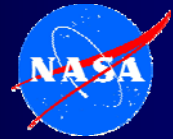
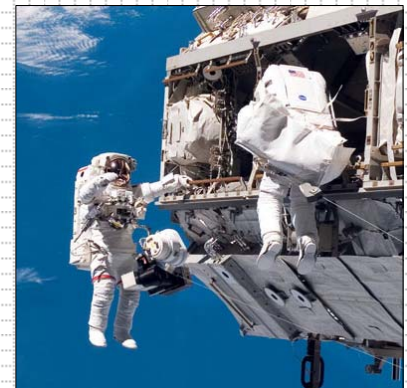
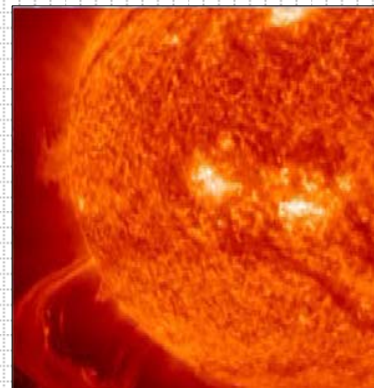
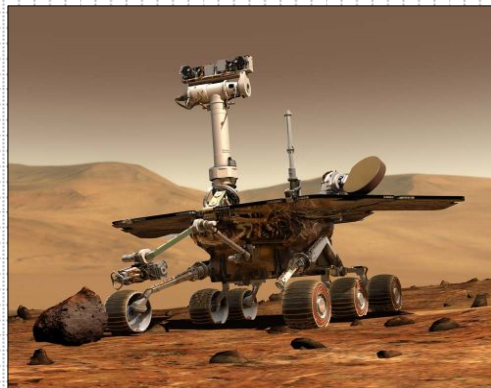


National Aeronautics and Space Administration



Strategic Communications Framework Implementation Plan



Robert Hopkins
Chief of Strategic Communications
Office of Strategic Communications
June 26, 2007

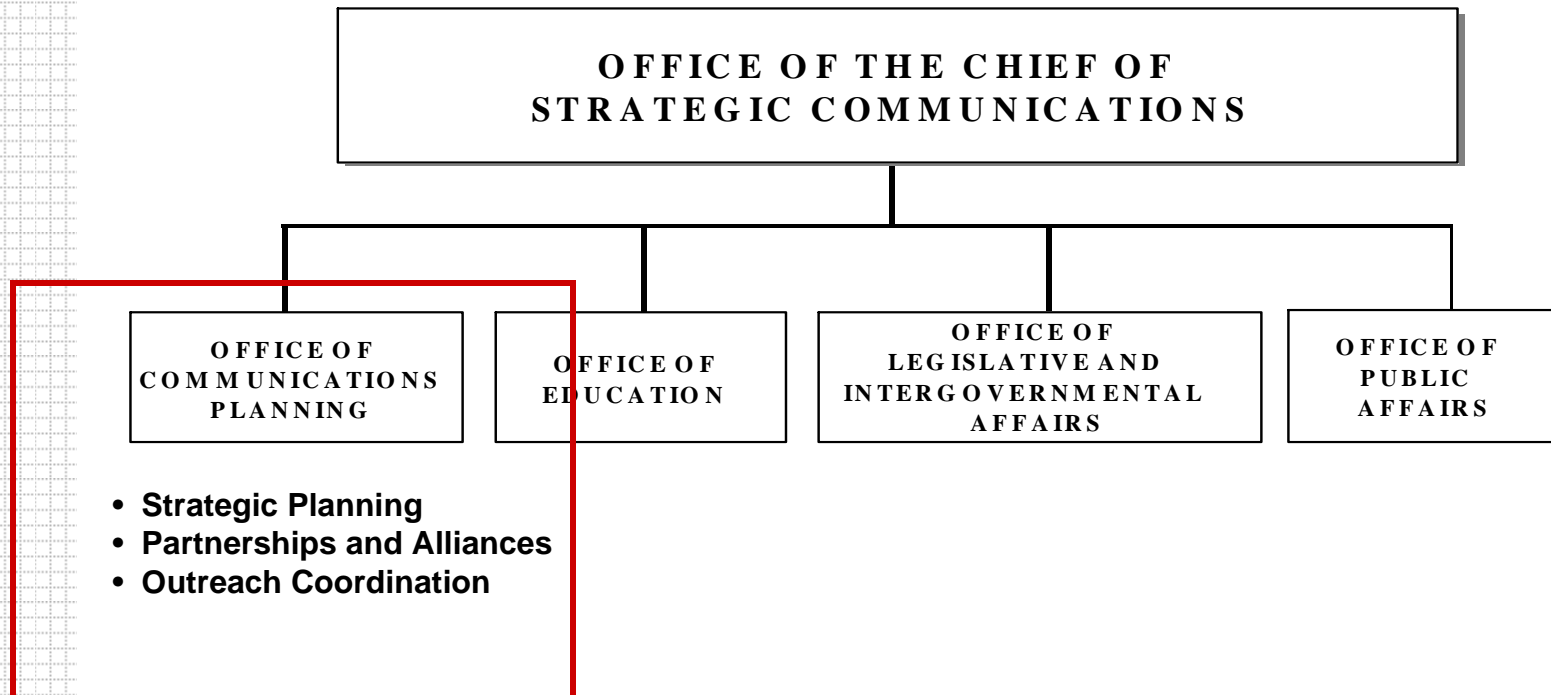
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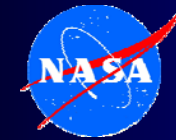
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Strategic Communications Framework Implementation Plan



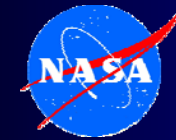
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Purpose

The purpose of this Implementation Plan is to put forward specific messages and initiatives based on the Strategic Communications Framework and recent round of market research and analysis.

It reflects the input received throughout the development and briefing process.

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Communications Goals

Overall Agency Communications Goals

1. Build greater public support for NASA's mission and activities. Authority for effort based in:
 - Space Act of 1958
 - 2005 NASA Authorization Act
2. Make Agency communications more participatory
 - Increase users of MyNASA, Inside NASA, and communications.nasa.gov.
3. Change communications behavior within the Agency
 - Reach out to new audiences
 - Demonstrate relevancy and benefits to key audiences

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Policies



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Messages and outreach activities are informed by relevant policy guidance:

- Vision for Space Exploration
- National Space Policy
- National Aeronautics Research and Development Policy

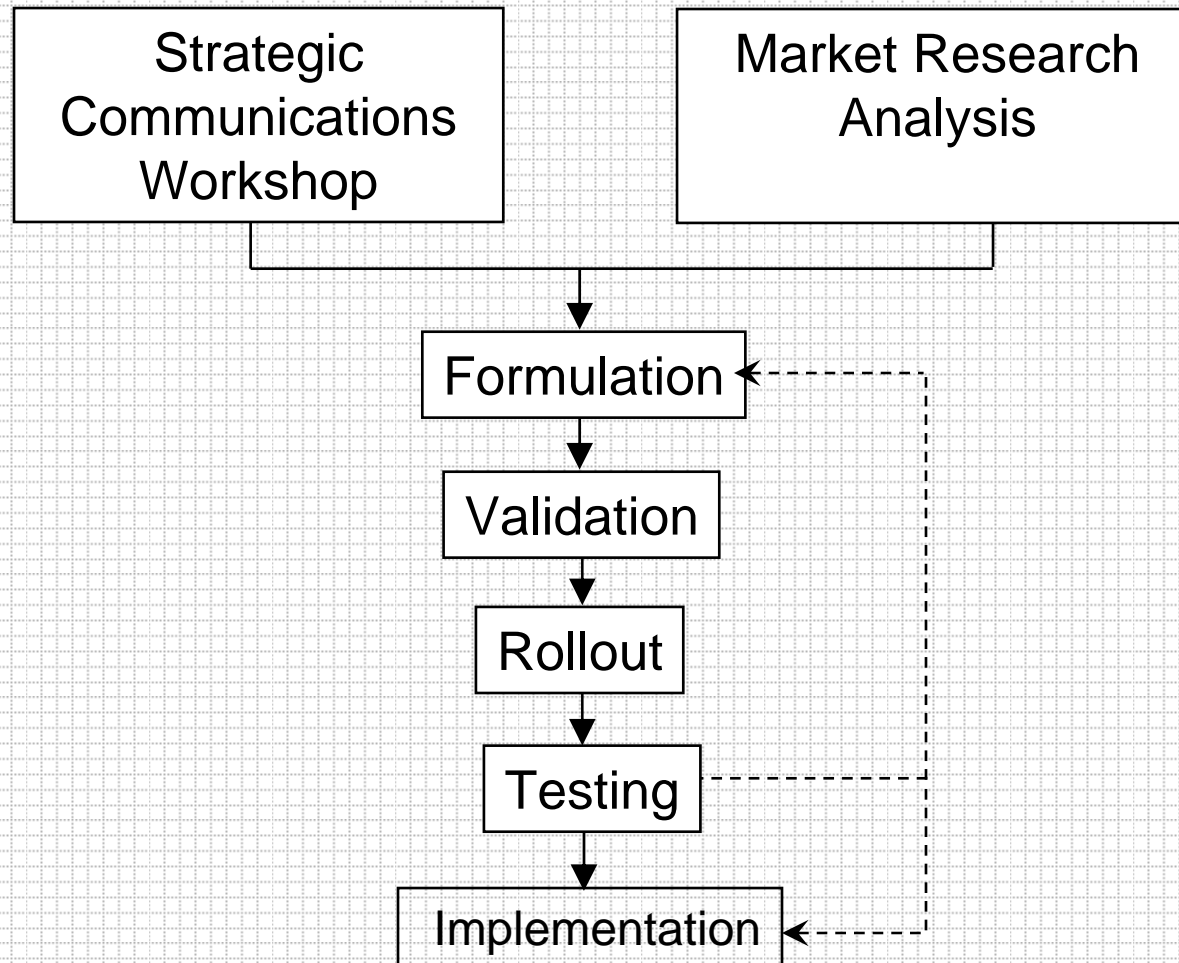
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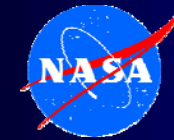
Overview

Process



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Market Research Analysis



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NASA Brand Balance Sheet

Strengths

- ① Near Universal Awareness
- ② Enormous Public Appreciation
- ③ High Support
- ④ Wide Appeal

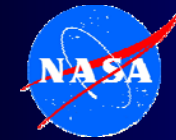
Challenges

- ① Little Specific Knowledge
- ② Lack of Relevance
- ③ Low Excitement
- ④ Disconnect from Activities
- ⑤ Lack of Current Context

 Key challenges on which NASA should focus communications resources and measure on a regular basis.

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Recommendations



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NASA communications should:

- Demonstrate NASA's **role** using message components:
 - Science
 - Economic
 - Security
 - Leadership
- Illustrate NASA's **relevance** by highlighting:
 - The importance of space to America's economy
 - The benefits to people that exist because of technology developed by NASA
- **Engage** and inspire audiences about the future benefits of NASA and its leadership in space exploration, aeronautics research, science, and education

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Key Findings: Audiences

- NASA “base” support, 45-64 year olds, “The Apollo Generation”
- Men support exploration more than women
- 18- 24 year olds – Little or no frame of reference
- 25- 44 – Frame of reference is tragedy
- 65+ – Interest drops off

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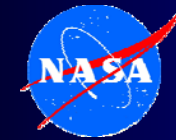


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Key Findings: Messaging

- Messages that focus on a NASA vision and plan test better than messages focused on destinations or specific missions
- Frame NASA funding in terms of value and percentage of federal budget, not vs. other federal programs or general public spending
- Talk about human flight and robotic activities as complements, not substitutes, for each other – both are popular with public

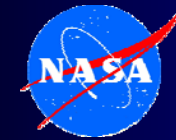
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Recent Market Research Results February 2007

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Introduction

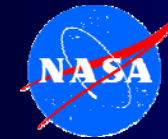
Project Background

To strengthen, refine, and measure the success of the NASA Strategic Communications Framework as it is implemented, NASA commissioned new market research that included six focus groups and a national survey.

