

## **NASA Advisory Council Recommendation**

### **Communication Strategy on NASA Web Sites 2011-02-08 (SOC-01)**

#### **Recommendation:**

NASA Web Sites convey mixed and inconsistent messages about the future direction of human exploration programs. The Web site needs to be reviewed and changed to ensure that the messages about the future direction of human exploration are consistent.

#### **Major Reasons for the Recommendation:**

The Council noted that it is difficult to determine the current course of human spaceflight programs via [nasa.gov](http://nasa.gov), as there are readily accessible pages dedicated to outdated and cancelled human spaceflight programs.

#### **Consequences of No Action on the Recommendation:**

Continuing confusion among both the NASA workforce and the general public on the state and direction of NASA's human spaceflight programs.

#### **NASA Response:**

We fully concur with the recommendation and understand the conflicting information presented on the NASA Web sites. NASA has a highly talented and productive communications team that monitors our programs and projects on a day-to-day basis. They routinely update our Web sites to keep the general public well informed. However, several issues have precluded us from updating the Constellation Web Site and highlighting our current plans for human exploration.

Until April 8, 2011, when the latest continuing resolution was passed, NASA was required by law to continue the Constellation program, which precluded deleting public information related to the initiative. Now that the legal restrictions regarding Constellation have been removed by Congress, the Exploration Systems Mission Directorate (ESMD) is working with its Web editors and the Office of Communications to wind down and transition literally thousands of public Web pages involving all aspects of the former program that independently span nearly every NASA Center. Some aspects of the former Constellation program will continue, and we will revise public Web sites and other external and internal communications products as decisions are made and approved. As projects progress, they will be factored into the pending consolidation of the Space Operations Mission Directorate and ESMD, which will be reflected in a comprehensive overhaul of NASA's public Web presence.

Communications experts across the Agency recently completed an inventory of Constellation's Web content and social media streams and are coming to closure on an effective course of action to archive outdated material and create new content. This includes updating the Agency's primary Web venue, [www.nasa.gov](http://www.nasa.gov), ESMD's Web site [www.nasa.gov/exploration](http://www.nasa.gov/exploration), and the various project Web sites (Ares I and V, Orion, Altair, etc.) at our Centers.

Enclosure

Our plan to update this material includes removing all links to Constellation on NASA's various Web sites. Some of this work has already started and will continue. Each Constellation Web page will be archived and have a banner added that states the program is cancelled. This ensures that this material is readily available, via Google search, for historical purposes. We also are in the process of establishing a section dedicated to NASA's space transportation efforts.

Once the final documents are signed during the next Directorate's Program Management Council, implementation of the outlined changes will begin. When the new content is available, the NASA.gov Home Page will be updated with prominent links driving users to the updated material, while prominent links to outdated material will be removed.