National Aeronautics and Space Administration

Office of the Administrator
Washington, DC 20546-0001

October 16, 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:
2012-02-05 (EPOC-03) One Message

NASA Advisory Council Recommendation

One Message
2012-02-05 (EPOC-03)

Recommendation:
The Council recommends that NASA should develop one overarching message under which all NASA activities and programs (e.g., Aeronautics) can be integrated and presented to the public. All NASA websites, videos, apps, and social media should be consolidated and be organized thematically under this message and exposed via www.nasa.gov.

Major Reasons for the Recommendation:
The public is exposed to NASA activities through various channels and without a unifying conceptual framework, leading to confusion about NASA's identity and purpose. Some activities (e.g., Aeronautics Research Mission Directorate) have little public awareness.

Consequences of No Action on the Recommendation:
Continuing public confusion about NASA's mission and direction, leading to eroding public support and marginalization of NASA's societal value.

NASA Response:
NASA concurs. The Communications community, through the Communications Coordinating Council (CCC), has been undergoing intensive strategy review and operational realignment to enable NASA to achieve a more cohesive and strategic Communications function. As part of this strategy effort, the CCC has developed a Strategic Implementation Plan, which includes a focus area devoted to developing strategic themes and messages. The CCC met on September 25, 2012, to discuss this NAC recommendation and further develop NASA's messaging strategy.

Enclosure