Key Objectives

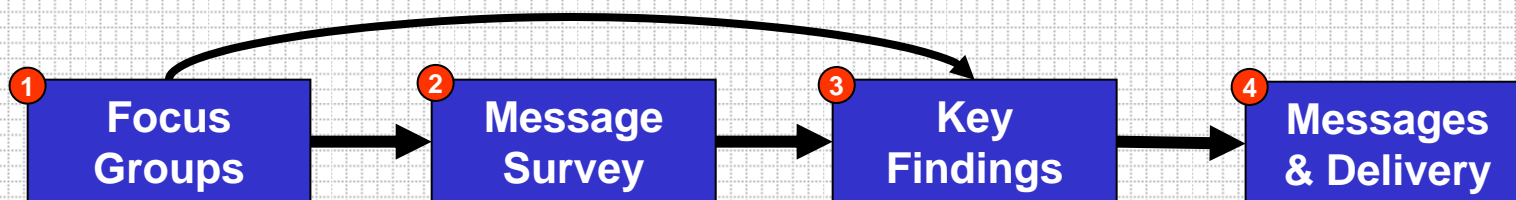
- Set benchmarks in areas of knowledge, relevance, and excitement
- Testing of keywords and messages
 - Development of messages around Space Exploration including Moon/Mars missions
- Effects of specific benefits in terms of illustrating relevance
- Gain insight into demographic differences

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Research Methodology Overview



Focus Group Details

Six public groups
Two mixed adults (26+)
Two generational
Two gender-specific

90 minutes each with 9-10 participants

3 nights, 3 cities – San Diego, Kansas City, Philadelphia

Overseen and moderated by Dr. Stephen Everett of The Everett Group, in consultation with ViaNovo



Survey Details

1001 interviews with U.S. Adults (18+)

In the field: February 18-26

Conducted by telephone using list-assisted Random Digit Dial (RDD) methodology

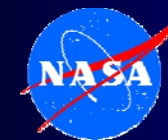
Margin of error is +/- 3.2%

Conducted by Dr. Mary Lynne Dittmar of Dittmar & Associates, in consultation with ViaNovo



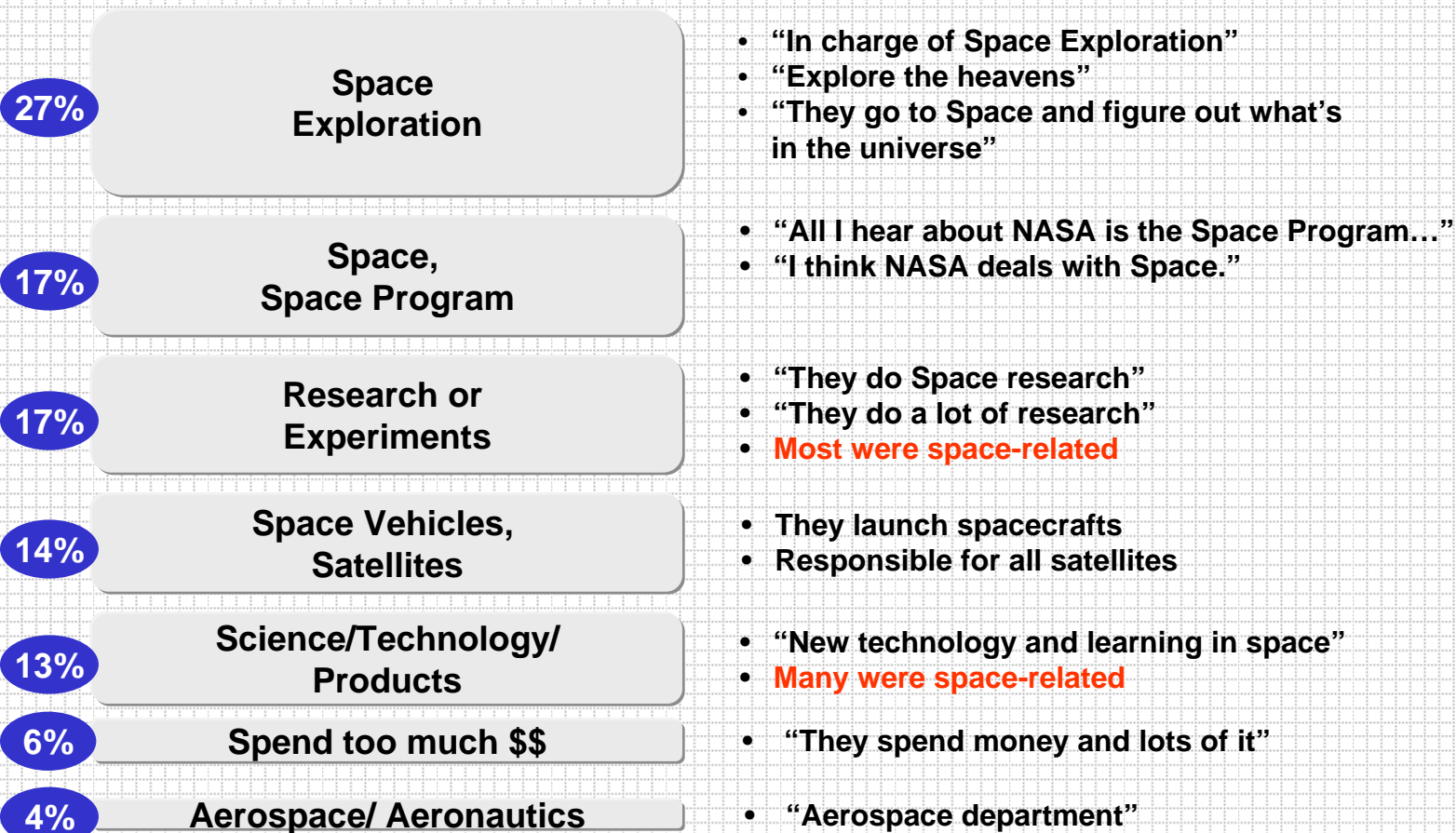
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Public Mostly Identifies NASA with Space Activities



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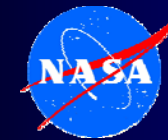
Q. In your own words, please describe what you think NASA does? (Open-Ended Question)



NOTE: Answers categorized by independent judges and could fall into multiple categories; 2% was "Other"

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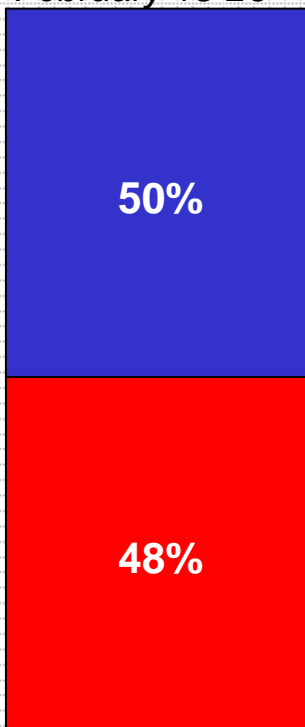


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Only Half the Public Has Recently Seen, Read, or Heard Anything About NASA

Q. Have you seen, read, or heard anything recently about NASA?

February 18-26



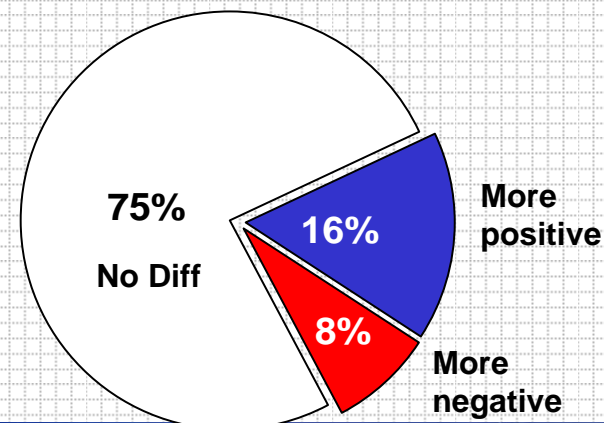
Yes

No

In your own words, please describe what you have read, heard or seen about NASA¹?

50% Astronaut Scandal²
22% General Mission Info³
8% Moon/Mars/Planetary Exploration
7% "Problems"⁴
6% Miscellaneous
4% Hubble/Satellites

Has what you've just described given you a more positive or more negative impression of NASA, or has it made no difference?



- 1 Answers categorized by independent judges
- 2 Astronaut Lisa Nowak was arrested on February 5
- 3 Such as launches, missions, and landings
- 4 Such as repairs, launch delays, failures, and Columbia

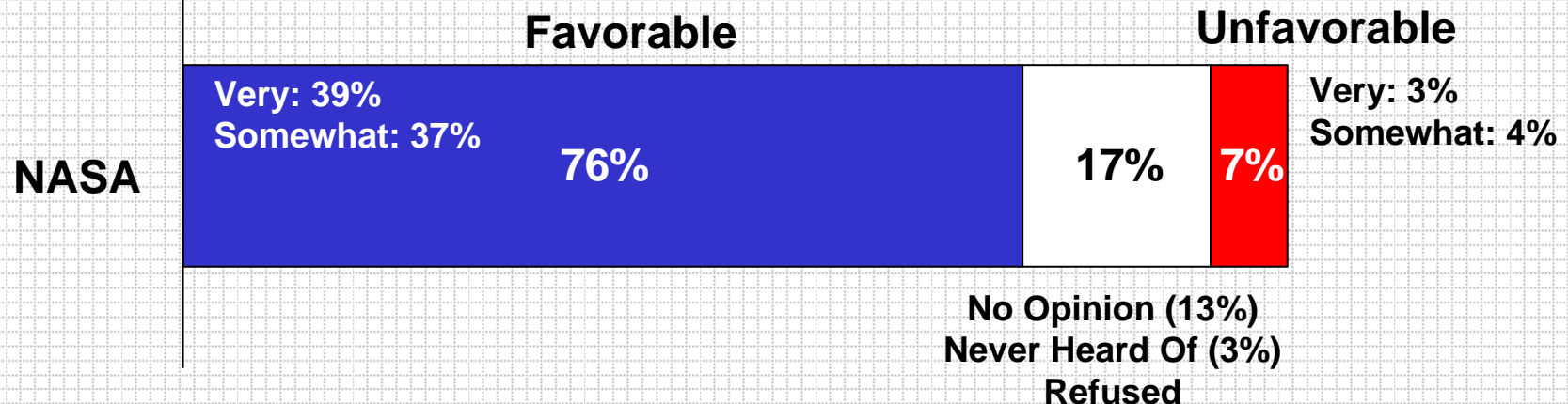
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NASA's Public Image Remains Strong

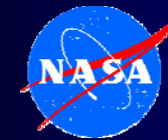
Q. I would like to read you some names of several organizations in the news. For each one, please tell me whether you have a favorable or unfavorable impression of that organization. If you've never heard of it, please just say so. Here is the first one.....



How does this compare to other public organizations?

Rev 06-26-07

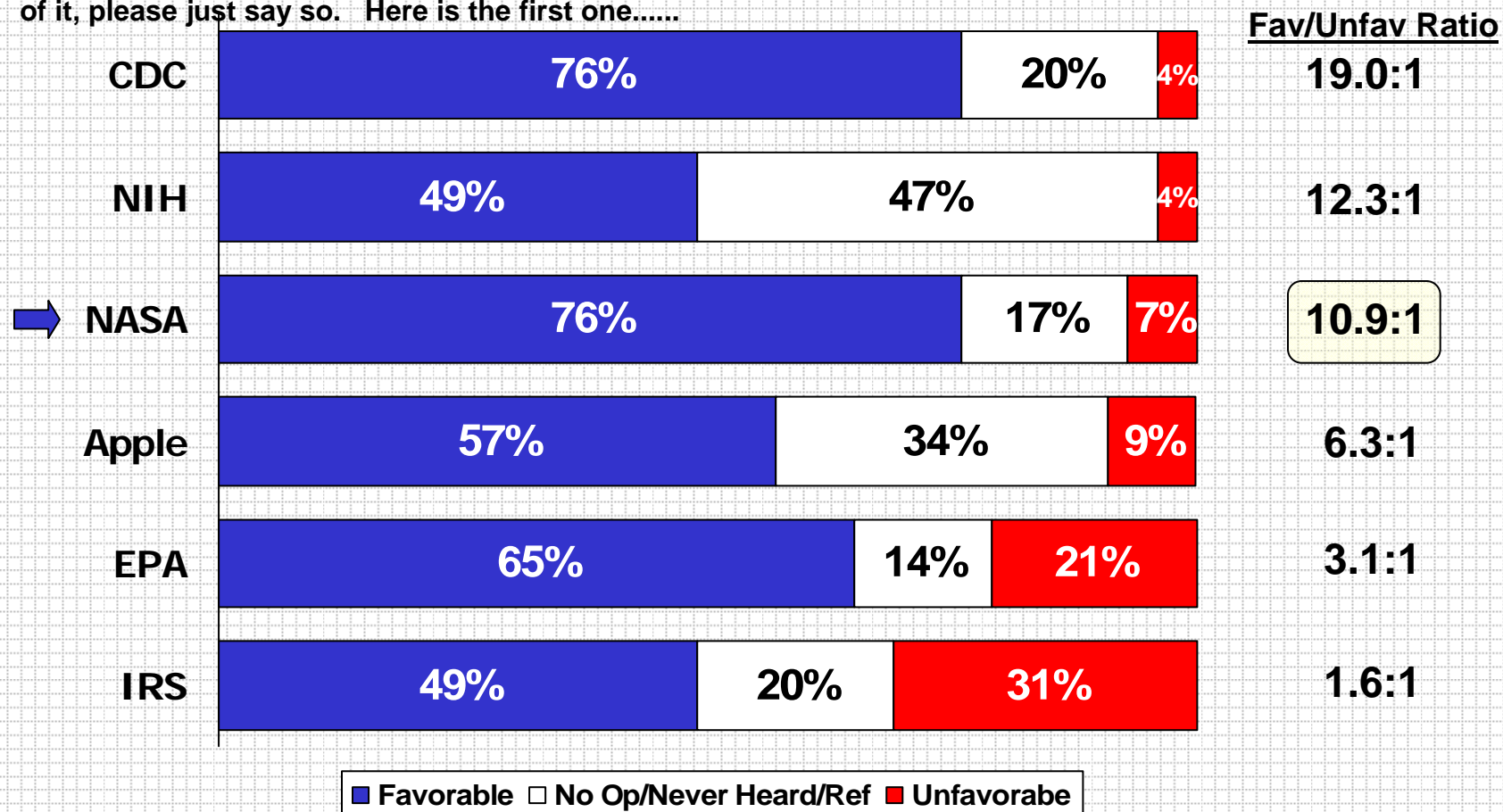
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NASA Image High Relative to Peers

Q. I would like to read you some names of several organizations in the news. For each one, please tell me whether you have a favorable or unfavorable impression of that organization. If you've never heard of it, please just say so. Here is the first one.....



