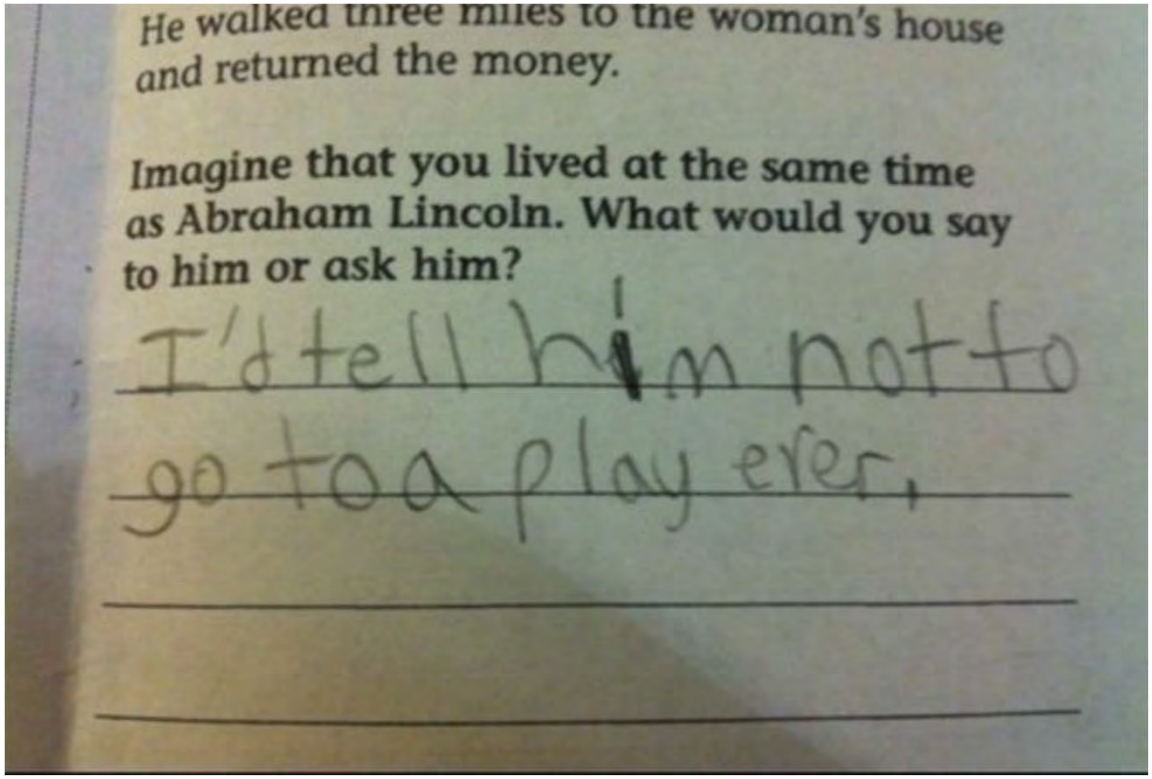
Education & Public Outreach

Lars Perkins
Chairman
Education and Public Outreach Committee

NASA Advisory Council
25 April 2013

Other than that Mrs. Lincoln …


He walked three miles to the woman's house and returned the money.

Imagine that you lived at the same time as Abraham Lincoln. What would you say to him or ask him?

I'd tell him not to go to a play ever.

… how was the play?

Education Budget Decimated

Total: 203 → 109

2012 2014

- Space Grant
- EPSCOR
- MUREP
- Space Technology Fellowship

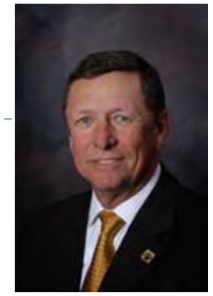
Non-Directed: 64 → 20

2012 2014

Topics

- Who we are
- E/PO activities since November
- Recent Activity
  - 4 March 2013
  - Recommendation
- Recommendation Status
- FY14 Budget
  - Recommendations
- Asteroid Mission

Richard Garriott

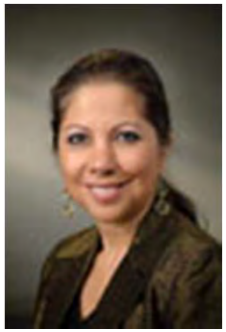


Dwayne McCay

Michael Bostick

Peter Shankman

Iannis Miaoulis



Pilar Montoya

Scott Parazynski

Doug King

Matthew Chamberlin

Lars Perkins

Stephen Pearse

The Taxi Driver Problem

4 March 2013 Meeting

- DC, 4 In Person, 2 Call In, 55%
- AGENDA
  - Education Briefing: Leland Melvin
  - Communication Briefing: David Weaver
  - Strategic Planning: Rebecca Kaiser
  - Participatory Exploration Erika Vick

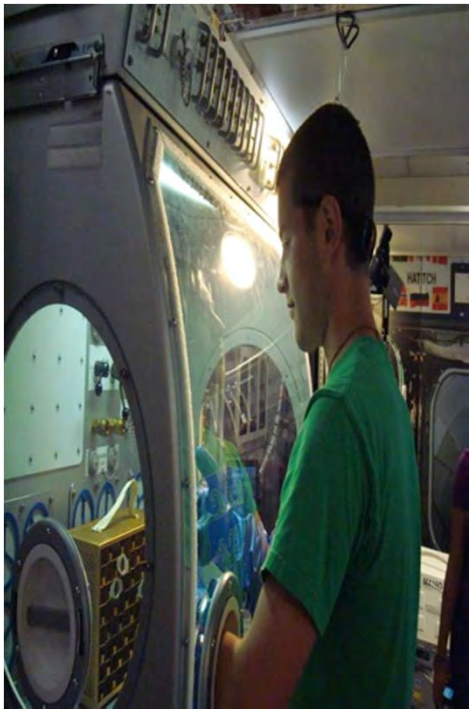
NASA Education

Leland D. Melvin

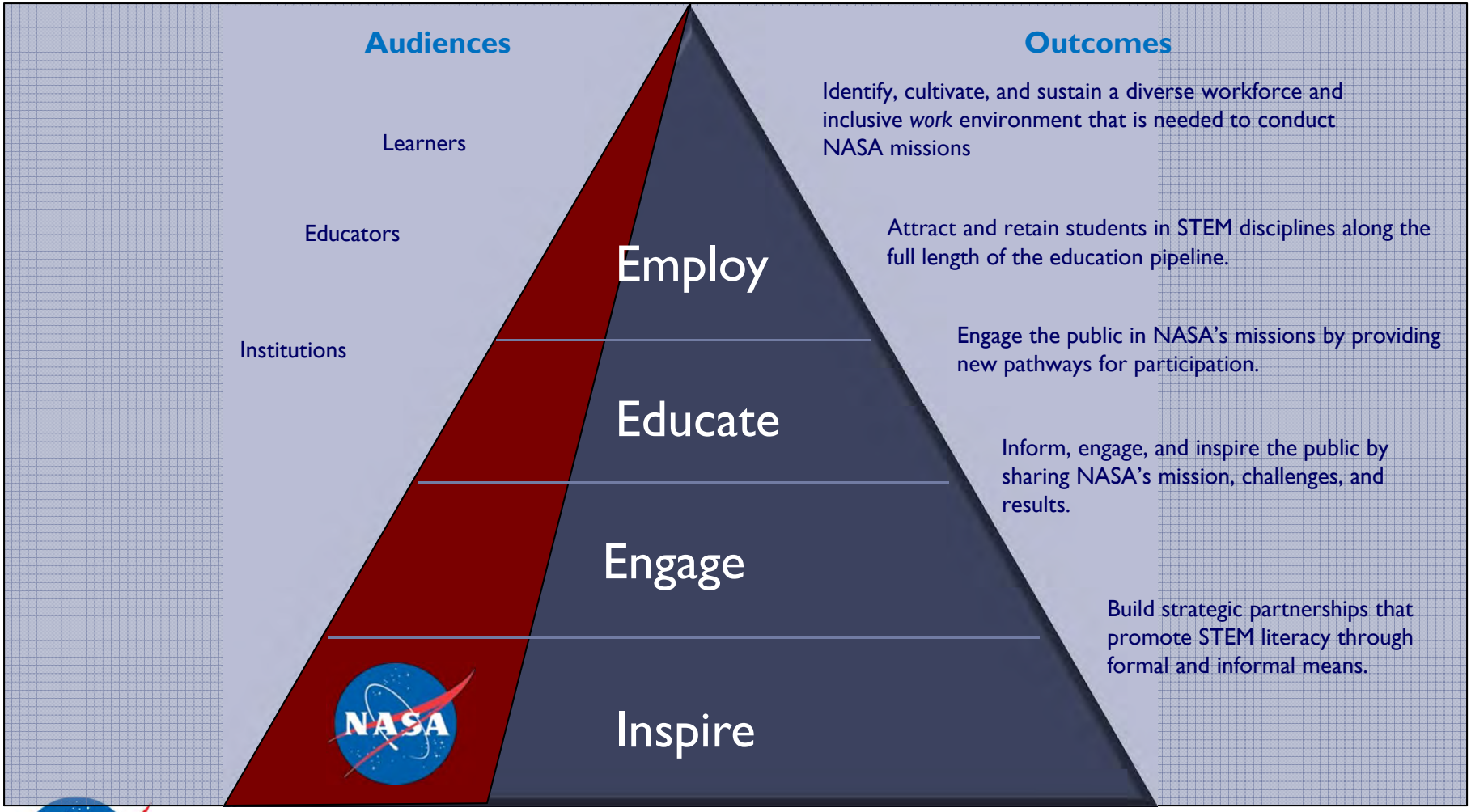
NASA Associate Administrator for Education

NASA Education Vision Statement

*To advance **high quality** Science, Technology, Engineering, and Mathematics **(STEM) education** using **NASA's unique** capabilities*



