

NASA Advisory Council Recommendation

Elevation of Communications Coordinating Committee 2012-02-03 (EPOC-01)

Recommendation:

The Council recommends that building on the success of the Education Coordinating Committee (ECC), the Communications Coordinating Committee (CCC) should be elevated to a Council, moving it from a coordination role to strategic and decisional function.

Major Reasons for the Recommendation:

The ECC has been successful in bringing together Center education resources to coordinate their activities and present a higher profile, integrated presences to the public. A similar opportunity exists now for communication.

Consequences of No Action on the Recommendation:

Duplicative messaging to the public, lack of message coordination, less “wood” behind more “arrows,” leading to public confusion.

NASA Response:

NASA concurs. This is consistent with recommendations made to NASA’s Executive Council on February 8, 2012, regarding the need for a cohesive, strategic communications function, to include elevating the existing Communications Coordinating Committee to council status to enable the council to set strategic direction and to oversee the communications portfolio. The final charter for the new Communications Coordinating Council was finalized on June 18, 2012 (NC.1000-31).

Enclosure