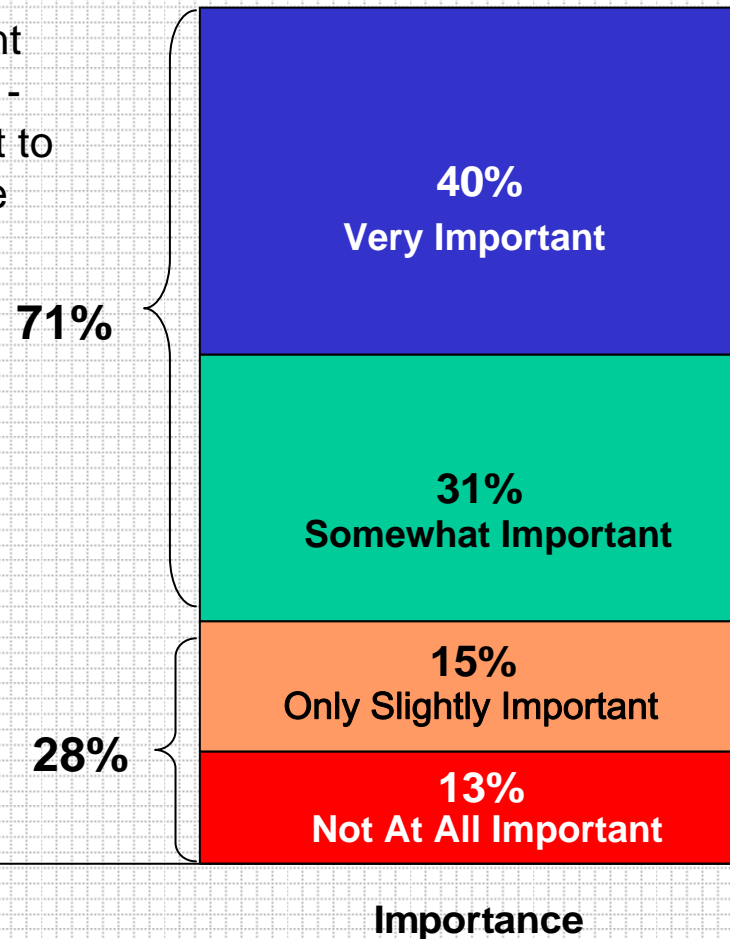
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Large Majority Believes NASA Continuing to Explore Space is Important ...



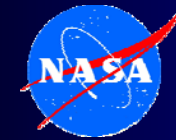
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Q. Now I want you to think a moment about one of NASA's main activities - exploring space. How important is it to you that NASA continues with space exploration?



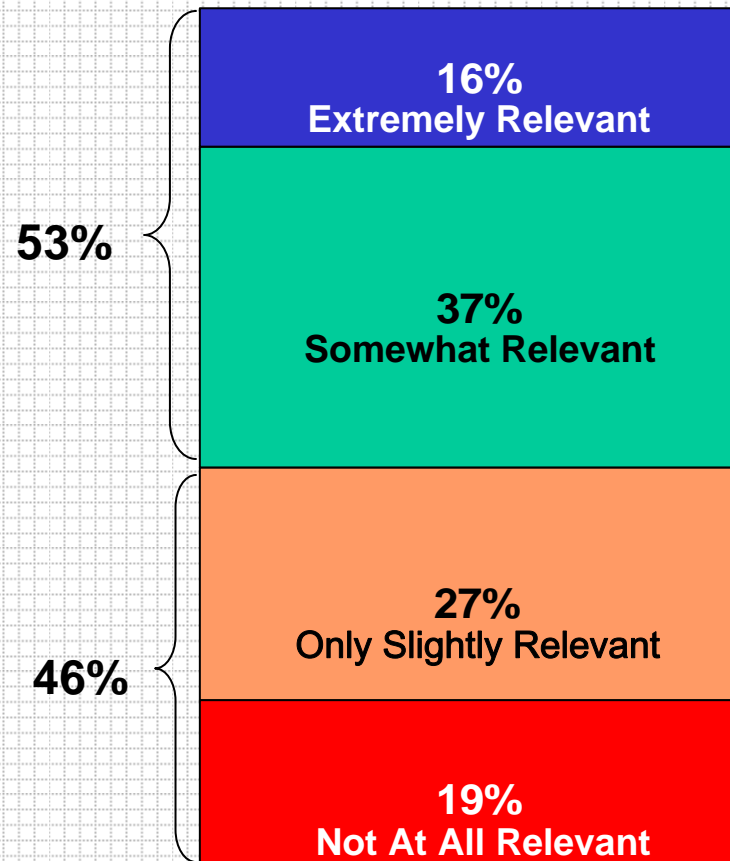
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...But Fewer Believe NASA is Relevant to Their Lives



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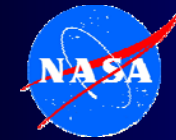
Q. Now thinking about NASA and how it relates to everyday life - how relevant would you say NASA and its activities are to you, your family, and your friends? Is NASA:



Relevance

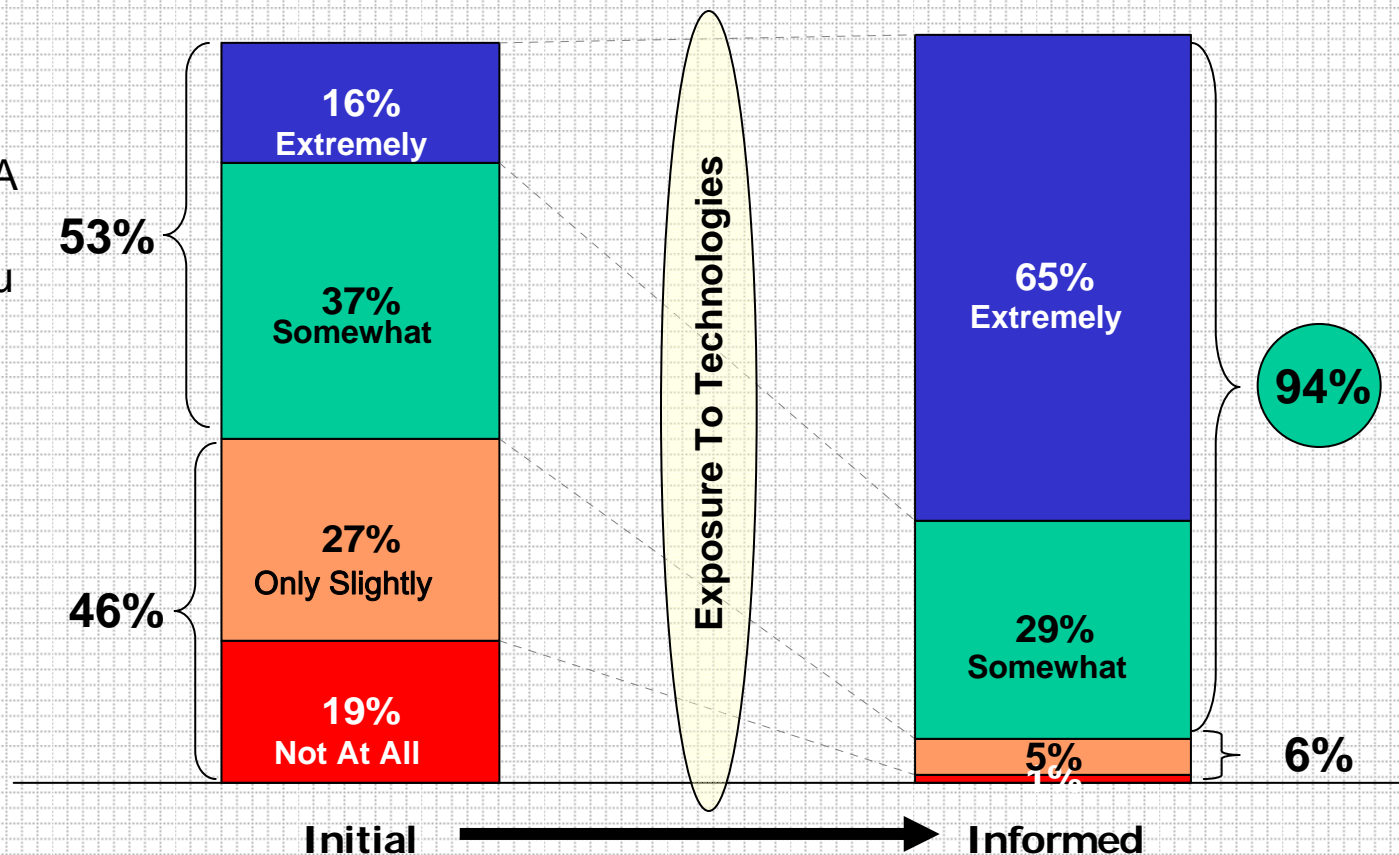
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Exposure to NASA-Related Technologies Has Tremendous Impact on Relevance



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Q. Now, having heard more about these technologies that NASA has helped develop, how relevant would you say NASA is to you, your family, and your friends? Is NASA:



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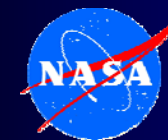
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NASA-Related Technologies Seen As Highly Relevant to Americans' Lives (I)

Q. Now I'm going to tell you about some technologies that NASA has helped to develop. As I describe each technology, please tell me whether you think it is extremely relevant, somewhat relevant, only slightly relevant, or not at all relevant to you, your family and your friends. Here is the first one...

Technology	Extremely	Somewhat
● Smoke Detectors , which are used to detect fires in their earliest stages in homes, businesses, airplanes - just about everywhere.	↓ 85%	11%
● Advanced Breast Cancer Imaging , which provides better and earlier tumor detection, with less pain and scarring than surgical techniques.	80%	15%
Heart Defibrillators , which restore proper heart rhythm in patients who suffer from potentially life-threatening irregular heartbeat.	78%	16%
Weather Satellites , which provide scientists with information leading to better understanding of the Earth's climate and weather patterns.	67%	26%
● Regression analysis showed these to be highly correlated with a positive change in attitude about relevance		

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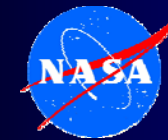
NASA-Related Technologies Seen As Highly Relevant to Americans' Lives (II)

Q. Now I'm going to tell you about some technologies that NASA has helped to develop. As I describe each technology, please tell me whether you think it is extremely relevant, somewhat relevant, only slightly relevant, or not at all relevant to you, your family and your friends. Here is the first one...

Technology	Extremely	Somewhat
Remote-Controlled Robots used by military in Iraq and Afghanistan to clear caves and bunkers, search buildings, and handle bombs from a safe distance away.	↓ 62%	24%
GPS, or Global Positioning System , which uses satellites to improve travel safety and efficiency for cars, ships, and planes.	58%	29%
Cordless Tools , which are battery powered, portable tools used by surgeons, contractors, plant workers, and people in their homes.	56%	34%
Satellite Radio and DirecTV , which deliver hundreds of crystal clear radio and television channels that have good reception regardless of location.	39%	40%

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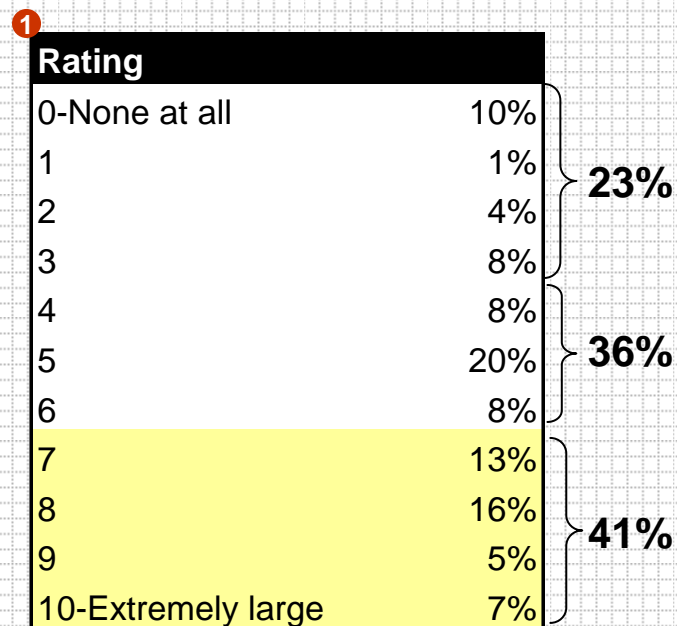
Technologies Increase Perception of Economic Contribution



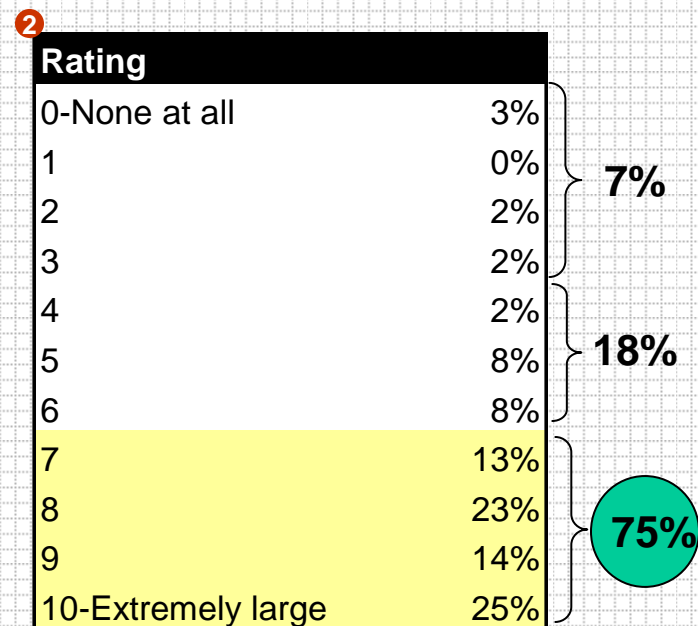
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Q. And I would also like to ask you one more time...when thinking about NASA and all of its activities, on a scale of 0 to 10, with 0 being none at all, and 10 being extremely large, how much of a contribution do you think NASA makes to the U.S. economy