STEM Education Framework



Operating Principles

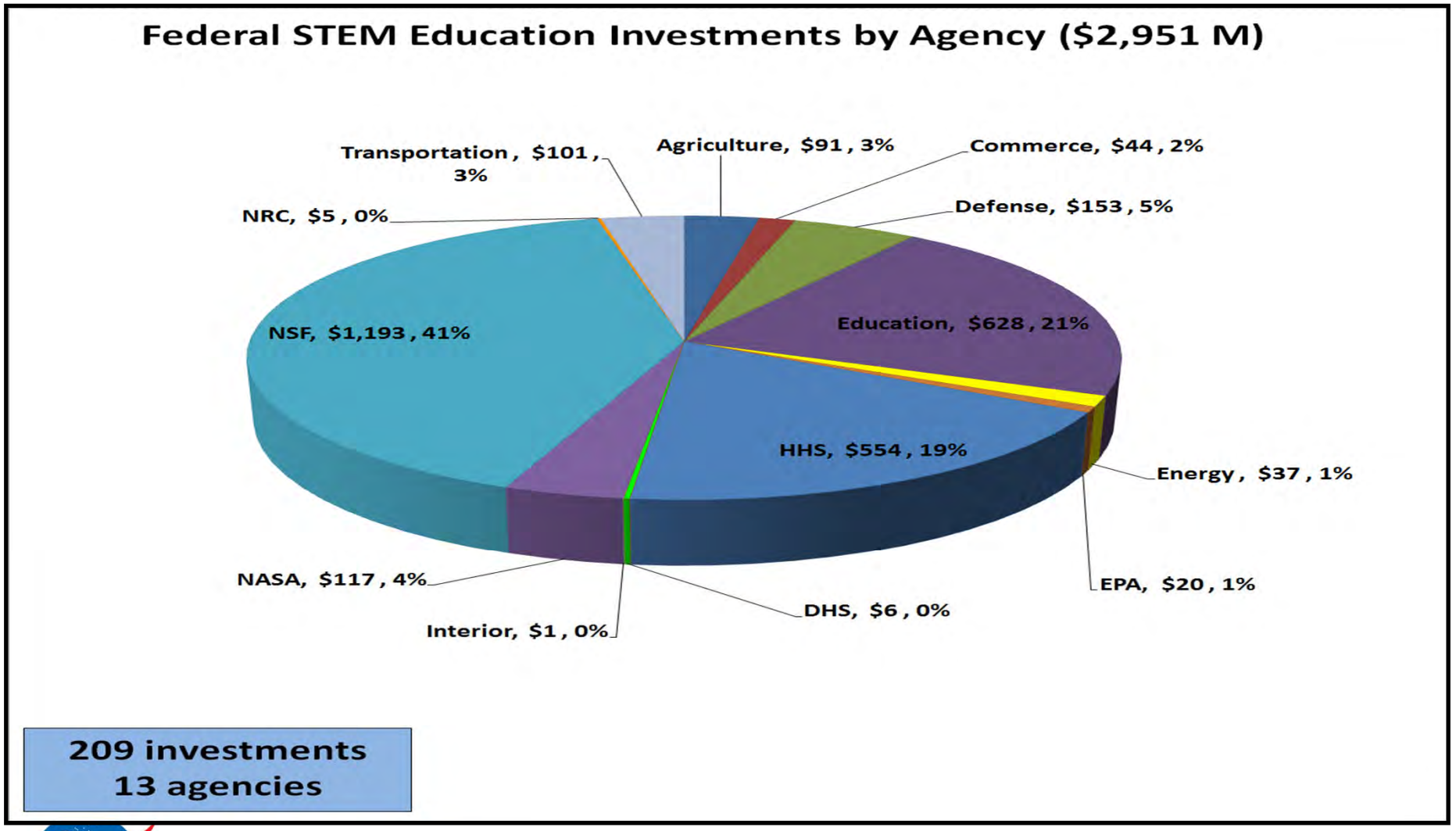
Relevance • NASA Content • Diversity • Evaluation • Continuity • Partnership/Sustainability

Statutory Requirements for STEM Education

National Science and Technology Council (NSTC) Committee on STEM Education (CoSTEM) was established pursuant to the requirements of Sec. 101 of the America COMPETES Reauthorization Act of 2010.

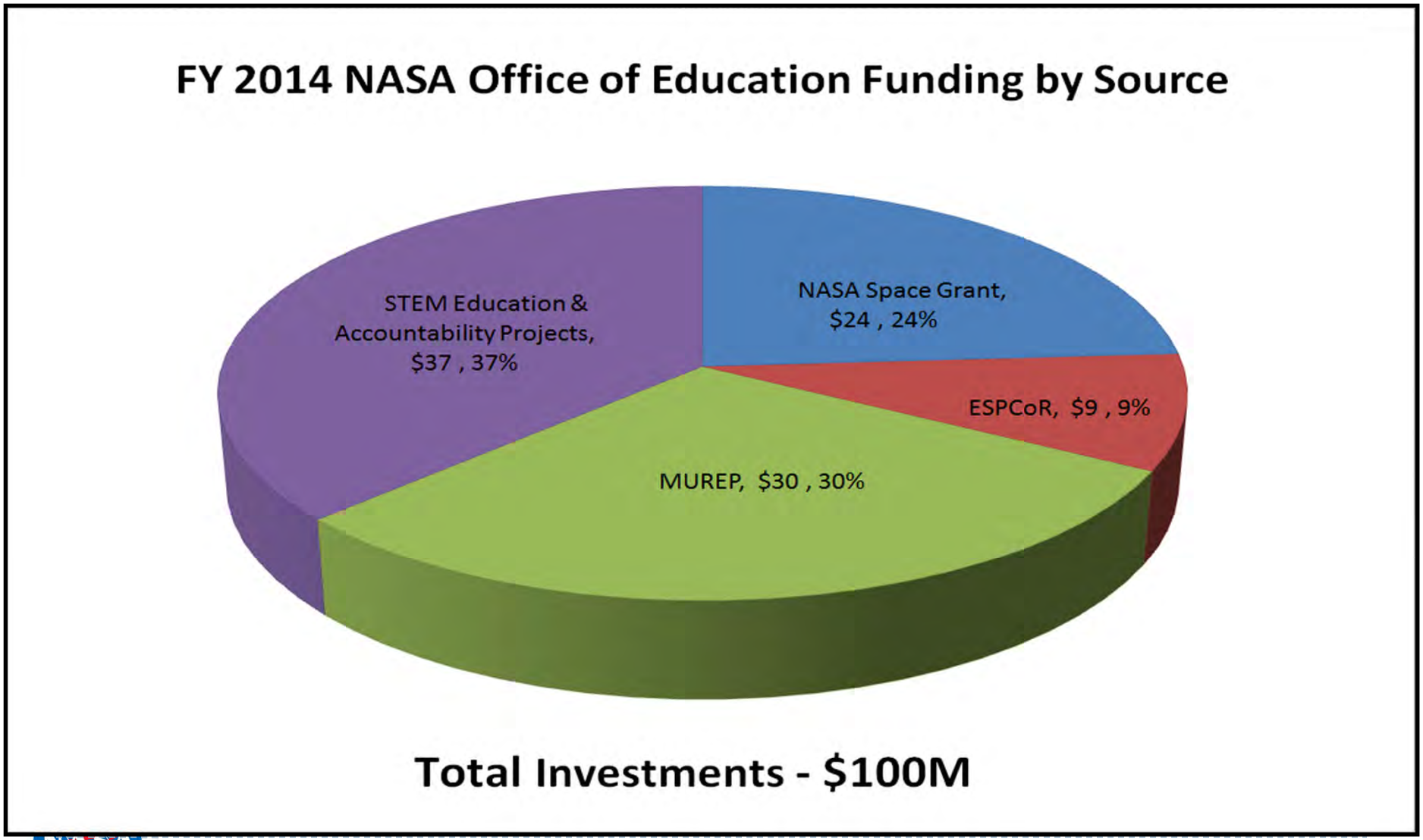
- It requires NASA to actively engage in collaborations with other federal agencies to ensure the Agency's programs are supportive of national STEM priorities.
- The CoSTEM will serve as part of the internal deliberative process of the NSTC and provides overall guidance and direction. The purpose of the CoSTEM is to coordinate Federal programs and activities in support of STEM education.
- In accordance with the Act, CoSTEM is currently reviewing STEM education activities and programs, and the respective assessments of each, throughout Federal agencies to ensure effectiveness; coordinating, with the Office of Management and Budget, STEM education activities and programs throughout Federal agencies; and will develop and implement through the participating agencies a 5-year STEM education strategic plan, to be updated every 5 years.

