

## **NASA Advisory Council Recommendation**

### **Coordination of Education and Public Outreach Activities 2013-02-07 (EPOC-01)**

#### **Recommendation:**

NASA should learn from the approval process begun during sequestration and develop a new process for dispositioning requests to conduct Education and Public Outreach (EPO) activities that efficiently coordinates with missions, aligns EPO programs with NASA goals, and is cost-effective.

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

Fragmented or non-aligned EPO activities dilute the effectiveness and reach of these programs, and undermine NASA's overall strategic EPO objectives.

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

Continuing development of duplicative and potentially inefficient EPO programs that are not aligned with the Agency's strategic priorities make the cost-benefits harder to evaluate and defend.

#### **NASA Response:**

NASA concurs with the recommendation. The Office of Communications and the Office of Education are currently in the process of developing an approach and guidance regarding approval of EPO activities under sequestration in FY 2014. The approach will be developed and implemented in partnership with the Mission Directorates through their representatives on the Education Coordinating Council and Communications Coordinating Council. While the Office of Communications and the Office of Education recognize that the approach in FY 2013 entailed significant effort and coordination, the outcome yielded significant insights that led to several efforts devoted to improving processes and approaches which we believe will result in more effective communications and engagement with stakeholders.