INITIAL

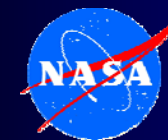


INFORMED



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Key Metrics By Gender



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**The Importance of NASA
Continuing Space Exploration**

Very Important/Somewhat

	<u>Pre</u>	<u>Post</u>
Men	74%	80%
Women	67%	81%

**Relevance of NASA and Its
Activities to Daily Life**

Extremely/Somewhat

	<u>Pre</u>	<u>Post</u>
Men	57%	92%
Women	49%	95%

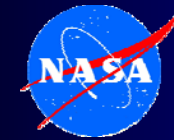
**Perception of NASA's
Contribution to the U.S. Economy**

Very Strong (9-10)

	<u>Pre</u>	<u>Post</u>
Men	11%	28%
Women	12%	48%

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Key Metrics By Age



Office of Communications Planning

The Importance of NASA Continuing Space Exploration

Very Important/Somewhat

	<u>Pre</u>	<u>Post</u>
18-34	74%	87%
35-64	71%	80%
65+	66%	73%

Relevance of NASA and Its Activities to Daily Life

Extremely/Somewhat

	<u>Pre</u>	<u>Post</u>
18-34	50%	96%
35-64	57%	94%
65+	53%	93%

Perception of NASA's Contribution to the U.S. Economy

Very Strong (9-10)

	<u>Pre</u>	<u>Post</u>
18-34	10%	38%
35-64	14%	39%
65+	12%	33%

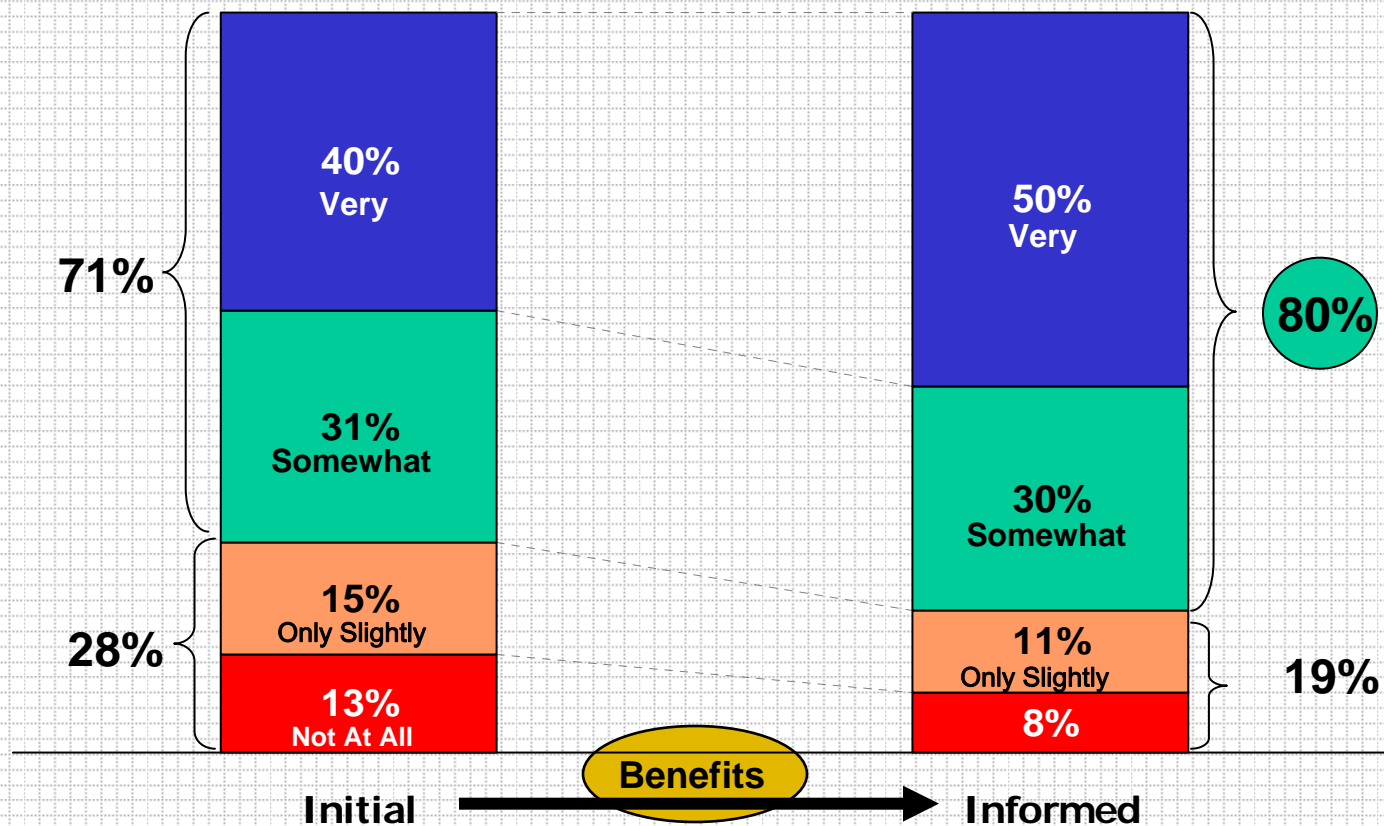
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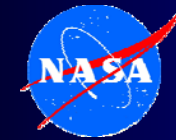
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Importance of Exploration Solidified

Q. Now, as you think a moment about one of NASA's main activities - exploring space - how important is it to you that NASA continues with space exploration?



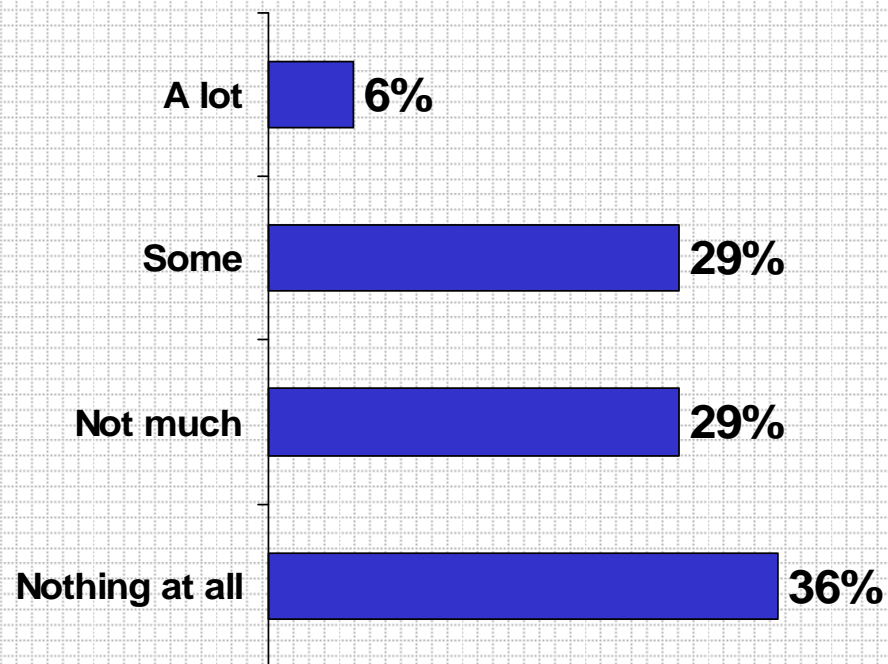
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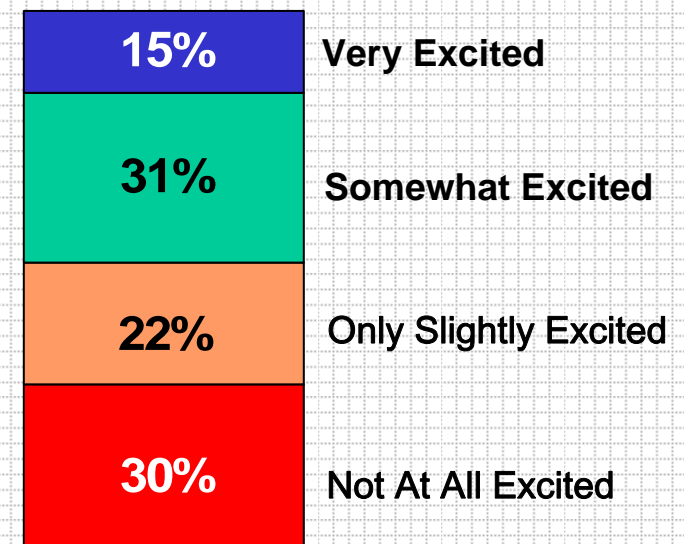
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Moon Mission Awareness and Excitement

Q. NASA has announced a plan to send humans to the Moon by the year 2020. How much have you heard about this plan to go to the Moon - a lot, some, not much, or nothing at all?



Q. As you think about it now, how would you say you feel about NASA's plan to send humans to the Moon? Would you say you are...



Excitement

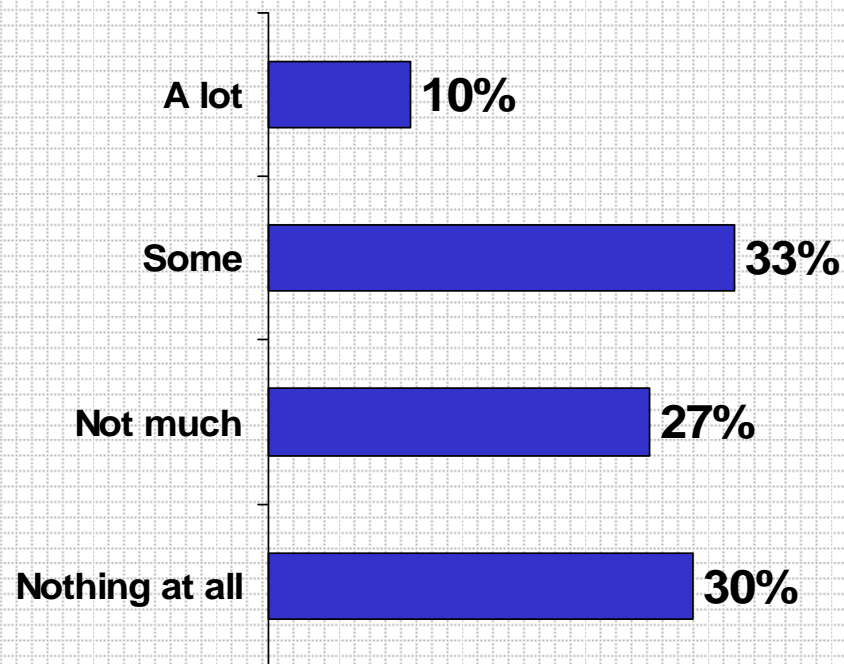
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Eventual Mars Mission Awareness and Excitement

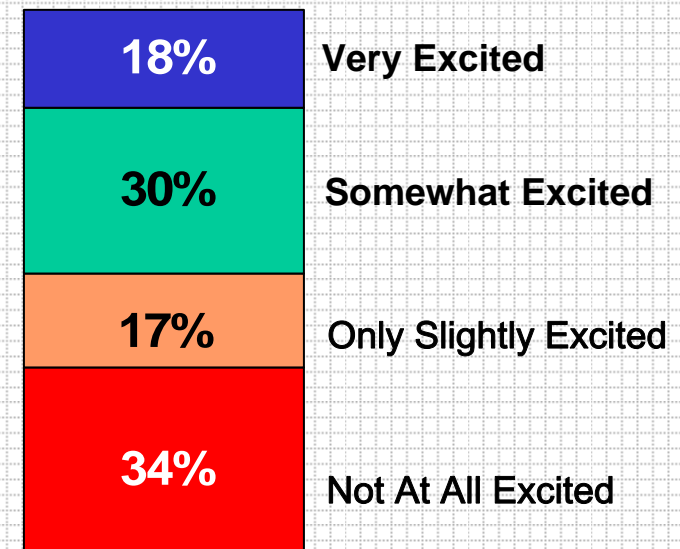


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Q. NASA has also announced a plan to eventually send humans to Mars. How much have you heard about this plan to go to Mars - a lot, some, not much, or nothing at all?



Q. As you think about it now, how would you say you feel about NASA's plans to eventually send humans to Mars? Would you say you are...



Excitement

Strategic Communications Framework Implementation Plan

Reasons to Explore Space (I)



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Now I am going to read you a list of reasons that some people give for why NASA should send humans to the Moon and Mars and continue space exploration in general. After I read each one, please tell me whether you find the reason very strong, somewhat strong, neither strong nor weak, somewhat weak, or very weak.