FY 2013 Federal Investments in STEM Education

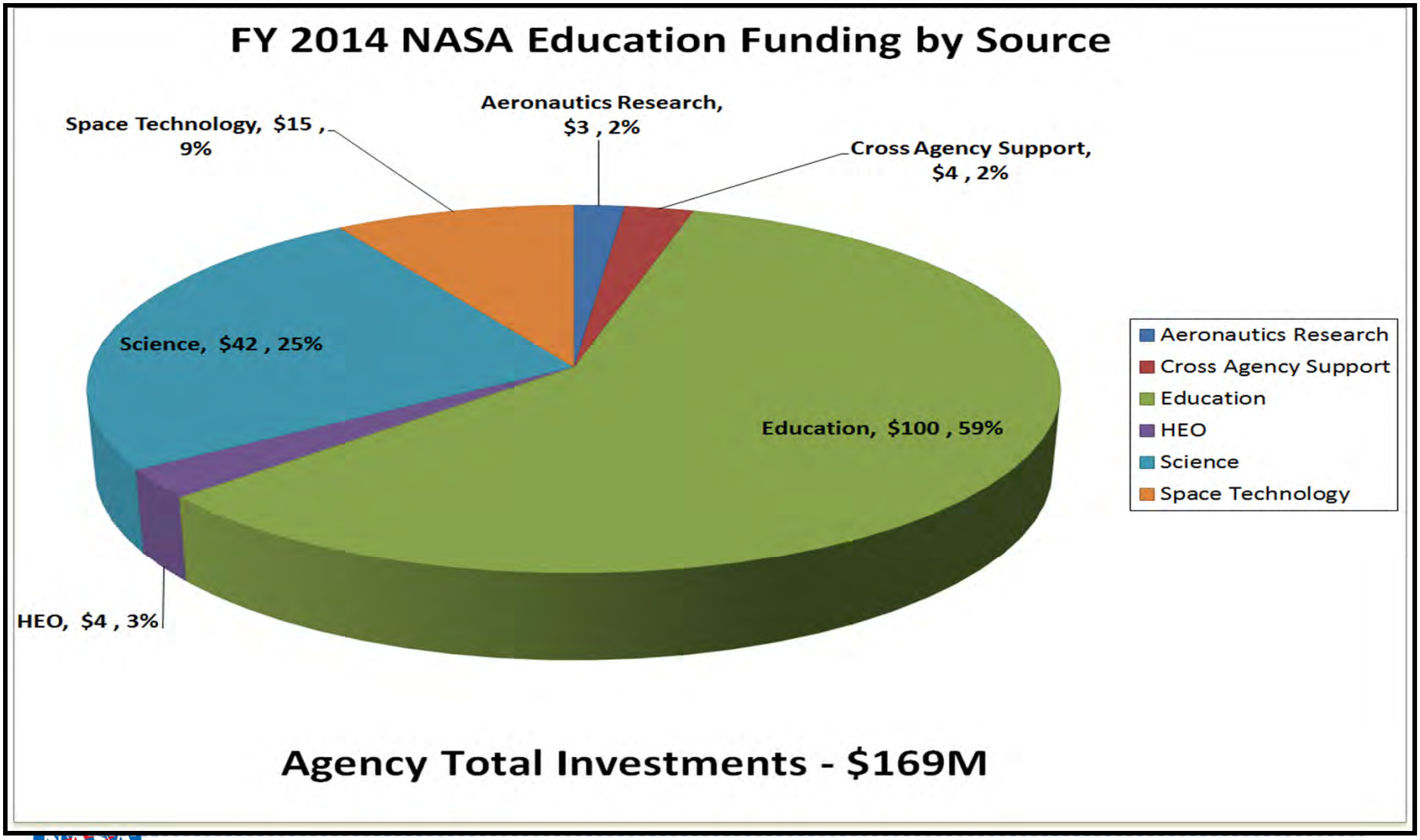


*Source: Executive Office of the President, Office of Science and Technology Policy, *Preparing a 21st Century Workforce : Science, Technology, Engineering, and Mathematics Education in the 2013 Budget (Feb 2012)*

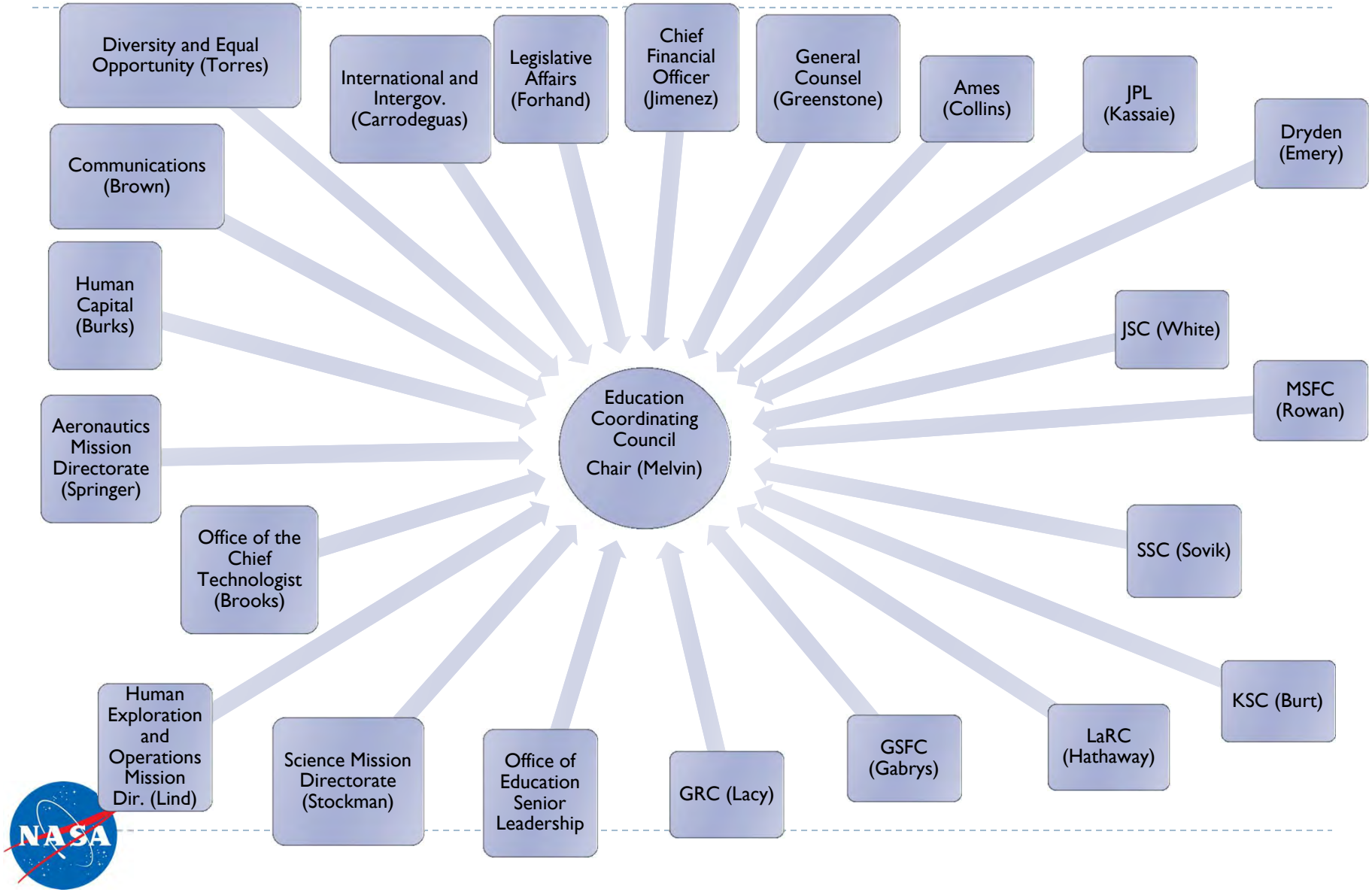
NASA Education FY 2014 STEM Total Investments



Agency FY 2014 STEM Education Total Investments

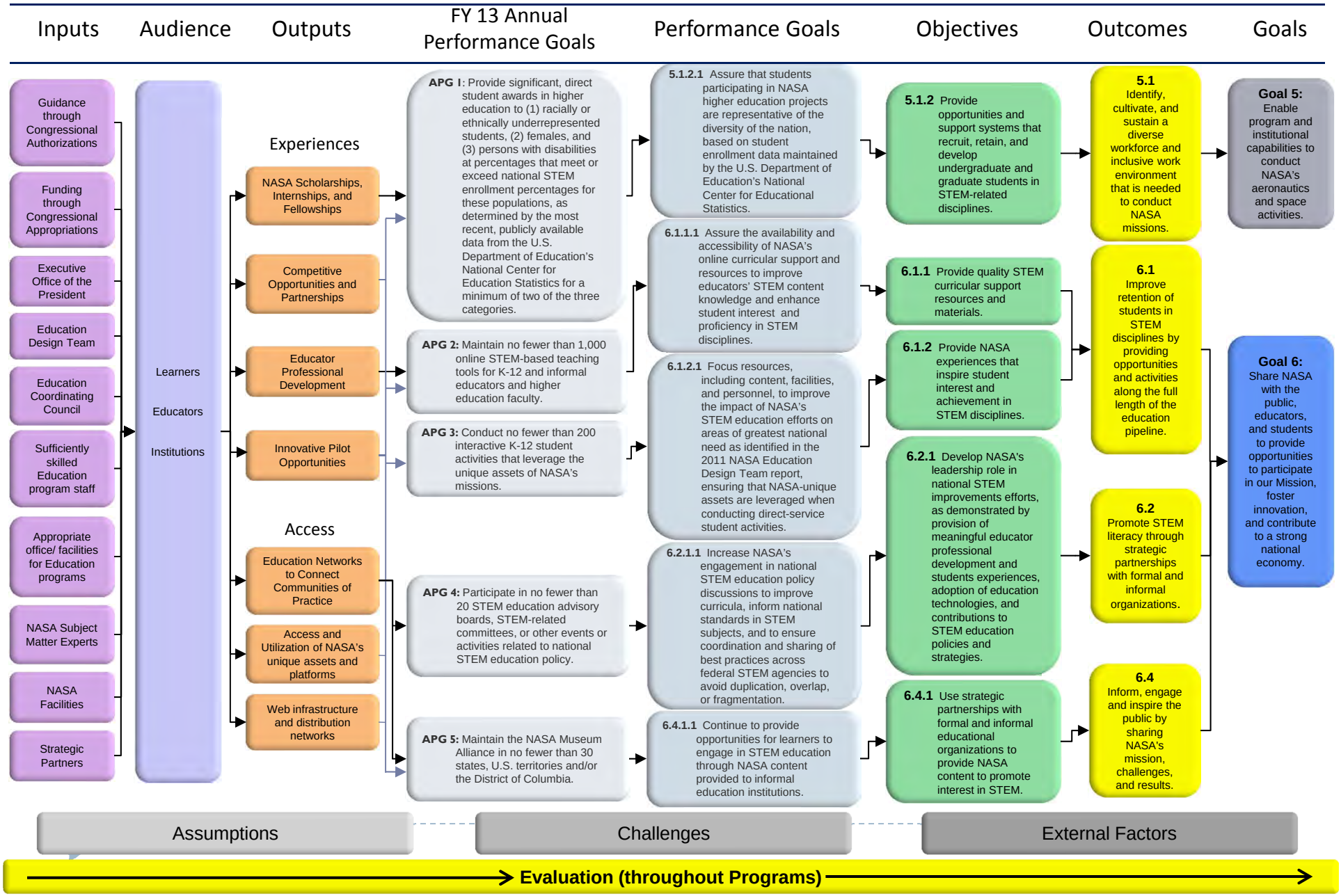


Education Coordinating Council



NASA Education - Model

Vision: To advance high quality Science, Technology, Engineering and Mathematics (STEM) education using NASA's unique capabilities.



