

Business Services Assessment Education and Outreach

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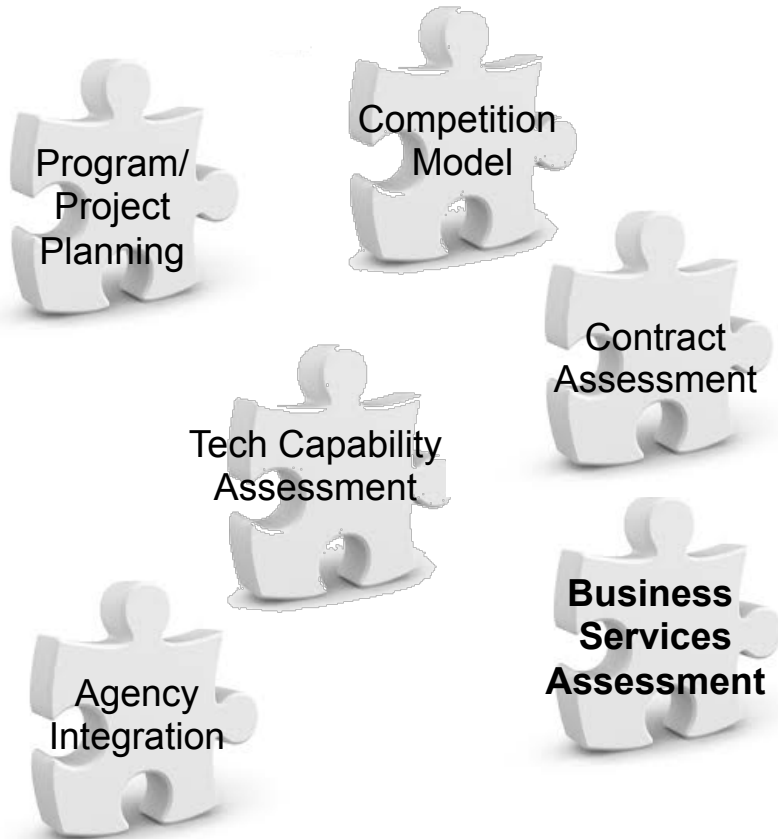
Deputy Associate Administrator for Mission Support

June 29, 2016

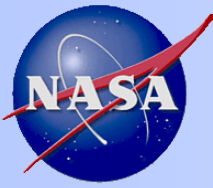


Business Service Assessment Context

NEW AGENCY OPERATING MODEL

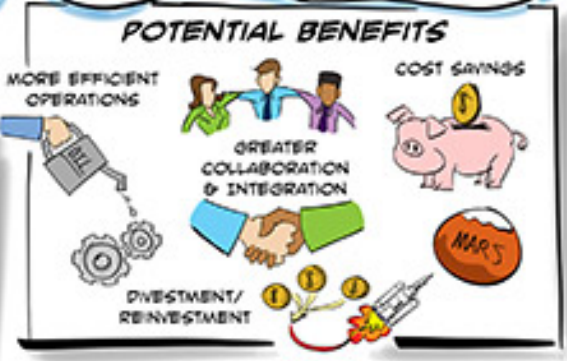
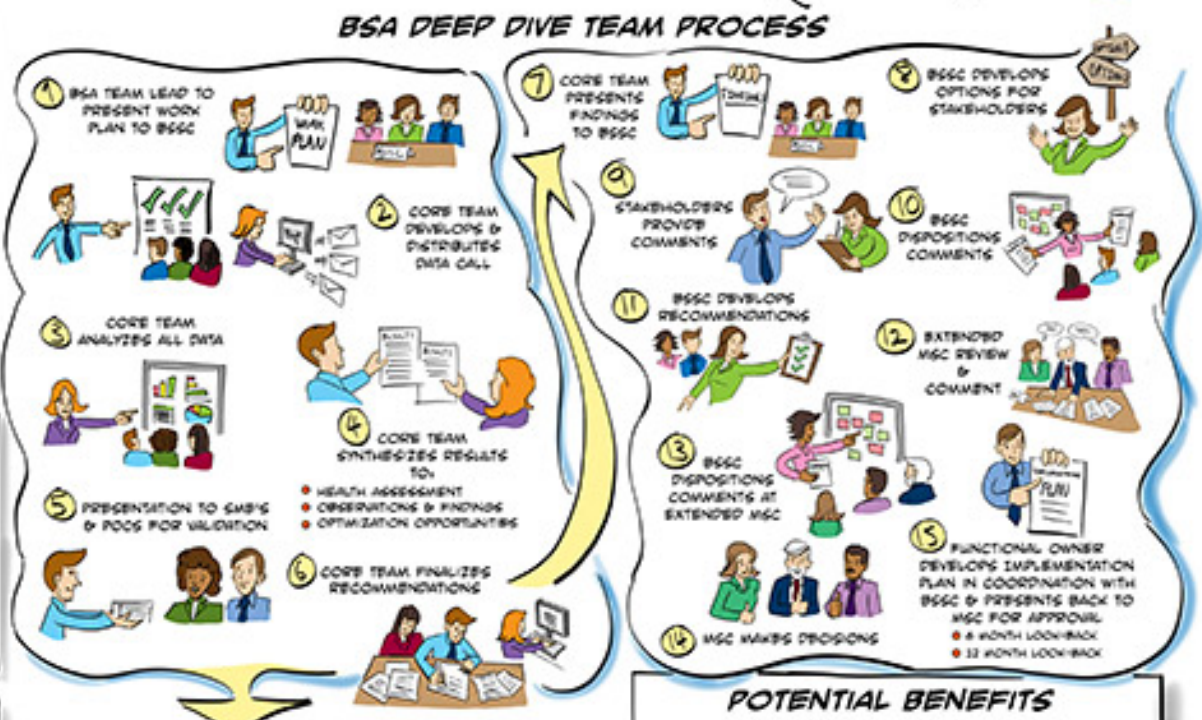
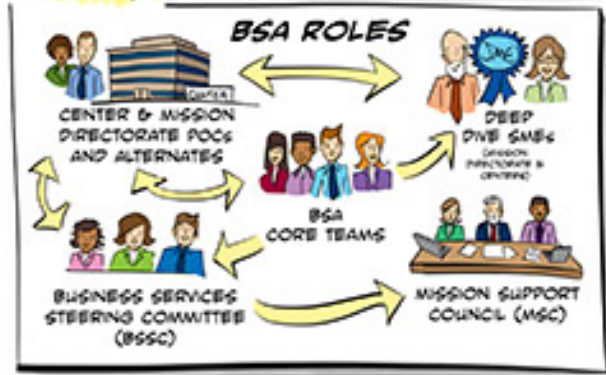
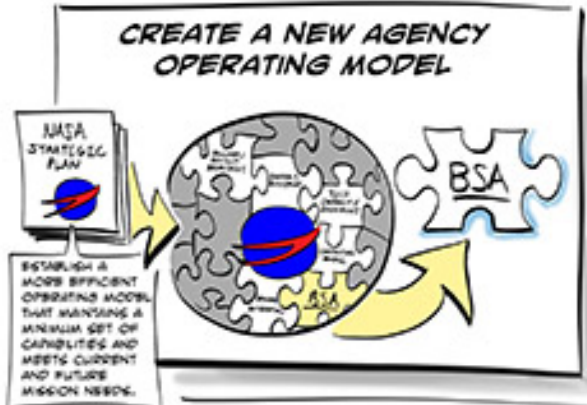