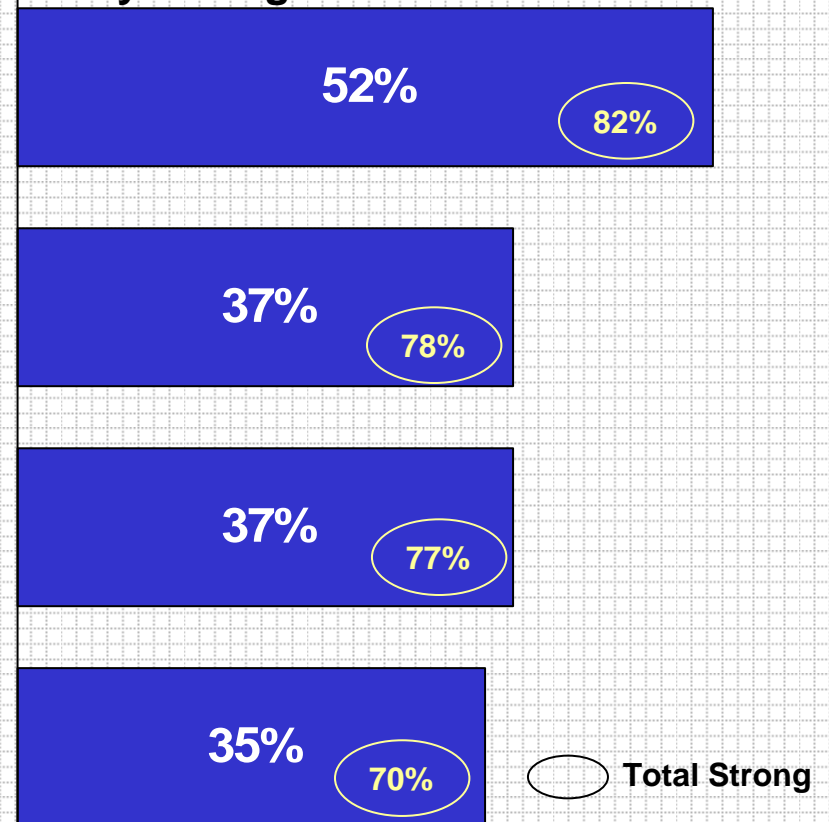
Space exploration has led to more than 1300 technologies such as GPS, heart defibrillators, smoke detectors and satellite radio. As we continue to explore, we will develop even more technologies to benefit life on Earth.

Space exploration engages and inspires the public, and encourages students to pursue studies in challenging, high-tech fields.

We should go to the Moon to establish an observatory to study weather and climate change on Earth, monitor how the Sun affects the Earth, and detect objects that could collide with Earth.

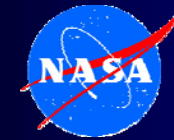
Going to the Moon will enable us to develop new energy technologies that may help meet our needs on Earth.

"Very Strong" Reason %



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Reasons to Explore Space (II)



Office of Communications Planning

Now I am going to read you a list of reasons that some people give for why NASA should send humans to the Moon and Mars and continue space exploration in general. After I read each one, please tell me whether you find the reason very strong, somewhat strong, neither strong nor weak, somewhat weak, or very weak.

Space exploration will stimulate the economy and make America more competitive by creating new jobs, new markets, and new technologies.

"Very Strong" Reason %

33%

72%

Space exploration satisfies our curiosity, advances our knowledge, and answers our fundamental questions about the history of the Earth, the solar system and the universe.

30%

70%

Going to the Moon and Mars will be a stunning achievement and enduring legacy to future generations of our desire to explore, learn and progress.

30%

65%

Exploring space will allow us to learn how to survive in other places in our solar system and beyond.

29%

57%

○ Total Strong

Rev 06-05-07

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Reasons to Explore Space (III)

Now I am going to read you a list of reasons that some people give for why NASA should send humans to the Moon and Mars and continue space exploration in general. After I read each one, please tell me whether you find the reason very strong, somewhat strong, neither strong nor weak, somewhat weak, or very weak.

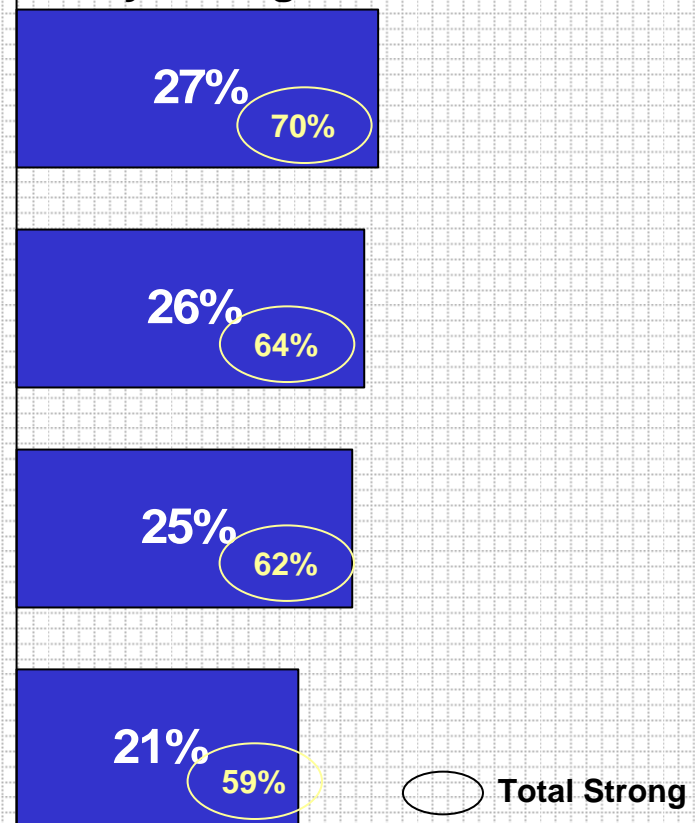
Going to the Moon provides a place to test new technologies and techniques and develop resources for future missions to Mars and beyond.

Space exploration provides a challenging, shared and peaceful activity that unites nations in pursuit of common goals.

Throughout history, the great nations have explored. The exploration of space enables the United States to lead the way toward expanding the boundaries of the last human frontier.

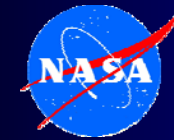
Only 25% of the Moon's surface was explored by humans during the entire Apollo program. By returning, we can further explore the Moon to advance our knowledge and improve our lives here on Earth.

"Very Strong" Reason %



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Focus Groups Point to Resonance of NASA Technologies



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**Credible
Information**

1

Preexisting belief that NASA plays major role in “technology”

2

Preexisting belief that NASA work has led to major everyday contributions

**New
Information**

3

Little, if any, specific knowledge of how NASA contributes or what it has done

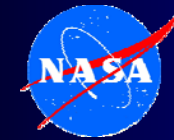
“I always thought they were an icon – they help me feel patriotic but now I see they’re useful. They provide more of a service I never would’ve thought of.”

Young Adults Group Participant

“I knew about the technology but I didn’t know NASA did it....They gotta put their name on things.”

Mixed Adults Group Participant

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Focus Groups Revealed Underlying Attitudes

- 1 Participants were not necessarily for or against going to the Moon and Mars but wanted reasons. Many simply wanted to know, “Why do these missions?”**

“If you have a reason to do it (going to the Moon) I don’t have a problem with it. I just don’t see it as ‘Geez, let’s just go and do this again and spend all this money’ when it could be going towards something else.”

- General Adults Participant

- 2 Leadership, legacy, and public inspiration reasons were seen as less persuasive, especially for the Moon, which generated “been-there, done-that” responses when placed in that context.**

(As for leaving a legacy through Moon mission) “We’ve already left it.”

- Male Adults Participant

- 3 Most agreed that a partnership with other countries would be most beneficial, but many doubt whether that can be achieved realistically.**

“It makes it more of a human race thing instead of just an American thing.”

-Young Adults Participant

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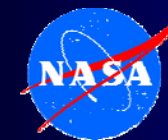
Summary



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- 1 NASA's overall public image remains high and a large number of Americans believe continuing space exploration is important**
- 2 However, fewer Americans rate NASA as relevant to their daily lives and perceptions of NASA's economic contribution vary**
- 3 Telling people about specific NASA-related technologies has a tremendous impact on both relevance and economic measures**
- 4 Among messages tested, there were no "weak" reasons for continuing space exploration, though some reasons were stronger than others**
- 5 When talking about NASA programs and activities, framing NASA communications in terms of relevance and benefits is most effective**

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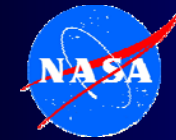


Office of Communications Planning

Message Architecture

Strategic Communications Framework Implementation Plan

Message Architecture



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Vision for Space Exploration

“The fundamental goal of this vision is to advance U.S. scientific, security, and economic interests through a robust space exploration program.”

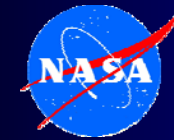
Vision for Space Exploration

Vision for Space Exploration message components:

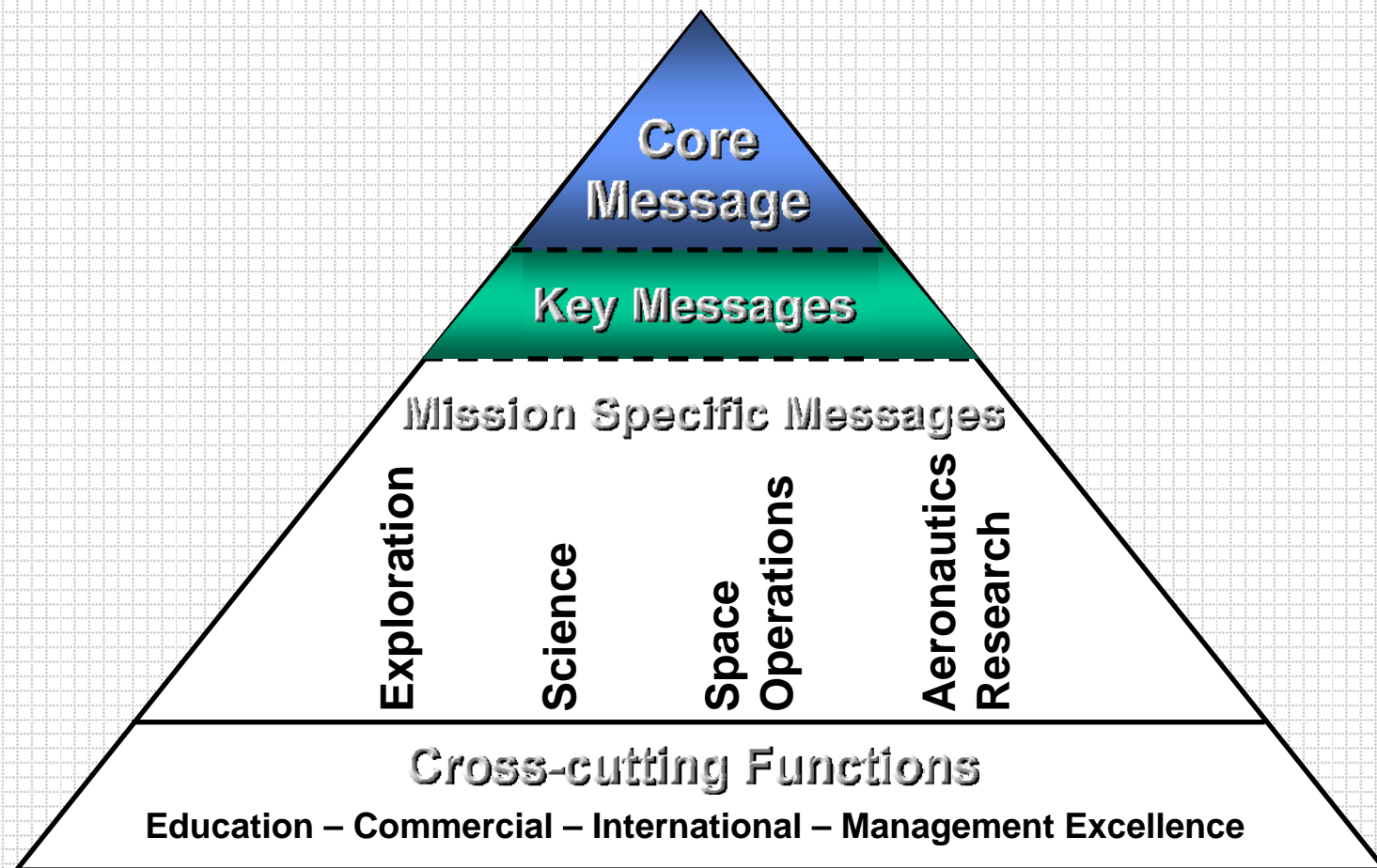
- Science
- Economic
- Security
- Leadership