100KIN10

ANSWERING THE NATION'S STEM CHALLENGE

Challenger CENTER

DIGITAL MEDIA+ LEARNING competition

USAID
FROM THE AMERICAN PEOPLE

Carnegie Foundation
for the Advancement of Teaching

esa

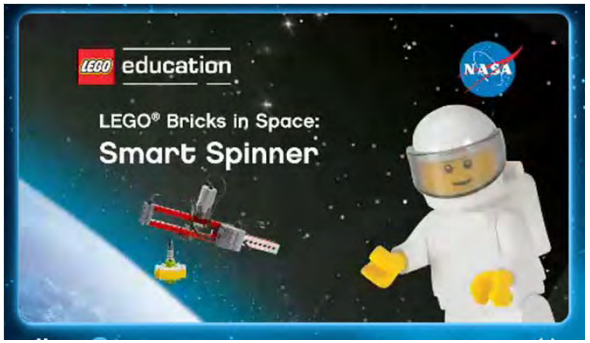
CSA ASC

JAXA
Japan Aerospace Exploration Agency

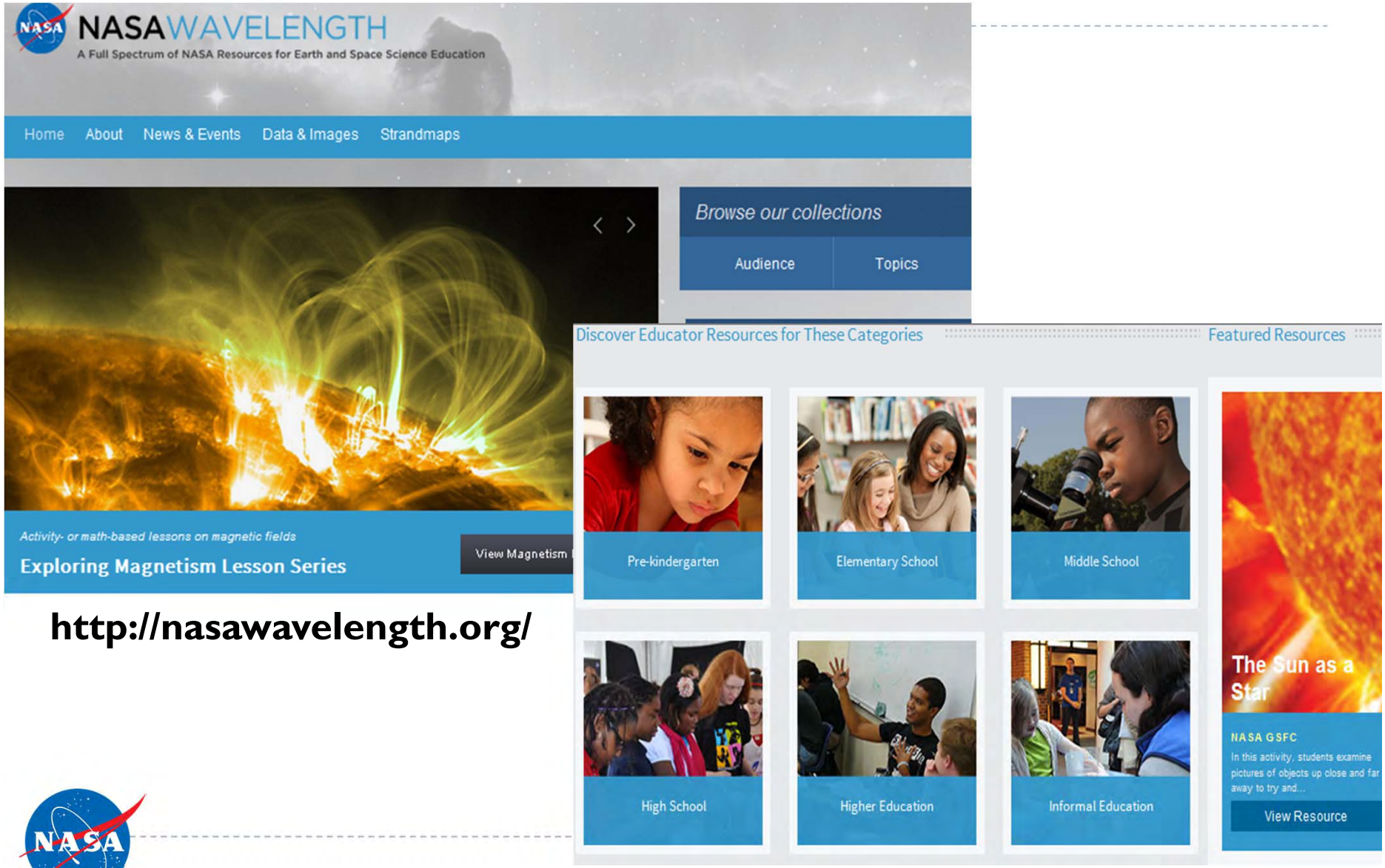
ISS Downlinks

Youtube Space Lab

LEGO



SPHERES



http://nasawavelength.org/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Search
Christine
Find F
Hubble Image Processors
Timeline
Now
Highlights
Liked
HUBBLE IMAGE PROCESSORS
RAIDERS OF THE HUBBLE ARCHIVE
Hubble Image Processors
133 likes · 29 talking about this
Liked
Message
Community
Amateur astronomical image processors meet here to exchange information, tips and techniques, and share their work. Ask a question, post a picture, and let everyone know how your projects are coming along.
About
Photos
133
Likes
Videos
Highlights
Status
Photo
Ask Question
Milestone
Write something...
6 Friends
Like Hubble Image Processors
Hubble Image Processors
March 27
Coming Soon: AstroDrizzle
A new technique allows astronomers to make Hubble's images sharper than ever. This animation provides a look at turning raw data into a deep composite image.
Recent Posts by Others on Hubble Image Processors
Nick Rose
I couldn't find this in the FAQ's area. What is the differ...
19 hours ago
Joshua Barrington
I was advised to post technical questions here. Hop...
1 · Friday at 7:59am
André Van Der Hoeven
This image was created from Hubble data in the leg...
Help us find Hubble's next iconic picture.
Enter
HUBBLE'S HIDDEN TREASURES
www.spacetelescope.org/hiddentreasures
esa
HUBBLESITE
gallery
Hubble Image Processors
HUBBLE IMAGE PROCESSOR
RAIDERS OF THE HUBBLE ARCHIVE
Processing Hubble Images
Creating a Hubble Galaxy in Two Minutes
Data Archives
Image Processing Tools
The ESA/ESO/NASA Photoshop FITS Liberator
Other Resources

The first four Airborne Astronomy Ambassador (AAA) educators: (from left) Constance Gartner, Vince Washington, Ira Hardin and Chelen Johnson at the educators' work station aboard the SOFIA observatory during a flight on the night of Feb. 12-13, 2013.

Stratospheric Observatory for Infrared Astronomy (SOFIA)

Citizen explorers address global challenges…

T-45 Days and Counting

The International Space Apps Challenge is a two-day technology development event during which citizens from around the world will work together to address current challenges relevant to both space exploration and social need.

NASA believes that mass collaboration is key to creating and discovering state-of-the-art technology. The International Space Apps Challenge aims to engage YOU in developing innovative solutions to our toughest challenges.

Join us on April 20-21, 2013, as we join together cities around the world to be part of pioneering the future. Sign up to be notified when registration opens in early 2013!

Communicating NASA's Story – Recent work and accomplishments

SpaceX (CRS-2) – March 1, 2013

- Second commercial flight to ISS
- Communications directed KSC launch viewing opportunities and contingency activities including live NASA TV coverage, critical web and social media updates, and media teleconference.
- Successful berthing on March 3

FY '14 Budget Announcement – April 10, 2013

- Fully integrated and strategic rollout across all projects and programs
- Full suite of multimedia support (video, stills, social media)
- Special interactive features:
  - www.nasa.gov/budget
  - www.nasa.gov/asteroidinitiative

Antares – Wallops Flight Facility

- Successful opening of NASA's next spaceport
- Significant center collaboration to provide live NASA TV coverage (MSFC, GSFC, LaRC, WFF, HQ, JSC, etc).
- Planned guest viewing opportunities at Wallops for future Antares launches; more on scale with VAFB than KSC

Communicating NASA's Story – NASA in the Web and Social Media

Google+ Hangout – March 22, 2013

- ISS Commander Suni Williams and JAXA's Aki Hoshide
  - 3,322 viewers and a total of 17,866 minutes watched
  - 211 questions/comments on YouTube alone
  - Participants included students, public questions, and even one airline passenger in midflight
- Hangout still available online:

  http://bit.ly/YQZxxl

First HQ Reddit AMA – April 17, 2013

- Deputy Administrator Lori Garver launched new activity
  - After first 24 hours, it was more popular than Game of Thrones with higher favorability ratings than Elon Musk and President Obama
- Reddit AMA available online at:

  http://bit.ly/11PQqh5

More Awards for Industry Excellence – 2013

- Second consecutive Shorty Award for @NASA
  - Account has nearly 3.9 million followers, the most in government (including the White House)
  - @MarsCuriosity also honored
- Sixth consecutive Webby Award recognition for NASA.gov

Strategic Planning Cycle

- Rebecca Kaiser
- 4 Year Process
- Input from all stakeholders
- Last time around "Vision Statement":

  "To reach for new heights and reveal the unknown so that what we do and learn will benefit all humankind."

Example Visions

"Dare Mighty Things"

"Inventing The Future"

"We Reach Farther"

"Invent. Discover. Explore"

"We Explore the Universe. So Can You."

Where big ideas are born.

Enter your search here...

INVENT.

