recommendations and welcome its continued findings, recommendations, and advice concerning the U.S. civil space program.

I look forward to working closely with you and members of the Council in the future.

Sincerely,

Charles F. Bolden, Jr.
Administrator

Enclosure:
2012-02-03 (EPOC-01) Elevation of Communications Coordinating Committee

NASA Advisory Council Recommendation

Elevation of Communications Coordinating Committee
2012-02-03 (EPOC-01)

Recommendation:
The Council recommends that building on the success of the Education Coordinating Committee (ECC), the Communications Coordinating Committee (CCC) should be elevated to a Council, moving it from a coordination role to strategic and decisional function.

Major Reasons for the Recommendation:
The ECC has been successful in bringing together Center education resources to coordinate their activities and present a higher profile, integrated presences to the public. A similar opportunity exists now for communication.

Consequences of No Action on the Recommendation:
Duplicative messaging to the public, lack of message coordination, less "wood" behind more "arrows," leading to public confusion.

NASA Response:
NASA concurs. This is consistent with recommendations made to NASA's Executive Council on February 8, 2012, regarding the need for a cohesive, strategic communications function, to include elevating the existing Communications Coordinating Committee to council status to enable the council to set strategic direction and to oversee the communications portfolio. The final charter for the new Communications Coordinating Council was finalized on June 18, 2012 (NC.1000-31).

Enclosure