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Message Architecture



Office of Communications Planning

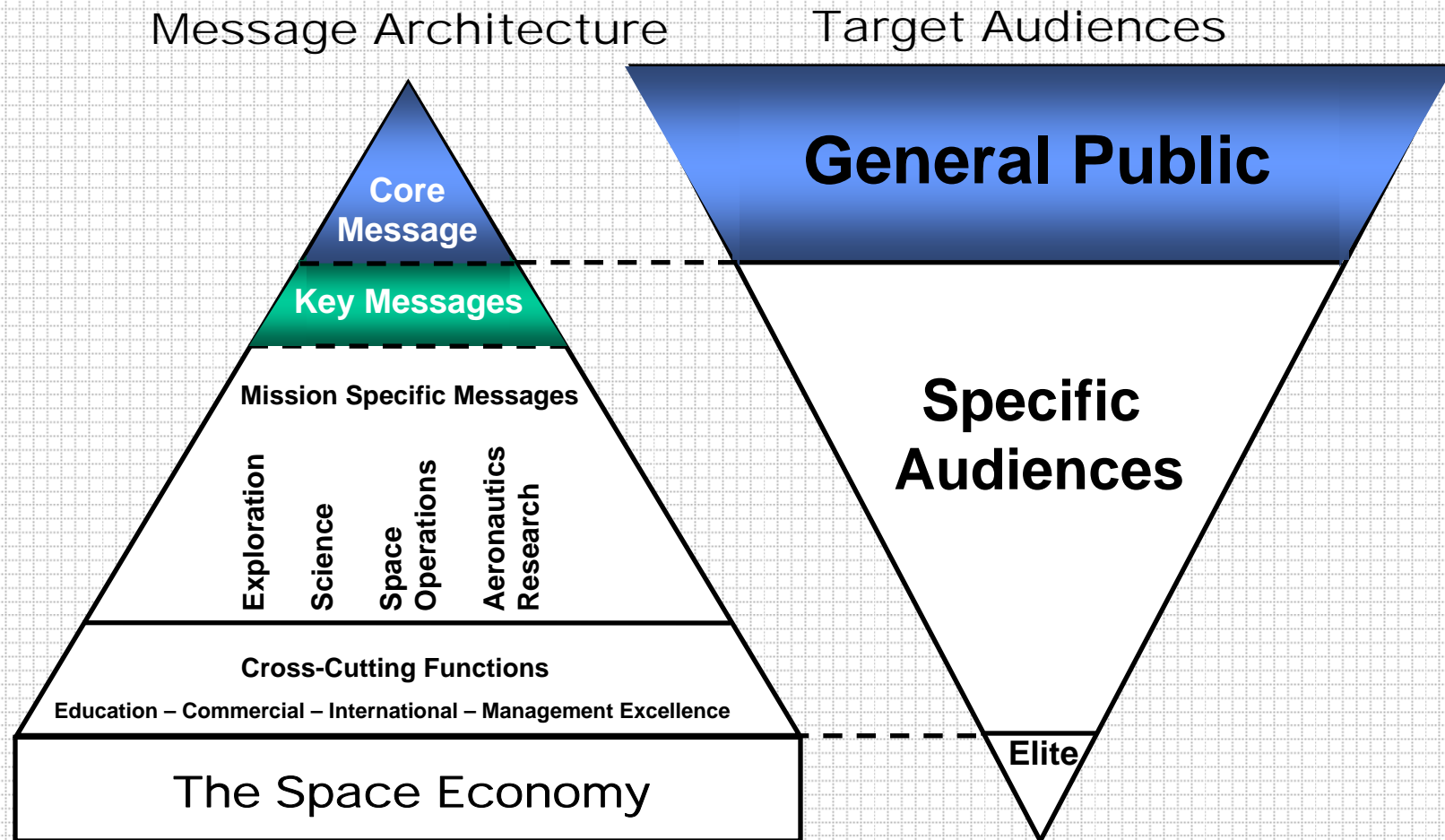


Strategic Communications Framework Implementation Plan



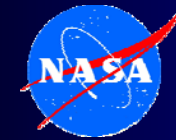
Office of Communications Planning

Relationships



Strategic Communications Framework Implementation Plan

Core Message



Office of Communications Planning

After market research testing and considerable discussion with internal stakeholders, the Core Message is...

***NASA explores for answers
that power our future.***

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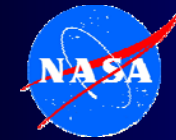
National Aeronautics and Space Administration

communications.nasa.gov

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Strategic Communications Framework Implementation Plan

Organizing Construct for NASA Communications



Office of Communications Planning

What NASA does

Why it matters

NASA explores for answers that **power our future**

In Space

Saves lives

In Science

Improves lives

In Aeronautics

Inspires students

Stimulates economy

Protects planet

Research suggests NASA should focus messaging on benefits from NASA's missions

Rev 06-19-07

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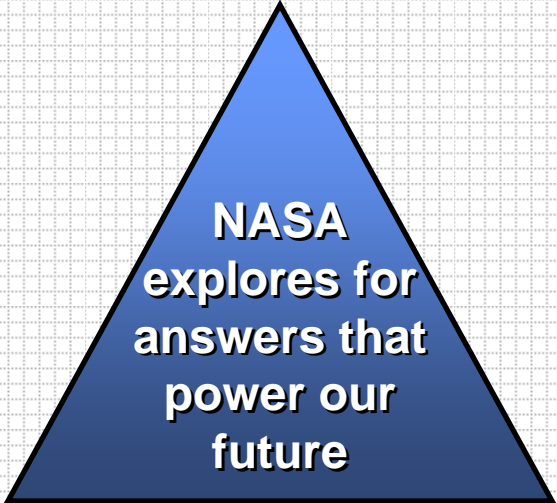
NASA Message Construct



Office of Communications Planning

Inspiration

NASA powers inspiration that encourages future generations to explore, learn, and build a better future.



NASA
explores for
answers that
power our
future

Innovation

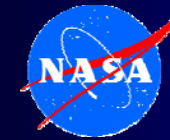
NASA powers innovation that creates new jobs, new markets, and new technologies.

Discovery

NASA powers discovery that enables us to learn more about ourselves, our world, and how to manage and protect it.

Inspiration + Innovation + Discovery = Future

Strategic Communications Framework Implementation Plan



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NASA Message Construct

CORE MESSAGE: NASA explores for answers that power our future.

Inspiration – *NASA powers inspiration that encourages future generations to explore, learn and build a better future.*

- Space exploration engages and inspires the public, and encourages students to pursue studies in challenging, high-tech fields.
- Space exploration contributes to our Nation's economic competitiveness by helping to build and maintain a skilled high-tech workforce
- Going to the Moon and Mars will be a stunning achievement and enduring legacy to future generations of our desire to explore, learn and progress

Innovation – *NASA powers innovation that creates new jobs, new markets and new technologies.*

- Space exploration has contributed to over a thousand new technologies that improve and save lives everyday – advanced breast cancer imaging systems, heart pumps, biohazard detectors, LASIK eye surgery, and water filtration systems are just a few that benefited from NASA's work
- Space exploration will enable us to develop new technologies such as hydrogen fuel cells that may help meet our energy needs on Earth
- NASA research enables safer, more environmentally friendly, and more efficient air travel. For example, NASA's research in lightweight composite materials, quieter and cleaner aircraft engine technologies, and advanced air traffic management tools have all contributed to the Nation's air transportation system

Discovery – *NASA powers discovery that enables us to learn more about ourselves, our world and how to manage and protect it.*

- Space exploration will enable us to better understand and protect Earth, through the study of weather and climate change, monitor the effects of the Sun and detect objects that could collide with Earth.
- Space exploration satisfies our curiosity, advances our knowledge, and answers fundamental questions about the history of the Earth, the solar system and the universe.
- Going to the Moon provides a place to test new technologies and techniques and develop resources for future missions to Mars and beyond.

Inspiration + Innovation + Discovery = Future

Strategic Communications Framework Implementation Plan

Elevator Speech



Office of Communications Planning

NASA explores for answers that power our future.

- **NASA exploration powers inspiration** that engages the public and encourages students to pursue studies in challenging high-tech fields
- **NASA exploration powers innovation** that creates new jobs, new markets, and new technologies that improve and save lives everyday in every community. Quieter and cleaner aircraft, advanced breast cancer screening, heart pumps, biohazard detectors, and LASIK eye surgery all benefited from NASA's work
- **NASA exploration powers discovery** that enables us to better understand our solar system and protect Earth through the study of weather and climate change, monitor the effects of the Sun and detect objects that could collide with Earth

Inspiration + Innovation + Discovery = Future

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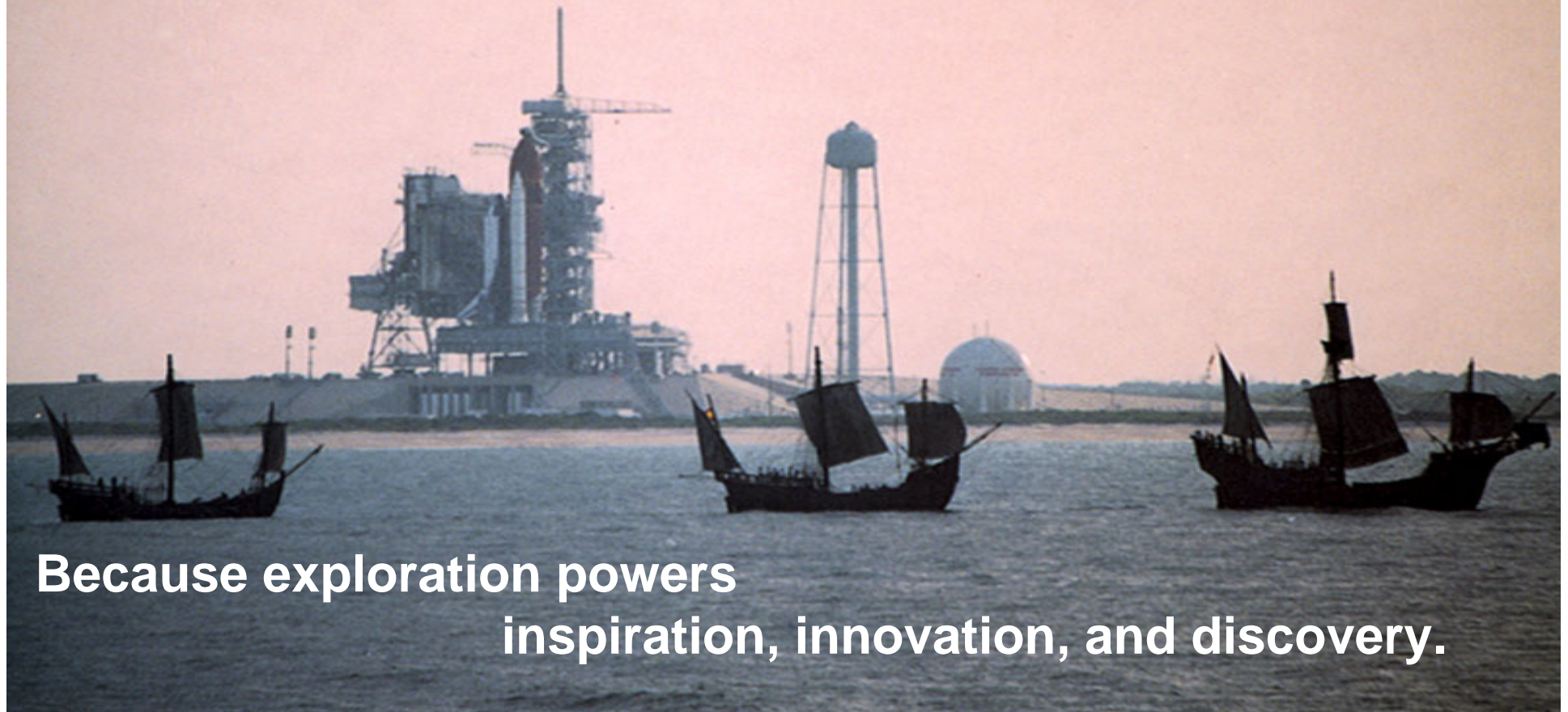
Strategic Communications Framework Implementation Plan

Exploration Messages



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Why Explore?...