A cheaper way to fly ›
The world's most powerful telescope ›
A way to detect melting icecaps ›
See more »

DISCOVER.

Other habitable planets ›
The origin of our solar system ›
The birth of the univers ›
See more »

EXPLORE.

Mars ›
Venus ›
Our nearest star-neighbors ›
See more »

ADVANCE.

Propulsion ›
Supercomputing ›
Aeronautics ›
See more »

RESOURCES

VIDEOS

PHOTOS

JOBS

Download our apps

Available on the iPhone App Store

GET IT ON Google play

Fun fact: Kepler has discovered **2,321** planets! **Surprise me!**

Separation of Vision and Mission

- Recommendation
  - NASA should, as part of its strategic planning process, create a short inspirational "vision statement" that embodies NASA's aspirational goals. In addition, NASA should rewrite the current vision statement to be clearer, more focused, and reposition it as the "mission statement"
- Reason
  - The current vision, is long, unmemorable, generic, and does not resonate with or inspire the public. Even as such a longer articulation of NASA's goals may be appropriate for internal dissemination, but a shorter, inspiring vision will be more effective in increasing awareness of NASA.
- Consequences of No Action
  - Continuing public confusing about the overarching theme which binds all NASA programs together.

And then something bad happened …

"Would you please elaborate on 'then something bad happened'?"

NASA Internal Memo: Guidance for Education and Public Outreach Activities Under Sequestration

"Effective immediately, all education and public outreach activities should be suspended, pending further review. In terms of scope, this includes all public engagement and outreach events, programs, activities, and products developed and implemented by Headquarters, Mission Directorates, and Centers across the Agency, including all education and public outreach efforts conducted by programs and projects.

The scope comprises activities intended to communicate, connect with, and engage a wide and diverse set of audiences to raise awareness and involvement in NASA, its goals, missions and programs, and to develop an appreciation for, exposure to, and involvement in STEM. Audiences include employees, partners, educators, students, and members of the general public. The scope encompasses, but is not limited to:

- Programs, events, and workshops.
- Permanent and traveling exhibits, signage, and other materials.
- Speeches, presentations, and appearances, with the exception of technical presentations by researchers at scientific and technical symposia.
- Video and multimedia products in development (and renewal of existing products).
- Web and social media sites in development (excludes operational sites).
- External and internal publications, with the exception of Scientific and Technical Information as defined by NPD 2200.1B.
- Any other activity whose goal is to reach out to external and internal stakeholders and the public concerning NASA, its programs, and activities."

March 22, 2013

FY 2014 NASA Education Approach

Advancing high quality STEM education using NASA's unique capabilities

Lars Perkins
NASA Advisory Committee
April 2013

NASA Education Roles in STEM Reorganization

- Fund the best education programs from across the Agency.
- Provide evidence-based approaches and results to support the NASA Education activities.
- Ensure NASA's unique facilities, assets and workforce are integrated into federal coordination effort.
- Lead development of CoSTEM Strategic Plan with the National Science Foundation.
- Execute a unified, systematic, and standardized approach to data collection and performance assessment across NASA Education.
- Leverage NASA investments in STEM infrastructure to scale up dissemination of NASA content through coordinated efforts.

NASA STEM EDUCATION INVENTORY FUNDING TRACE

$ in Millions	FY 2012 Budget Estimate	Changes	FY 2014 Budget Request
Total	**202.5**	**(93.1)**	**109.4**
Education	**138.4**	**(44.2)**	**94.2**
Aerospace Research and Career Development	**58.4**	**(25.4)**	**33.0**
NASA Space Grant	40.0	(16.0)	24.0
ESPCoR	18.4	(9.4)	9.0
STEM Education and Accountability	**80.0**	**(18.8)**	**61.2**
MUREP	30.0	**0.0**	30.0
STEM Education and Accountability Projects	40.0	(8.8)	**31.2**
Formal and Informal Education			
Innovation in Educaton			
Evaluation, Performance, Monitoring, & Accountability			
Informal STEM Education	10.0	(10.0)	
GLOBE		**4.5**	4.5
STEM Interagency Coordination		**6.8**	6.8
STEM Facilitation		**19.9**	19.9
Mission Directorates Subtotal	**64.1**	**(48.9)**	**15.2**
Science	41.9	(41.9)	0.0
Aeronautics Research	3.3	(3.3)	0.0
Space Technology	10.4	4.8	15.2
Exploration	4.4	(4.4)	0.0
Space Operations	0.0	0.0	0.0
Cross Agency Support	4.1	(4.1)	0.0

So where does the EPO $ Come from?

Science Mission Directorate Policy

Policy and Requirements for the

Para #	NPR 7120.5 Requirement Statement	Require-ment Owner	Tailor	MD AA	CD	PM	Com-ply?	Justification	Approval
Tabl I-1	11. Security Plan [Baseline at SDR] [per NPD 1600.2 and NPRs 1600.1, 1040.1, and 2810.1]	OPS OCIO				A			
Tabl I-1	12. Threat Summary [Baseline at SDR]	OCE	X			A			
Tabl I-1	13. Technology Transfer (formerly Export) Control Plan [Baseline at SDR] [per NPR 2190.1]	OIIR				A			
Tabl I-1	14. Education Plan [Baseline at SDR]	OE				A			
Tabl I-1	15. Communications Plan [Baseline at SDR]	OComm				A			
Tabl I-1	16. Lessons Learned Plan [Baseline at SDR]	OCE				A			

- SMD missions must have an E/PO program that supports NASA's strategic goals and objectives for education and outreach, contributes to NASA's education portfolio, and is aligned with SMD's E/PO portfolio.

through independent, external review and assessment.

- SMD missions must have an E/PO program that is funded with at least 1% of the total prime mission cost excluding launch vehicle.
- SMD missions will designate an E/PO Lead who has the qualifications and experience necessary to successfully implement the mission's E/PO program.
- SMD missions will partner with NASA and non-NASA organizations as appropriate in order to increase the quality and reach of the E/PO program.

1.2 Rationale for Mission E/PO Requirements

The SMD E/PO lead is required to report on the SMD E/PO portfolio and show that it aligns with the NASA Education portfolio. The Lead is responsible for reporting E/PO metrics for

Education and Public Outreach (EPO) Activities Under Sequestration

- Guidance issued by NASA Chief of Staff and Chief Financial Officer March 22, 2013 regarding EPO Activities Under Sequestration
  - Suspended EPO activities pending further review
  - Established waiver process for activities prior to May 1, 2013
  - Formally requested EPO Activity Summaries from Mission Directorates and Centers identifying planned activities for remainder of FY2013
- As of Friday, April 19, Office of Communications has reviewed 153 waivers
  - Approved: 118
  - Conditionally approved: 21
  - Denied: 9
  - Out of scope (no need for approval/denial): 5
- Joint Office of Communications and Office of Education review of EPO Activity Summaries in in process.
  - EPO Activity Summaries received from Mission Directorates and Centers April 15
  - Data compilation and integration completed April 23
  - Review of planned May activities to be completed by April 30
  - Analysis and review of remaining FY2013 activities to be completed by May 31

CCC continues implementation of strategies for 2013

- Utilize CCC-defined strategic communications priorities via campaigns, beginning with budget rollout to effectively deliver the overarching story about NASA
  - Implement new approaches to tell the ISS story
  - Convey a powerful story about what NASA does to benefit life on Earth
  - Convey NASA's role in leading the world in Mars exploration and extending human presence into deep space
  - Deliver compelling results from our endeavors exploring our solar system and beyond
- Continue our work to Implement an effective operational model and governance structure
  - Obtain approval of NPD for Communications to establish scope, roles and accountabilities for Communications function agency-wide. Initial review has been completed and is undergoing final stages of approval.
  - Initiate development of NPR for Communications, to define and establish policies and procedures for the overall Communications function.
  - Further operate the Communications Coordinating Council (CCC) as a governing body, which includes decisional authority over strategic communications efforts and issues.
  - Establish a Digital Services strategy, structure and policies in response to OMB directive and in concert with OCIO to govern web infrastructure and content

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- EPSCOR
- MUREP
- Space Technology Fellowship

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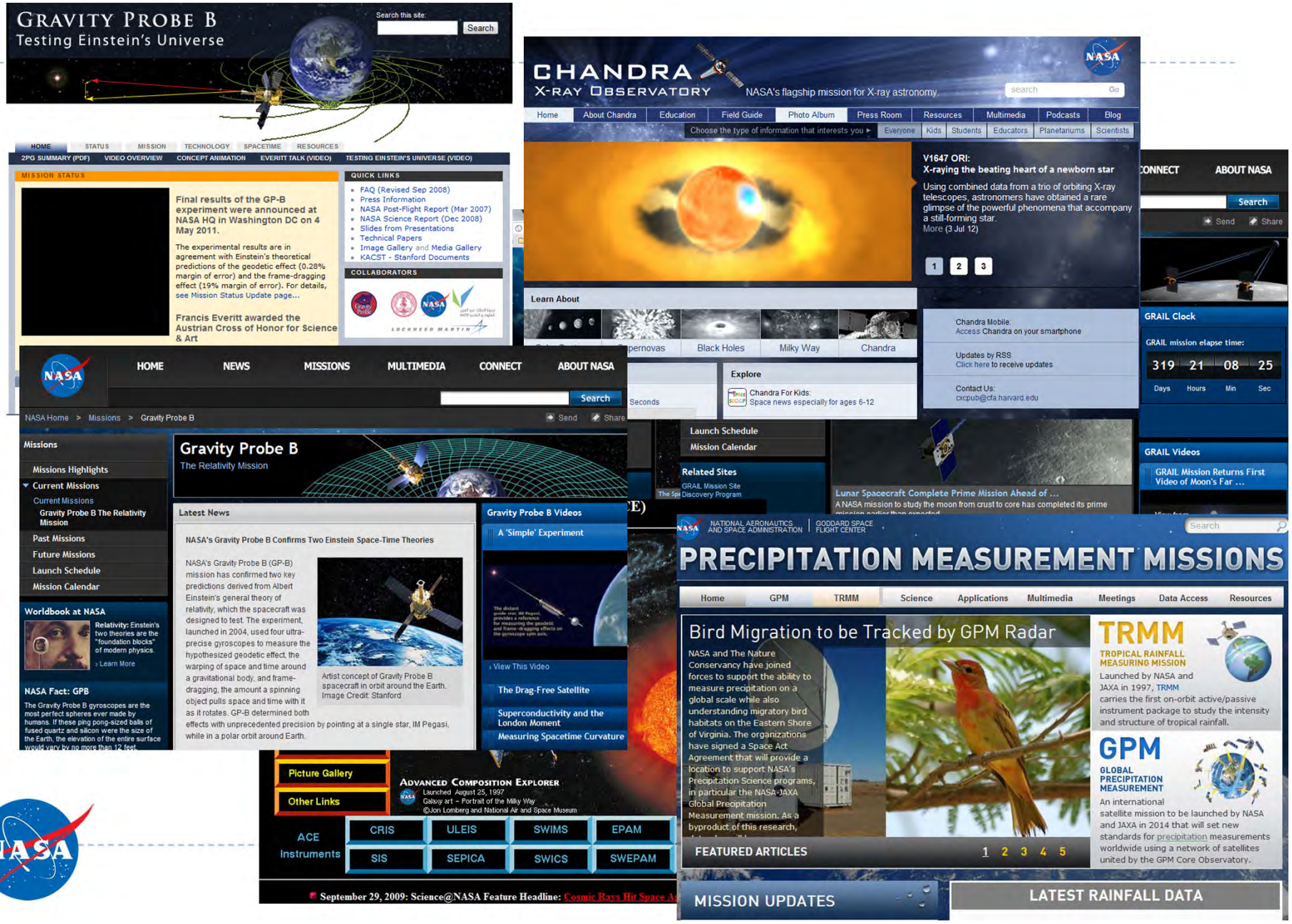
2012 2014