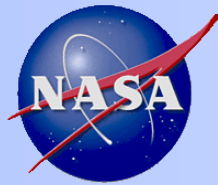
IMPERATIVE: Establish a more efficient operating model that maintains critical capabilities AND meets current and future mission needs



BSA Process Chart

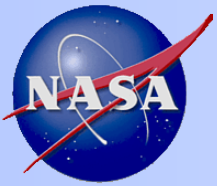
BUSINESS SERVICES ASSESSMENTS (BSA)





Education and Outreach Business Services Assessment (BSA) Overview to OMB

- NASA established the Business Services Assessment (BSA) to strategically assess mission support services, evaluate the health of current mission support capabilities, and identify opportunities to further optimize performance.
- The NASA BSA supports the Agency's objective of establishing a more effective and efficient operating model to meet current and future mission objectives. The Education and Outreach BSA will study the health of the capability and identify potential areas to further optimize operations.
- The scope of the Education and Outreach BSA includes the following organizational structures and responsibilities:
 - ❑ Resources and capabilities;
 - ❑ Potential areas of overlap, activities occurring in other offices including missions and projects;
 - ❑ Review of major STEM and related programs;
 - ❑ Outreach activities for conferences, exhibits, public engagement events, educational contests; citizen engagement.



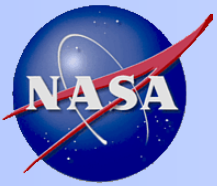
Education and Outreach Scope

Education

NASA's Education mission is to advance high quality STEM education using NASA's unique capabilities. This is accomplished through an integrated education portfolio developed and implemented by the Office of Education, the Mission Directorates and NASA Centers and Facilities, programs, projects, and activities. The scope of the BSA for Education includes all education programs, projects and activities that are implemented across the agency regardless of the sponsoring entity.

Outreach

NASA's Public Engagement (Outreach) mission is to plan and implement events and programs, and develop products dedicated to inspiring, informing and engaging targeted stakeholders. This is accomplished through engagement activities developed and implemented by the Office of Communications, the Mission Directorates, NASA Centers and Facilities, programs, and projects. The scope of the BSA for Outreach includes all public engagement/outreach activities that are implemented across the agency regardless of the sponsoring entity.



Education and Outreach Goals

Goal 1: The Education and Outreach BSA Core Team will assess current agency capability to (a) enable NASA to advance high-quality STEM education using NASA's unique capabilities and (b) inspire, inform and engage the public to promote interest and participation in NASA's mission.

Goal 2: The Education and Outreach BSA Core Team will evaluate the health of the Agency's current Education and Outreach functions, identify opportunities for optimization, greater collaboration and integration, and provide findings that will promote excellence, consistency and efficiency across the Agency.



Education and Outreach BSA Process

- Core Team was established with a mix of Subject Matter Experts (SMEs) and Non-SMEs
 - Team Lead: Janet Watkins, Associate Directorate, GRC
 - Co-Lead: Dr. Robert Gabrys, Education
 - Co-Lead: Danny Woodard, Outreach
- SMEs were identified at each Center and within each Mission Directorate
- Core team developed data call process and questionnaire
 - SMEs currently completing questionnaire – responses due July 8
- Core team will begin to analyze information and develop follow-up, interview process and questions
- Core team will develop findings, observations and optimization opportunities
 - To be presented to BSA Steering Committee in August/September