**Because exploration powers
inspiration, innovation, and discovery.**

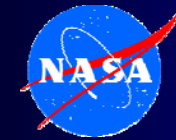
Rev 06-21-07

National Aeronautics and Space Administration

communications.nasa.gov

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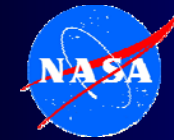
Strategic Communications Framework Implementation Plan



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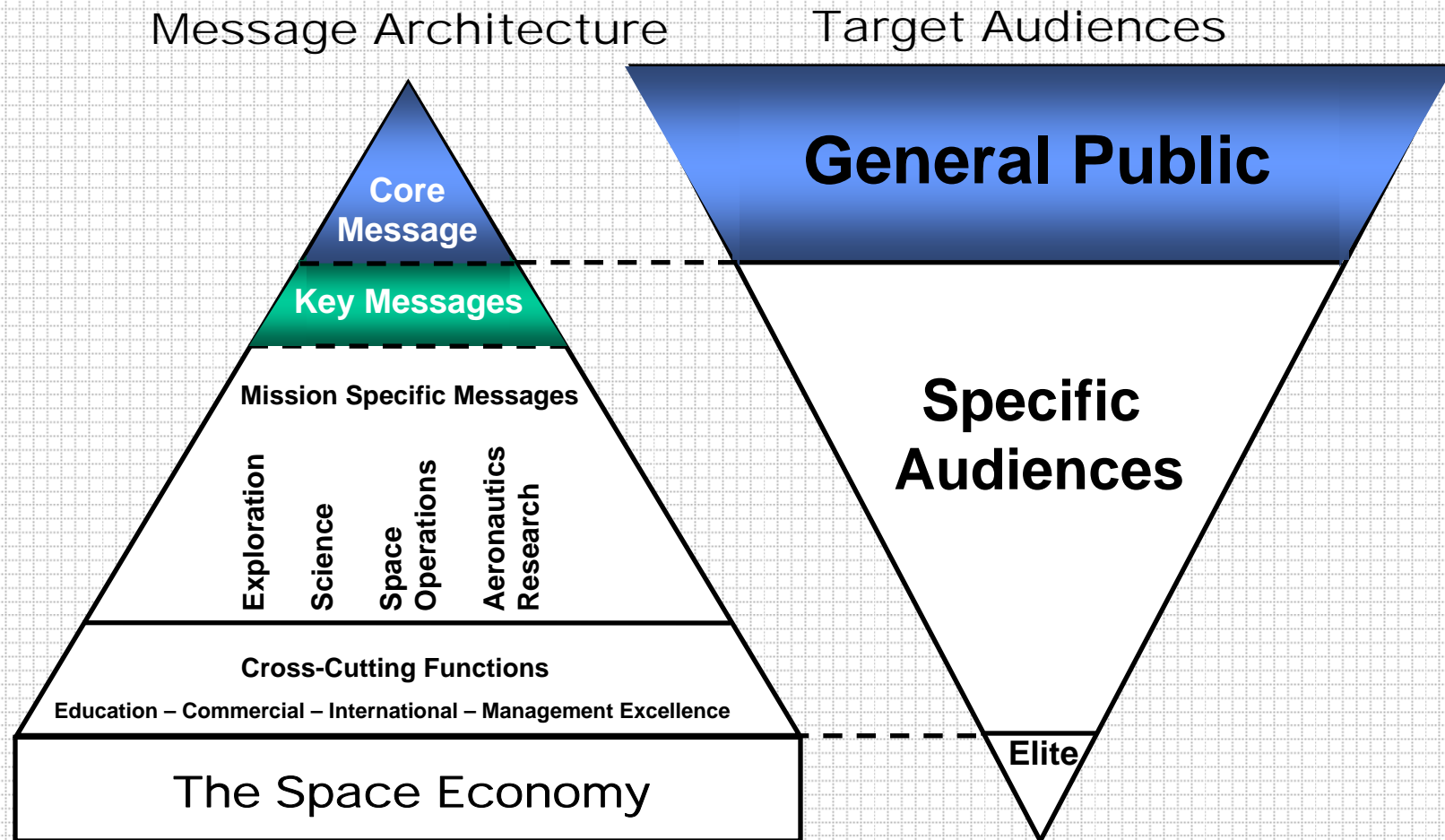
New Message Platform

Strategic Communications Framework Implementation Plan



Office of Communications Planning

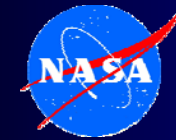
Relationships



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New Message Platform



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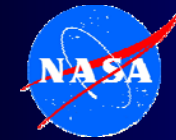
The Space Economy - A new competitive context

- New competitive landscape is Global Economy
- Innovation and competitiveness are the keys to economic growth and improved quality of life
- NASA uniquely positioned to be a primary driver of innovation and competitiveness

The Space Economy provides a platform for expressing NASA's role and relevance in this new competitive landscape to key target audiences.

Strategic Communications Framework Implementation Plan

New Message Platform



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What is The Space Economy?

The Space Economy – *The full range of activities and the use of resources that create and provide value and benefits to human beings in the course of exploring, understanding and utilizing space.*

Examples:

Infrastructure – Space operations, suppliers, contractors

Applications – GPS, weather, climate, defense, imagery

Transactions – Finance, medicine, communications

Commerce – Tourism, services, logistical support

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New Message Platform



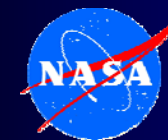
Office of Communications Planning

The Space Economy

Establish NASA thought leadership around The Space Economy theme:

- **Develop economic models for space leadership.**
- **Develop economic indicators and impact analysis to bring specificity to The Space Economy theme.**
- **These can lead to a de facto rebranding of NASA in terms of relevance and benefits for our target audiences.**

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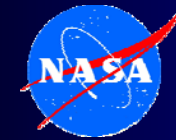


Office of Communications Planning

Outreach Strategies

Strategic Communications Framework Implementation Plan

Outreach Strategies



Office of Communications Planning

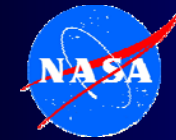
50th Anniversary of NASA

- On Oct. 1, 1958, the National Aeronautics and Space Administration was created
- Use 50th Anniversary as communications platform
 - Utilize Core Message for all materials
 - Unique backdrop for dialogue with stakeholders and public
 - 50th Theme: NASA@50: Exploring for answers, powering our future
 - Graphic element: Inspiration + Innovation + Discovery= Future
 - While celebrating past, want 50th to focus on the future of NASA, its contributions to society, and the importance of our people
- Kick-off event in October 2007, activities run whole year
- Culminate with planned AIAA 50th Gala in October 2008
- 50th Anniversary Working Group under CCC to manage and coordinate activities established

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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Highlights of NASA 50th Activities Underway

- Kick off event - possibly with Disney at Epcot first week October 2007
- Culmination Gala in DC on October 1, 2008
- Redesign and release of new NASA website
- PSAs
- Various publications including photo book, magazine.
- Art and Culture Initiative
- NASA Lecture Series and Future Forums
- US Festival planning May 2008
- Smithsonian Folklife Festival July 2008
- Weekly radio series celebrating anniversary
- Media partnerships
- Commemorative Coin, medallion, stamp tentative discussions
- Many others, education activities, history,

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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NASA Future Forums

- Work with corporate partners to sponsor a series of Future Forums around the country
- Future Forums would be day long conferences to discuss the role of innovation (technology, R&D) in promoting and sustaining economic development
- Messaging coordinated with the 50th Anniversary celebration
- Participants would include members of the local entrepreneurial, technology and academic communities as well as elected officials
- Target large metropolitan areas that have a significant R&D and technology base (e.g., Boston, Denver, Phoenix, Dallas, Salt Lake, Chicago, Atlanta, Columbus, St. Louis, Albany, Seattle)
- Promote the event locally, highlighting NASA's role as an innovation leader
- Conduct school visits, media interviews, editorial boards and meetings with local elected officials

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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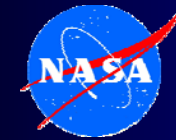
NASA Lecture Series

- Work with corporate partners to sponsor a lecture series at the National Press Club
- Coordinate announcement and messaging with 50th Anniversary
- Recruit prestigious speakers on topics not traditionally associated with NASA - international cooperation, economic competitiveness, environmental management, education

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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The Office of Legislative and Intergovernmental Affairs (OLIA) “Three State Plan” leverages Space Shuttle launches to engage state and local leaders. Three events using the Three State Approach are in the planning process now:

STS-118 (NET August 9, 2007)

Arizona, California, & Idaho

STS-120 (NET October 20, 2007)

Arkansas, Missouri, & New Jersey

STS-122 (NET December 6, 2007)

Pennsylvania, New Mexico, & North Carolina



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Strategic Communications Framework Implementation Plan

Outreach Strategies



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Public Service Announcements

- PSA campaign that focuses on relating the relevance and benefits of NASA to people in their everyday lives
- Web-based series of PSA's that utilizes the NASA portal and other Web venues to push out each segment
- Promotional campaign will highlight the new PSA's with targeted media
- Leverage 50th Anniversary messaging and events

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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Strategic Alliances

Current Agreements

- Google
- Yahoo!
- Honeywell
- Office Max
- World Book
- Berazy
- Internet Archive
- Disney
- Discovery

Potential Opportunities

- Medical
- Media
- Safety
- Education
- Environment
- Military

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Outreach Strategies



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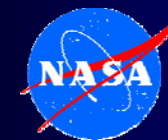
New Media: NASA Web 2.0 Redesign

- Dynamic content
 - Customization (user-generated or server-defined)
 - Most-popular searches
 - Most-popular pages
- Social bookmarks (del.icio.us, Digg, etc.)
- NASATube, NASApedia external release
 - Internal release in July; NASA users populate
 - Governance process and staffing identified required
 - Downloads from NASATube have to be monitored for affect on bandwidth usage
- Allowing public to comment or tag NASA content, accepting user-created content
- “Users who liked this also liked . . .”
- Mashups of content outside www.nasa.gov
- All very limited, tightly controlled pilots

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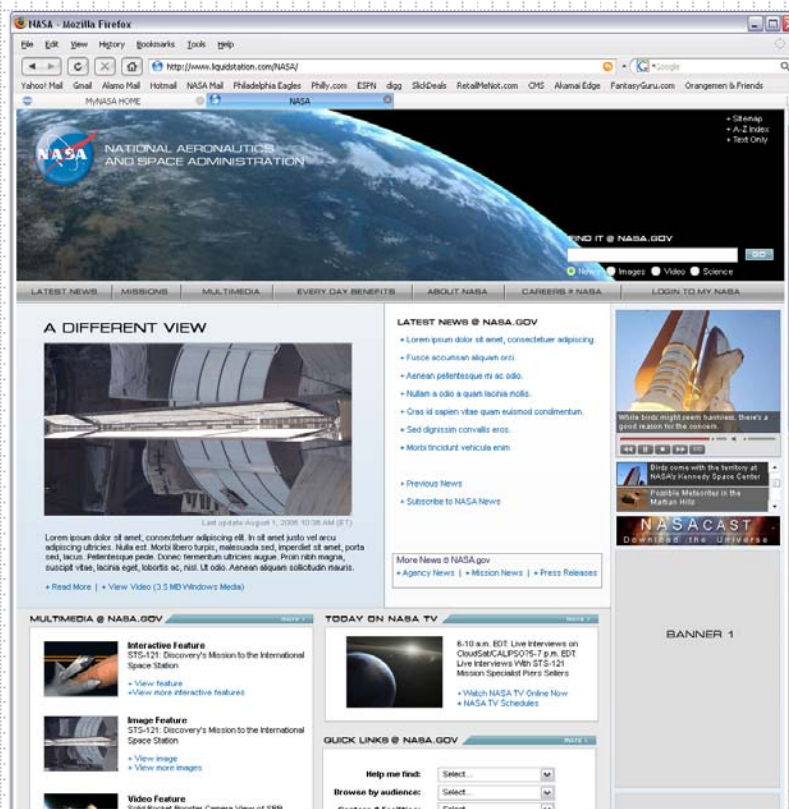
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Outreach Strategies



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New Media: Phased upgrade for new MyNASA page

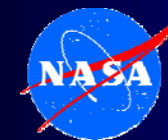


- New capabilities in customization and personalization.
- User options
 - Expanded news options
 - Tag and share articles
 - Calendar of events
 - Videos, images
- Push options
 - HTML emails
 - Text emails
- Interactivity
 - Online chats
 - Customized image galleries
 - User forums
- Improve search options

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Outreach Strategies



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New Media: NASA & You

- Build online benefits catalog on nasa.gov
- Provide live link listing of benefits, e.g., linked images and stories of how NASA has contributed to improving our lives
- Invite audience to tell stories of how NASA impacts their lives
- Monthly NASA & You feature sent out to MyNASA registered users

The screenshot displays the NASA Office of Communications Planning website. The header includes the NASA logo, the text 'OFFICE OF COMMUNICATIONS PLANNING', and links for 'Technical Issues & Questions' and 'Submit Comment'. A search bar is also present. The main navigation menu includes 'FRAMEWORK', 'MASTER EVENTS', 'CMR SYSTEM', 'SPEAKERS BUREAU', and 'EXHIBIT OUTREACH'. The 'Presentation Assets Library' section is active, showing a list of assets: 'OCF ORGANIZATION', 'OCF CHARTER', 'OCF STAFF', and 'STRATCOMM WORKSHOP'. The featured article is 'The Chill Pill', which discusses heat exhaustion and its prevention. Below the article, there are 'Related Images, Animations, and Video' and 'Additional Information and References'. The footer includes a 'Sample Powerpoint Chart with Speaker Notes' and a 'FIRST GOV' logo.