Websites …


GRAVITY PROBE B
Testing Einstein's Universe
Search this site:
Search
HOME
STATUS
MISSION
TECHNOLOGY
SPACETIME
RESOURCES
2PG SUMMARY (PDF)
VIDEO OVERVIEW
CONCEPT ANIMATION
EVERITT TALK (VIDEO)
TESTING EINSTEIN'S UNIVERSE (VIDEO)
MISSION STATUS
Final results of the GP-B experiment were announced at NASA HQ in Washington DC on 4 May 2011.
The experimental results are in agreement with Einstein's theoretical predictions of the geodetic effect (0.28% margin of error) and the frame-dragging effect (19% margin of error). For details, see Mission Status Update page...
Francis Everitt awarded the Austrian Cross of Honor for Science & Art
QUICK LINKS
FAQ (Revised Sep 2008)
Press Information
NASA Post-Flight Report (Mar 2007)
NASA Science Report (Dec 2008)
Slides from Presentations
Technical Papers
Image Gallery and Media Gallery
KACST - Stanford Documents
COLLABORATORS
LOCKHEED MARTIN
CHANDRA
X-RAY OBSERVATORY
NASA's flagship mission for X-ray astronomy.
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Podcasts
Blog
Choose the type of information that interests you
Everyone
Kids
Students
Educators
Planetariums
Scientists
V1647 ORI:
X-raying the beating heart of a newborn star
Using combined data from a trio of orbiting X-ray telescopes, astronomers have obtained a rare glimpse of the powerful phenomena that accompany a still-forming star.
More (3 Jul 12)
1
2
3
Learn About
Supernovas
Black Holes
Milky Way
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Chandra Mobile:
Access Chandra on your smartphone
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Space news especially for ages 6-12
NASA
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MULTIMEDIA
CONNECT
ABOUT NASA
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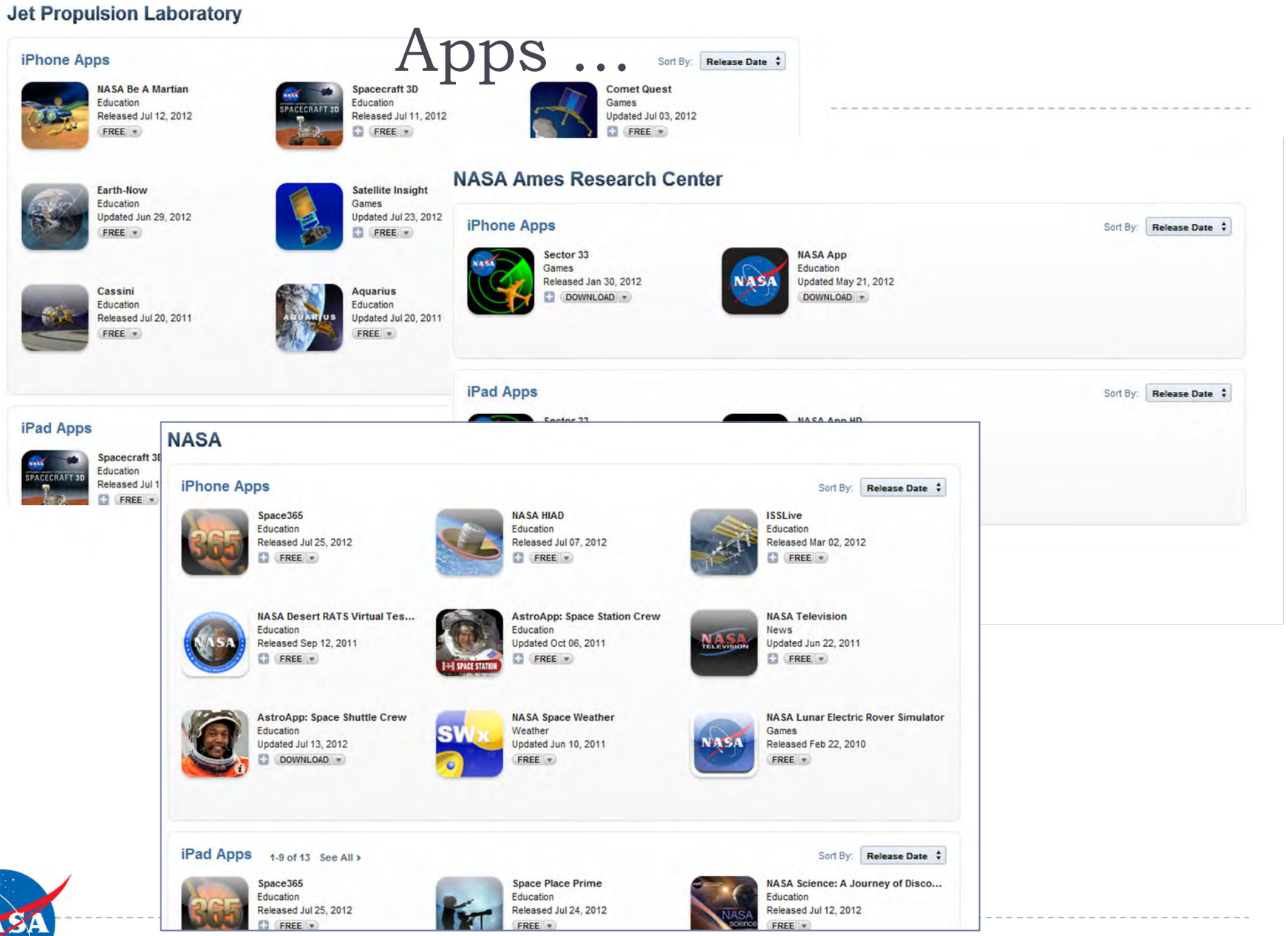
Send
Share
Missions
Missions Highlights
Current Missions
Current Missions
Gravity Probe B The Relativity Mission
Past Missions
Future Missions
Launch Schedule
Mission Calendar
Worldbook at NASA
Relativity: Einstein's two theories are the "foundation blocks" of modern physics.
Learn More
NASA Fact: GPB
The Gravity Probe B gyroscopes are the most perfect spheres ever made by humans. If these ping pong-sized balls of fused quartz and silicon were the size of the Earth, the elevation of the entire surface would vary by no more than 12 feet
Gravity Probe B
The Relativity Mission
Latest News
NASA's Gravity Probe B Confirms Two Einstein Space-Time Theories
NASA's Gravity Probe B (GP-B) mission has confirmed two key predictions derived from Albert Einstein's general theory of relativity, which the spacecraft was designed to test. The experiment, launched in 2004, used four ultra-precise gyroscopes to measure the hypothesized geodetic effect, the warping of space and time around a gravitational body, and frame-dragging, the amount a spinning object pulls space and time with it as it rotates. GP-B determined both effects with unprecedented precision by pointing at a single star, IM Pegasi, while in a polar orbit around Earth.
Artist concept of Gravity Probe B spacecraft in orbit around the Earth. Image Credit: Stanford
Gravity Probe B Videos
A 'Simple' Experiment
View This Video
The Drag-Free Satellite
Superconductivity and the London Moment
Measuring Spacetime Curvature
Launch Schedule
Mission Calendar
Related Sites
GRAIL Mission Site
Discovery Program
Lunar Spacecraft Complete Prime Mission Ahead of …
A NASA mission to study the moon from crust to core has completed its prime
CONNECT
ABOUT NASA
Search
Send
Share
GRAIL Clock
GRAIL mission elapse time:
319
21
08
25
Days
Hours
Min
Sec
GRAIL Videos
GRAIL Mission Returns First Video of Moon's Far …
Picture Gallery
Other Links
ADVANCED COMPOSITION EXPLORER
Launched August 25, 1997
Galaxy art – Portrait of the Milky Way
©Jon Lomberg and National Air and Space Museum
ACE Instruments
CRIS
ULEIS
SWIMS
EPAM
SIS
SEPICA
SWICS
SWEPAM
September 29, 2009: Science@NASA Feature Headline: Cosmic Rays Hit Space A
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
GODDARD SPACE FLIGHT CENTER
Search
PRECIPITATION MEASUREMENT MISSIONS
Home
GPM
TRMM
Science
Applications
Multimedia
Meetings
Data Access
Resources
Bird Migration to be Tracked by GPM Radar
NASA and The Nature Conservancy have joined forces to support the ability to measure precipitation on a global scale while also understanding migratory bird habitats on the Eastern Shore of Virginia. The organizations have signed a Space Act Agreement that will provide a location to support NASA's Precipitation Science programs, in particular the NASA-JAXA Global Precipitation Measurement mission. As a byproduct of this research,
TRMM
TROPICAL RAINFALL MEASURING MISSION
Launched by NASA and JAXA in 1997, TRMM carries the first on-orbit active/passive instrument package to study the intensity and structure of tropical rainfall.
GPM
GLOBAL PRECIPITATION MEASUREMENT
An international satellite mission to be launched by NASA and JAXA in 2014 that will set new standards for precipitation measurements worldwide using a network of satellites united by the GPM Core Observatory.
FEATURED ARTICLES
1 2 3 4 5
MISSION UPDATES
LATEST RAINFALL DATA

