

**NASA Advisory Council Recommendation
Use of Mission Directorate
Education and Public Outreach Resources
2013-02-08 (EPOC-02)**

Recommendation:

To the extent that missions have funding for Education and Public Outreach (EPO) activities, they should coordinate with Mission Directorates' EPO and utilize the most cost effective resources to accomplish such activities, be they inside NASA or out.

Major Reasons for Proposing the Recommendation:

Missions and their parent Mission Directorates often create EPO capabilities and products that overlap. While this diversity can be a plus, it can also be less cost-effective and produce EPO products and activities that are not consistent with overall Mission Directorate and NASA objectives.

Consequences of No Action on the Proposed Recommendation:

Duplicative and potentially inefficient EPO programs are developed that fail to leverage best practices and past lessons learned, leading to higher costs, and confusing public messaging.

NASA Response:

NASA concurs with the recommendation, as it is consistent with policies already established and utilized by Mission Directorates.

Consistent with the Administration and the Committee on Science, Technology, Engineering and Math Education (CoSTEM) efforts to coordinate science, technology, engineering and mathematics (STEM) efforts across the U. S. Government, the Associate Administrator for Education utilizes the NASA Education Coordinating Council (ECC) to review the Agency's investments in STEM education, and to prioritize the education portfolio. The Science, Human Exploration and Operations, Aeronautics Research, and Space Technology Mission Directorates have identified a Headquarters Education Lead, who is responsible for the coordination of all education activities funded by their directorates. These efforts are brought into the Agency-wide education portfolio through the ECC.

Further, a parallel process is governed by NASA Charter 1000.31, which establishes the NASA Communications Coordinating Council (CCC) to review the Agency's investments in communications and public outreach. The Science, Human Exploration and Operations, Aeronautics Research, and Space Technology Mission Directorates have identified a Headquarters Communications Lead, who is responsible for the coordination of all communications and public outreach activities funded by their directorates. These efforts are brought into an Agency-wide portfolio through the CCC.