Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We? (And why were we here?)
Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We?
(And why were we here?)
Who are We? (And why were we here?)
Who we heard from
And what they said

ALAN LADWIG
THE “M” WORD
BENCHMARKS?
COMMITTEE WANTS TO HEAR MORE

DAVE WEAVER
IS THE NEW AA

ALAN LADWIG
Who we heard from
And what they said
Who we heard from
And what they said

CARL PERSON

MINORITY UNIVERSITY RESEARCH AND EDUCATION PROGRAM
MINORITY UNDERGRADUATES IN SCIENCE AND TECHNOLOGY

MUREP BUDGET:
$70.7M IN FY05
$28.4M IN FY10
Who we heard from

And what they said

SHELLEY CANRIGHT

DOVIE LACY

ROB LA SALVIA

PROGRAM OVERVIEW

REDESIGN OF EXPLORER SCHOOLS

UPDATE ON SUMMER OF INNOVATION
LELAND MELVIN  TRISH PENGRA
EDUCATION DESIGN TEAM
HOW BEST TO FOCUS NASA’S
EDUCATION OUTREACH

Who we heard from
And what they said
• HOW DO YOU VIEW NASA’S ROLE IN STEM EDUCATION?
• SHOULD NASA USE THE MEDIA TO BUILD INTEREST IN STEM? HOW?
• SHOULD NASA HARNESS THE POWER OF WEB 2.0 AND SOCIAL MEDIA TO INSPIRE STUDENTS? HOW?
• HOW CAN NASA PARTNER MORE EFFECTIVELY TO INCREASE IMPACT?
• HOW CAN NASA HELP STEM EDUCATORS CAPTURE AND MAINTAIN STUDENT INTEREST IN STEM?
• WHAT ARE THE CRITICAL SUCCESS FACTORS FOR STEM EDUCATION PROGRAMS?

Work Plan

Education
Work Plan

Education

Provide information on trends in education
Advice on implementing a STEM education program
Monitor, review, and make recommendations on performance metrics.
Provide input on systems approach to education
Provide information to strengthen NASA’s contribution to federal STEM initiatives
Recommend strategies to improve internal and external communications about NASA education
Who we heard from
And what they said

THE VOICE OF PHOENIX

“HIGH TOUCH” WORKS

BETTER QUESTIONS THAN THE MSM

VERONICA MCGREGOR

Who we heard from
And what they said
Who we heard from
And what they said
Who we heard from

And what they said

KEVIN HUSSEY
Who we heard from
And what they said

NANCY CONRAD
Ahead for us
Lots on our plate
PUBLIC ENGAGEMENT NOT A “MISSION REQUIREMENT” THE COUNCIL RECOMMENDS THAT REPRESENTATIVES OF THE NASA COMMUNICATIONS AND EDUCATION OFFICES BE INCLUDED IN REVIEWS DURING ALL PHASES OF DEVELOPMENT TO ENSURE THAT MISSIONS SERVE NASA’S EDUCATIONAL AND PUBLIC OUTREACH GOALS. PUBLIC ACCESS TO MISSIONS SHOULD ALWAYS BE A PRIORITY REQUIREMENT THAT IS BUILT INTO THE DESIGN OF ANY MISSION.

Recommendations

Status Check
NO BUDGET FOR NASA HEADQUARTERS PUBLIC AFFAIRS THE COUNCIL RECOMMENDS THAT THE NASA COMMUNICATIONS AND EDUCATION OFFICES BE FUNDED AT A LEVEL PROPORTIONATE AND APPROPRIATE TO ITS MISSION, GOALS, AND OBJECTIVES IN ENGAGING THE PUBLIC.