

NASA Advisory Council Recommendation

One Message 2012-02-05 (EPOC-03)

Recommendation:

The Council recommends that 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 be consolidated and be organized thematically under this message and exposed via www.nasa.gov.

Major Reasons for the Recommendation:

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 (e.g., Aeronautics Research Mission Directorate) have little public awareness.

Consequences of No Action on the Recommendation:

Continuing public confusion about NASA's mission and direction, leading to eroding public support and marginalization of NASA's societal value.

NASA Response:

NASA concurs. The Communications community, through the Communications Coordinating Council (CCC), has been undergoing intensive strategy review and operational realignment to enable NASA to achieve a more cohesive and strategic Communications function. As part of this strategy effort, the CCC has developed a Strategic Implementation Plan, which includes a focus area devoted to developing strategic themes and messages. The CCC met on September 25, 2012, to discuss this NAC recommendation and further develop NASA's messaging strategy.

Enclosure