Apps …


Jet Propulsion Laboratory
iPhone Apps
Sort By: Release Date
NASA Be A Martian
Education
Released Jul 12, 2012
FREE
Spacecraft 3D
Education
Released Jul 11, 2012
FREE
Comet Quest
Games
Updated Jul 03, 2012
FREE
Earth-Now
Education
Updated Jun 29, 2012
FREE
Satellite Insight
Games
Updated Jul 23, 2012
FREE
Cassini
Education
Released Jul 20, 2011
FREE
Aquarius
Education
Updated Jul 20, 2011
FREE
iPad Apps
Spacecraft 3D
Education
FREE
NASA Ames Research Center
iPhone Apps
Sort By: Release Date
Sector 33
Games
Released Jan 30, 2012
DOWNLOAD
NASA App
Education
Updated May 21, 2012
DOWNLOAD
iPad Apps
Sort By: Release Date
NASA
iPhone Apps
Sort By: Release Date
Space365
Education
Released Jul 25, 2012
FREE
NASA HIAD
Education
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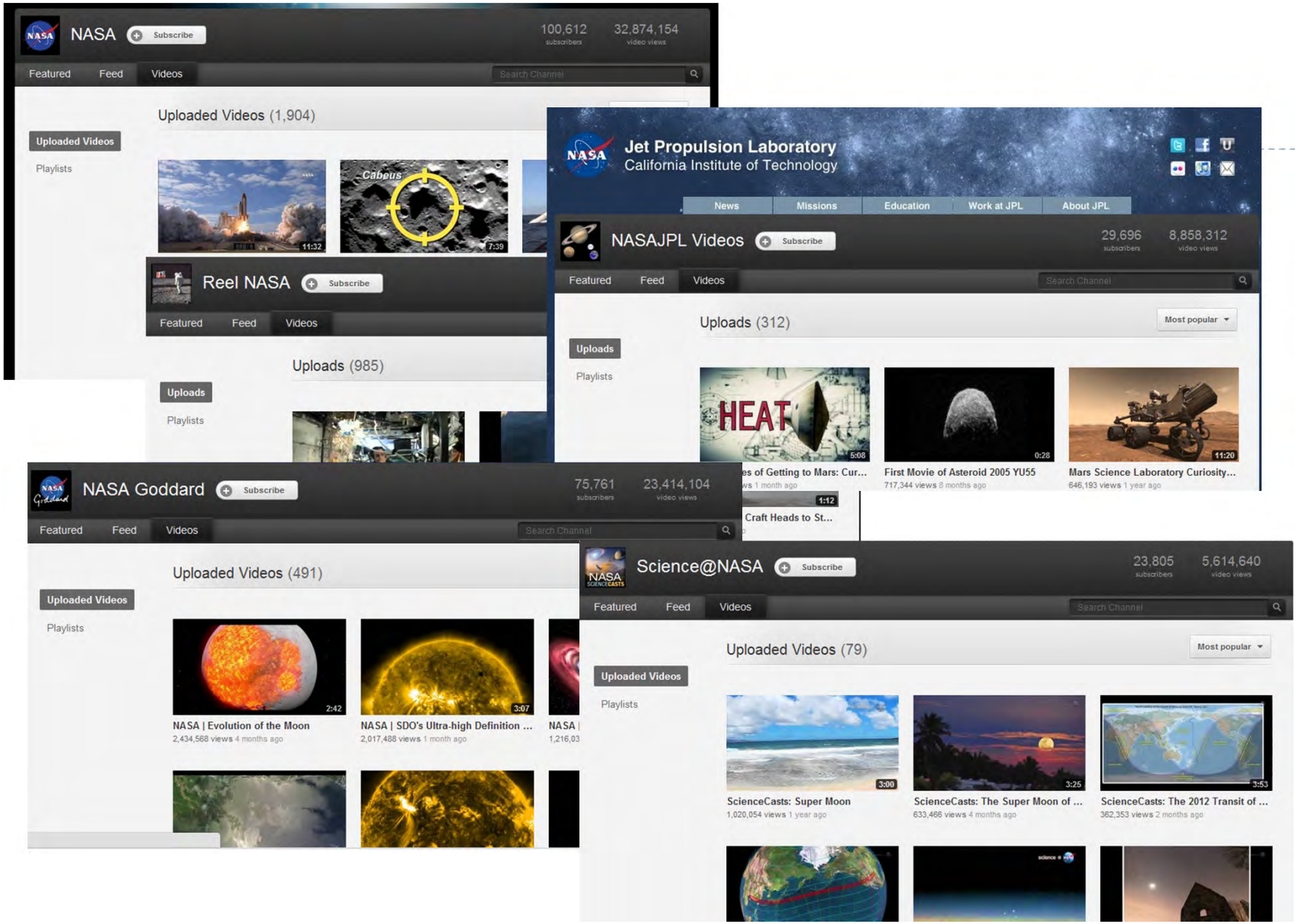
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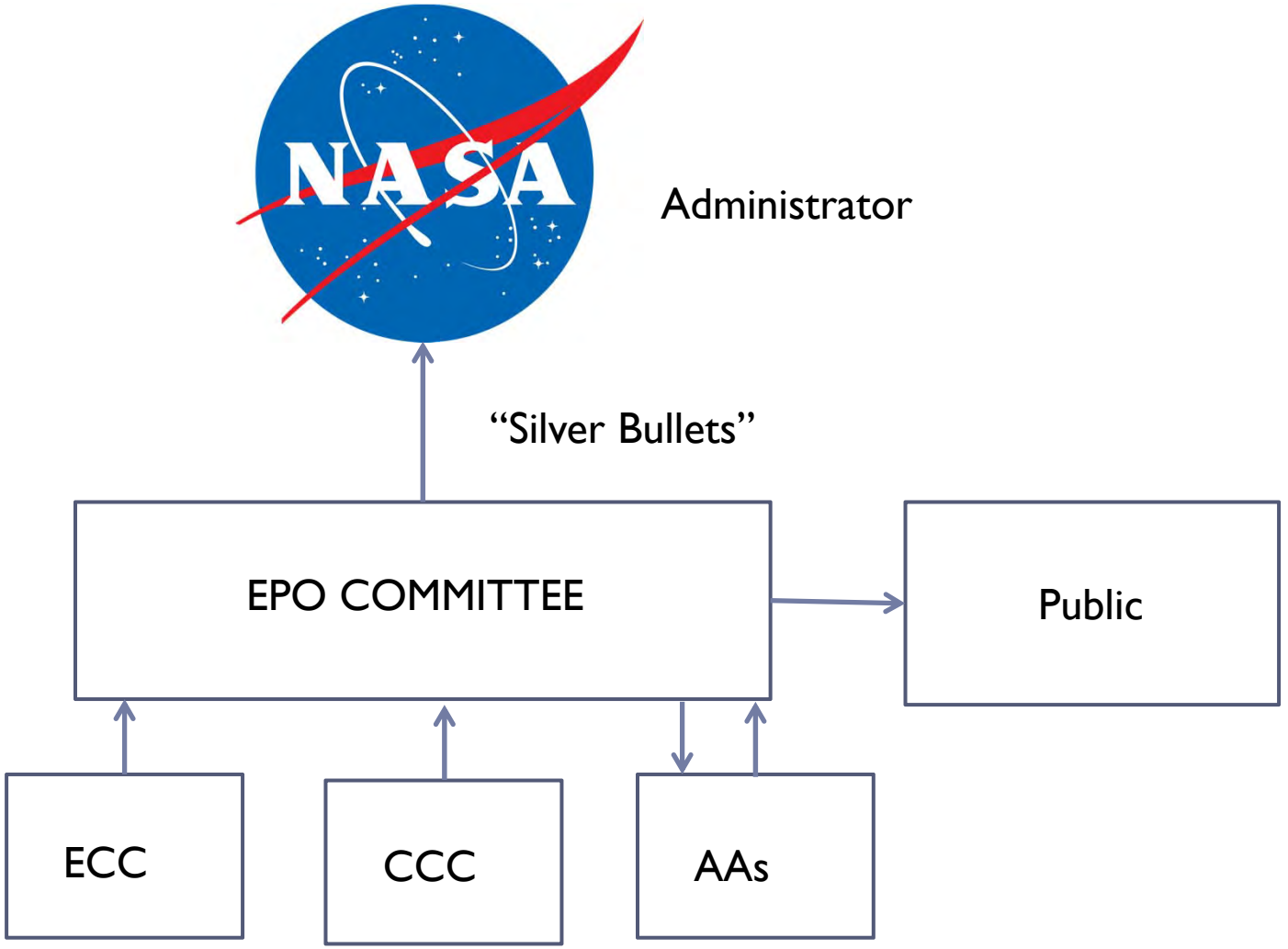
EPO Activities



ACTIONABLE AT THE LEVEL OF THE ADMINISTRATOR

Up (Context)	Administrator (Define)	AA's (Implement)
• Ambitious and inspiring directorate goals • Goals must be realistic and durable • Goals must be funded	• Define the "Why" Message	• Consolidate web, social, video, apps
	• Create the unifying framework to communicate the "How"	• Top down message integration
	• Ensure E/PO activities are funded	• Advertise via Education
• Clarify NASA's role in national STEM initiatives	• Ensure E/PO activities are integrated in directorate activities	
• Acknowledge NASA's strategic assets	• Implement Organizational design to support	

One Message

- Recommendation
  - 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 consolidated and be organized thematically under this message and exposed via WWW.NASA.GOV.
- Reason
  - 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 (ARMD) have little public awareness.
- Consequences of No Action
  - Continuing public confusion about NASA's mission and direction leading to eroding public support and marginalization of NASA's societal value.

