Division Structure

- Strategic Alliance
  - Seek alliances to demonstrate NASA relevance
  - Examples: NASA Images; Lecture Series

- Market Research
  - Opinion Polls & Focus Groups
  - Future Forums

- Outreach Events
  - NASA 50th Anniversary
  - Apollo 40th Anniversary
  - Folk Life Festival
Division Structure (cont.)

- Speakers Bureau
  - Manage speaker requests
  - Recruit, support, & prepare speakers
- Exhibits
  - Coordinate Agency-wide exhibits & artifacts
  - Coordinate NASA Visitor Centers
- History Office (Realigned from External Relations)
  - Coordinate Agency-wide history program
  - Manage publications program
Division Structure (cont.)

• Industry, Professional Society, & Advocacy Group Affairs
  – Serve as point of contact
  – Communicate Agency Programs & Messages
  – Manage Validator List

• Guest Operations
  – Serve as Protocol Office
  – Manage guest operations for launches
  – Manage guest operations for special events
  – Astronaut Appearances
Division Structure (cont.)

- Communications Coordinating Committee
  - Provide Executive Secretary support for Agency-wide Committee
  - Report through Deputy Administrator to Strategic Management Council

- NAC – Education and Public Outreach
  - Provide Executive Secretary support for NAC Subcommittee

- Participatory Exploration Working Group
  - Chair new Working Group to develop Agency-wide plan

Public Outreach

Strategic Alliances
Market Research
Outreach Events
Speakers Bureau
Exhibits
History
Industry, Prof Soc & Advocacy Gp Affairs
Guest Operations
Communications Coordinating Committee
NAC Support – EO Cmt
Partici Explor Wrk Gp
• Key Challenges for Public Outreach
  – Maintain consistent and approved messaging across Mission Directorates, Mission Support Offices, and Field Center
  – Maintain consistent and approved messaging within all Agency publications, exhibits, and public pronouncements
  – Develop Agency-wide priorities for outreach investments
  – Create awareness among senior management that communications goals are equivalent to technical and institutional goals
  – Develop metrics for all outreach activities