EPO C of E

- Recommendation
  - NASA should identify and/or develop "centers of excellence" for EPO activities to whom project teams can reach out when developing their EPO programs. These should include (but not be limited to): social media, web site design, app development, data visualization, and video production.
- Reason
  - Lower costs, reduce duplication of effort, share best practices, move toward consistency in communication style and usability.
- Consequences of No Action
  - NASA will overspend as it continues to "reinvent the wheel" as each project / mission develops its own online, mobile and social presence. These various implementations may "speak with different voices" and not be aligned with NASA's overall strategic goals.

WE'LL GET BACK TO YOU 4/30

approach for planning and implementation of Education and Public Outreach activities. The August 18, 2012, release of NASA Procedural Requirement 7120.5E includes a new requirement for flight programs and projects to submit Communications and Education Plans.

Elevation of CCC

- Recommendation
  - Building on the success of the ECC, the Communications Coordinating Committee (CCC) should be elevated to a Council, moving it from a coordination role to strategic and decisional function.
- Reason
  - The ECC has been successful in bringing together Center education resources to coordinate their activities and present a higher profile, integrated presence to the public. A similar opportunity exists now for communications.
- Consequences of No Action
  - Duplicative messaging to public, lack of message coordination, less "wood" behind more "arrows", leading to public confusion.

EPO Subgroups

- Social Media, Crowdsourced PR / Education
  - Matthew Chamberlin, Peter Shankman
- Museums & Visitor Centers
  - Doug King, Steve Pearse
- Schools
  - Dwayne McKay, Pilar Montoya
- Professional Societies
  - Pilar Montaya
- Hollywood
  - Michael Bostick
- Strategic Messaging, Website
  - Lars Perkins, Richard Garriott


SORRY, WHAT WAS THAT
ABOUT A GOLD MEDAL?
I COULDN'T HEAR YOU
OVER OUR ROCKET-POWERED HOVER CRANE!


THE
HUNGER
GAMES
HOT DOG

Mars fans make viral video

"We're NASA and We Know It" celebrates NASA's latest Mars mission.

Who is NASA's mohawk guy?

by Amora McDaniel , Assistant editor
August 6, 2012 | 3:48pm EDT
Last Modified: August 6, 2012 | 3:55pm EDT

So we all know about NASA's Mars Curiosity rover landing safely on the surface of Mars last night, but who we are really curious about is the Internet sensation the Mars landing created—Mohawk Guy.

Bobak Ferdowski—the astronaut with red and black mohawk with yellow stars dyed into the sides sitting behind the control desk—became an an instant Internet celebrity. His hairstyle now has a dedicated Tumblr page, and, according to the *Atlantic*, Ferdowski's own Twitter page went from nearly 200 followers to over 8,000 in the span of a few hours.

Enlarge Image »

Mohawk Guy—also known as Bobak Ferdowski—celebrates the Mars landing while the Internet celebrated his unique hairstyle.

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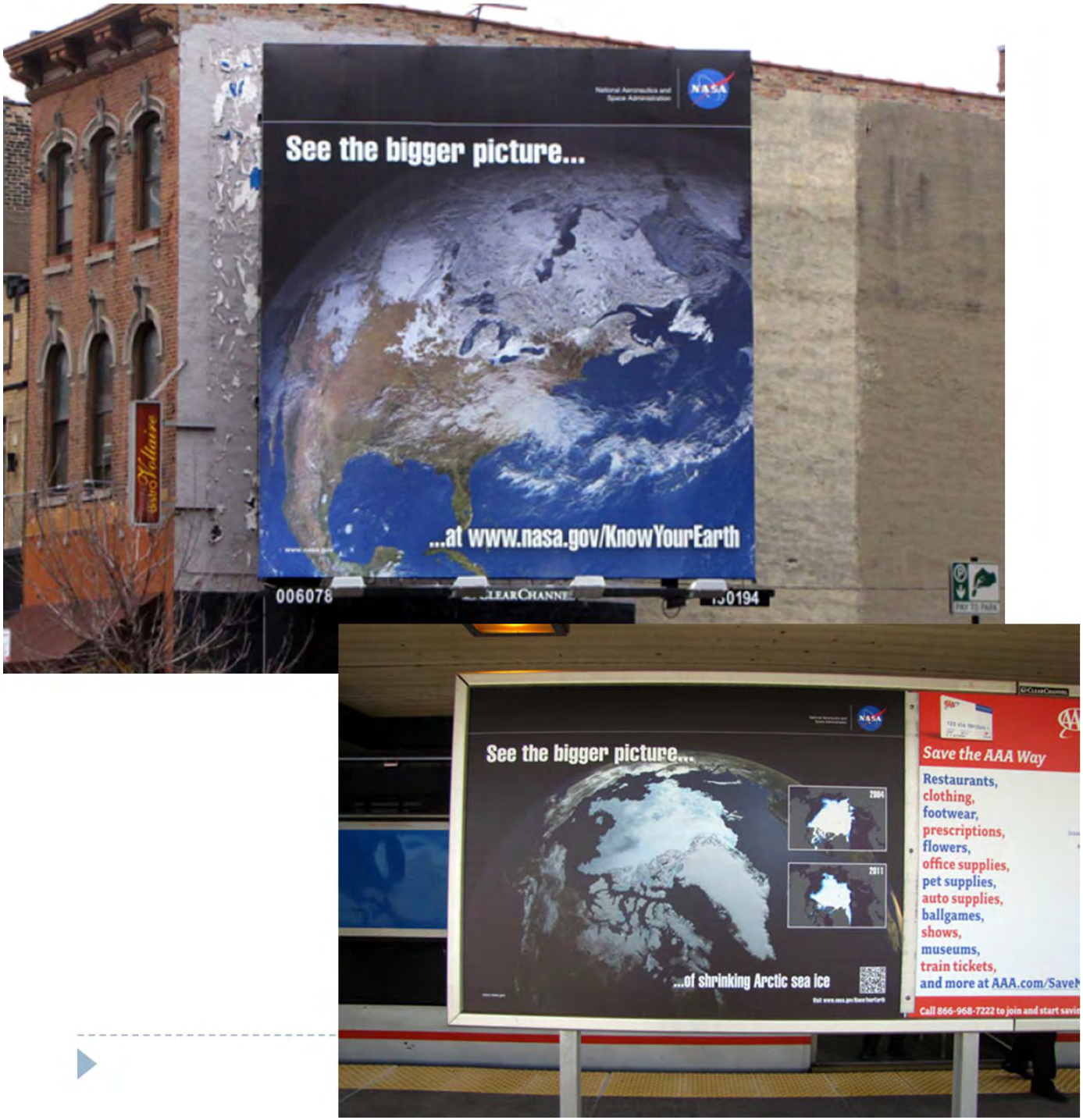
NASA's Mars Rover Team: Spacemen of the Year 2012

NASA's Mars Rover Team: Spacemen of the Year 2012

BY PAUL KVINTA | PHOTOGRAPHS BY DAN WINTERS

November 2012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Integrated infant / H2O risk mitigation

- Recommendation
  - Don't throw baby out with bathwater.
- Reason
  - Baby dies or is severely injured.
- Consequences of No Action
  - Baby lives.

FY14 Transitional Year For EPO

- Recommendation
  - Rather than halting most all EPO programs immediately, fund and recast FY14 as a transitional year where existing programs can be evaluated, and slated for shutdown, transfer to other agencies, or continuance in an orderly fashion.
- Reason
  - NASA EPO Programs are arguably the most inspirational and successful infusion of science into the public consciousness. In a time of austerity we recognize it is important to consolidate education efforts and eliminate redundancies. NASA programs built around missions such as Hubble and Curiosity are, however, unique and NASA specific, as they are built around dynamic missions, not textbook knowledge. We feel thoughtful deliberation is necessary to develop a transition plan which preserves NASA's unique capabilities, eliminates redundancies, and best serves the interests and strategic vision of our nation.
- Consequences of No Action
  - Immediate shutdown will prematurely terminate programs in progress, cause loss of NASA's educational institutional knowledge, and dramatically disrupt the continuity of public messaging at a time when NASA's popularity and inspirational impact are at a decades-high level. We also feel this change in NASA's ability to execute educational programs will significantly degrade the nation's STEM education capability during this critical time.

Remove Restriction on Center EPO Spending

- Recommendation
  - If the mission team, along with the office of education, determine that an educational initiative is in the best interests of the mission, and can identify funding from non-educational budget funds, they should have the authority to spend those funds for that purpose.
- Reason
  - Citizen science, participatory exploration, and public engagement are often critical mission components of a mission. If funds can be identified within the confines of the budget, mission teams (in coordination with the office Education) should be able to spend their budgeted funds on the activities that they feel best support the mission.
- Consequences of No Action
  - Prohibition on the use of available non-education budget funds for public outreach activities unnecessarily further cripples the ability of NASA to engage the public in the way that it uniquely can.

NASA Asteroid Initiative

- Planetary Defense
  - "the first step on a journey of 1,000 miles"
  - Detection is the first step
  - Don't oversell
  - Full defense capability may not exist for decades
- Stepping Stone to Mars
  - Mars is our ultimate goal
  - Presidential Commitment in the 2030s
  - Asteroid is an affordable "stepping stone"
- Technological Advancement and global leadership
  - Testing of numerous new technologies
  - Object detect, capture, relocate
  - Deep space EVA
  - Solar electric
  - Bulk Xenon purchasing skills