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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Outreach Tools

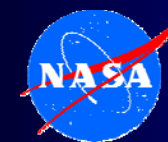
OCP is developing the following tools that will be housed on the Communications Toolkit at the communications.nasa.gov internal web site:

- Outreach Checklist
- Op-ed Template
- Speakers Bureau Template
- Strategic Communications Framework Handbook

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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Communications Toolkit

<http://communications.nasa.gov>

Empowers communicators across the Agency by providing:

- Approved Agency Messages and Communications Strategies
- NASA & You
- Mission Directorate Overviews
- Hot Topics
- Multimedia
- Key Documents
- Links to Key Information

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Strategic Communications Framework Implementation Plan

Outreach Strategies



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<p>Top 20 New NASA Spinoffs Space Technology Hall of Fame Innovative Partnerships Program Centennial Challenges COTS</p> <p>+ INTERNATIONAL COLLABORATION International Collaboration and NASA What's Hot in International Collaboration The Importance of Collaboration</p> <p>+ EDUCATION Welcome to NASA Education! What's Hot in Education! National ISS Education Lab Concept Strategic Plan in Education</p> <p>+ MANAGEMENT EXCELLENCE Management Excellence and NASA What's Hot in Management Excellence! NASA and The President's Management Agenda OMB Performance Assessment Integrated Enterprise Management NODIS Library ASK (Spring 2007)</p>	<p>Welcome to NASA Space Science! What's Hot in Space Science! Planetary Photjournal Hubble Servicing Mission</p> <p>+ SPEAKERS Speaker Tips and Checklist Elements of a Compelling Story Presentation Assets Library (PAL) NASA Image of the Day Gallery NASA Presentation Tool FAQs</p> <p>+ REACHING TARGET AUDIENCES MyNASA Policymakers Congressional Hearings State Summaries - Please Select - Young Adults NASA Edge NASA Podcasting Kids NASA Kids Club NASA Brain Bites Women NASA Women in Science Images of NASA Women Hobbyists/Enthusiasts ISS Sightings Space Weather Educators Student Opportunities with NASA Podcasts Industry SBR/STTR NASA Procurements US Map NASA TechFinder Advanced Concepts The Space Report 2006 Minorities Hispanic Astronauts Minority University Research Program NASA En Espanol NASA TV Portal Affinity Kit</p> <p>+ SOCIETAL INTEREST AREAS Societal Impact of Spaceflight (2006) Environment - Air and Water Quality Safety Food (Agriculture, Aquaculture) Communications Manufacturing Transportation (Land, Air, Water, Space) Energy Medical/Health Security Military Consumer Goods/Services Mining Financial/Economics</p>	<p>+ NASA CENTERS NASA Headquarters Ames Research Center (ARC) ARC Fact Sheets Dryden Flight Research Center (DFRC) DFRC Fact Sheets Glenn Research Center (GRC) GRC Fact Sheets Goddard Space Flight Center (GSFC) Jet Propulsion Laboratory (JPL) JPL Fact Sheets Johnson Space Center (JSC) JSC Fact Sheets Visual Communications Lab Kennedy Space Center (KSC) KSC Fact Sheets Langley Research Center (LaRC) LaRC Fact Sheets Langley Ambassadors Program Marshall Space Flight Center (MSFC) Welcome to Marshall MSFC Fact Sheets Stennis Space Center (SSC) Welcome to Stennis! SSC Fact Sheets</p> <p>+ GOVERNING DOCUMENTS The Vision for Space Exploration FY07 Budget Request Summary A Renewed Spirit of Discovery US National Space Policy (2006) NASA Authorization Act (2005) The NASA Strategic Plan (2006) National Aeronautics R&D Policy (2006) National Aeronautics and Space Act (1958)</p> <p>+ REFERENCE LIBRARY Inside NASA NASA Executive Secretariat NASA News Summary NASA Fact Sheets NASA History in Brief This Month in Exploration NASA Anniversaries NASA Missions Event Archive JPL's Space Calendar Space at the National Academies</p>
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Communications Toolkit (cont.)

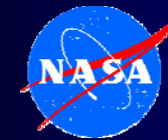
<http://communications.nasa.gov>

Empowers communicators across the
Agency by providing:

- NASA Center Overviews and Fact Sheets
- Techniques for Reaching Target Audiences
- NASA Contributions Targeted to Societal Interest Areas
- Presentation Assets Library
- Governing Documents
- Reference Library

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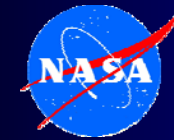


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Metrics

Strategic Communications Framework Implementation Plan

Metrics



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Why Measure?

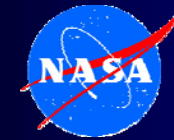
- To determine levels of success in meeting key goals
- To more effectively appropriate resources
- To better understand our audiences
- To recognize changing trends and attitudes

How?

- Quantitative – Data-based measurement of audience trends and attitudes through public opinion surveys
- Qualitative - Exploratory research that uses procedures such as in-depth interviews and focus group interviews to gain key insights into audience attitudes and interests
- Performance Metrics – Goals that are set and measured to achieve specific outcomes

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Metrics



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Mechanisms

Audiences

Congress

Public

Media

Internal

Opinion
Quantitative/
Qualitative

News Coverage

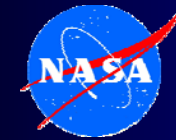
Web Analytics

Key Votes

			✓
✓		✓	
	✓		
✓		✓	

Strategic Communications Framework Implementation Plan

Metrics



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Audiences and Mechanisms

Congress

- Track and report Congressional votes on key NASA/space issues

General Public

- Survey/polling either annually or on rolling basis
- Focus groups to assess audience attitudes on NASA-related topics and issues
- Web Analytics - use portal to gather critical insights into audience preferences, interests, and website efficacy

Media

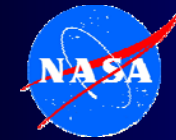
- Use news coverage to track and measure quality/tone of coverage

Internal

- Use surveys on annual basis to track employee attitudes and views
- Web Analytics – Use NASA portal to gather critical insights into employee preferences, interests, and website use for communication activities, such as communications.nasa.gov

Strategic Communications Framework Implementation Plan

Metrics



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External Metrics

Congress

- Track and trend key Congressional votes on NASA/space issues

General Public

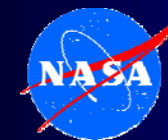
- Through survey and focus groups track annual trend of six key questions:
 - Overall awareness of NASA
 - Favorable impression of NASA
 - Importance of Space Exploration
 - Relevance to public's daily lives
 - Excitement and awareness about Moon mission
 - Excitement and awareness about Mars mission
- Track monthly registered users and visits of MyNASA page and visits to overall NASA portal

Media

- Track monthly news coverage of NASA and measure quality/tone of coverage

Strategic Communications Framework Implementation Plan

Metrics



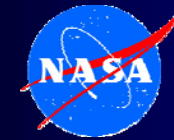
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Internal Metrics

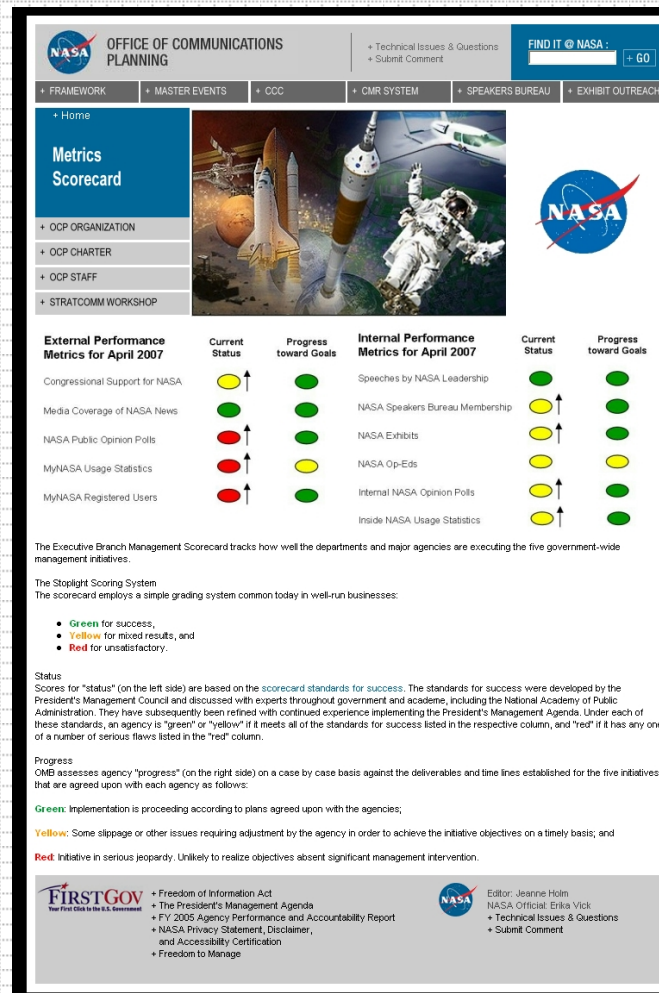
	Performance	Output	Outcome	Goal (from pg. 5)
Speeches by Leadership (A, DA, AA)	4 new venues/ each	Increase # of Speeches	Build awareness and reach new audiences	1, 2, & 3
Speeches (AA, CDs)	2 new venues/ audiences/each	Increase # of Speakers	Build awareness and reach new audiences	1, 2, & 3
Exhibits	4 new venues	Increase # of Visitors	Build awareness and reach new audiences	1, 2, & 3
Op-eds (A Suite, AA, CDs)	2 new Op-eds/ month	Increase # of Op- eds	Build awareness and reach new audiences	1 & 3

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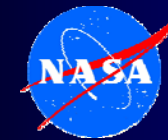
Metrics Scorecard



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Appendix

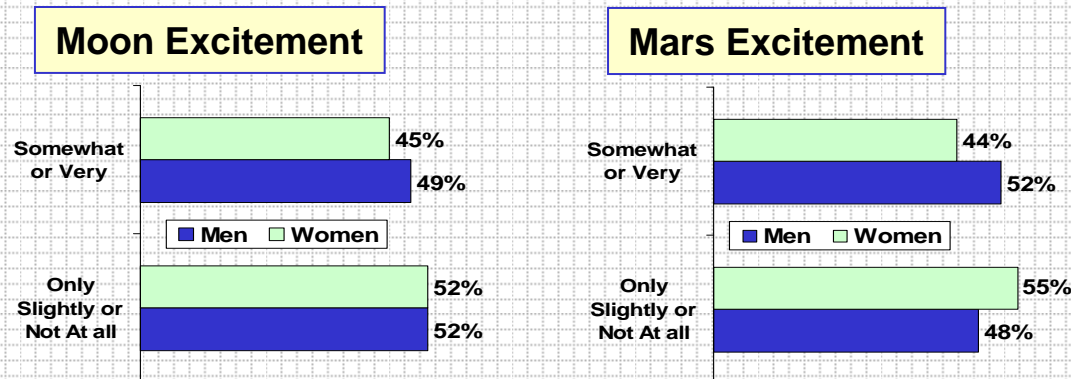
Strategic Communications Framework Implementation Plan



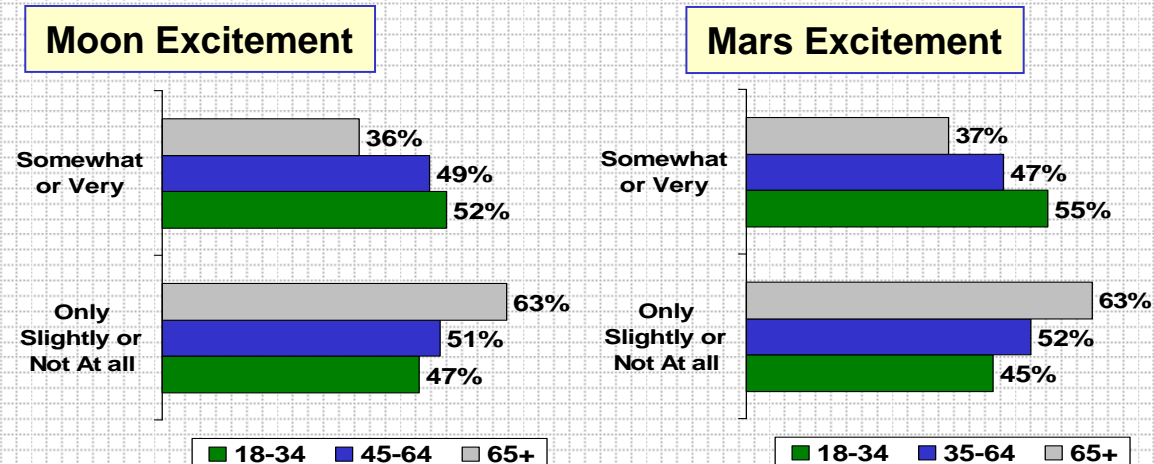
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Key Metrics By Gender and Age

Key Metrics By Gender



Key Metrics By Age



Strategic Communications Framework Implementation Plan

Message Architecture



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Key Messages

NASA explores for answers that power our future

Science

NASA powers discovery that enables us to learn more about ourselves, our world, and how to manage and protect it.

Economic

NASA stimulates the economy and makes America more competitive by creating new jobs, new markets, and new technologies.

Security

NASA provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

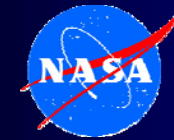
Leadership

NASA enables the United States to lead the way toward expanding the boundaries of the last human frontier.

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Strategic Communications Framework Implementation Plan

Message Architecture



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Exploration

NASA explores for answers that power our future

Science

Space exploration satisfies our curiosity, advances our knowledge, and answers our fundamental questions about the history of the Earth, the solar system, and the universe.

Economic

Space exploration stimulates the economy and makes America more competitive by creating new jobs, new markets, and new technologies.

Security

Space exploration provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

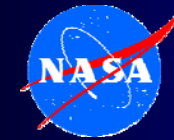
Leadership

Going to the Moon and Mars will be a stunning achievement and enduring legacy to future generations of our desire to explore, learn and progress.

Rev 06-06-07

Strategic Communications Framework Implementation Plan

Message Architecture



Office of Communications Planning

Space Operations

NASA explores for answers that power our future

Science

Space exploration, including ISS, provides a place to test new technologies and techniques and develop resources for future missions to Mars and beyond.

Economic

Space exploration has contributed to numerous new technologies that improve and save lives everyday – heart pumps, biohazard detectors, and water filtration systems are just a few that benefited from NASA's work.

Security

Space exploration provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

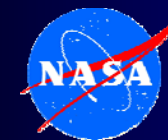
Leadership

Space exploration of space enables the United States to lead the way toward expanding the boundaries of the last human frontier.

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Science

NASA explores for answers that power our future

Science

NASA science satisfies our curiosity, advances our knowledge, and answers our fundamental questions about the history of the Earth, the solar system, and the universe.

Economic

NASA science is developing new technologies and capabilities with the potential to benefit billions of people on Earth.

Security

NASA science enables us to better understand our solar system and protect Earth through the study of weather and climate change, to monitor the effects of the Sun, and to detect objects that could collide with Earth.

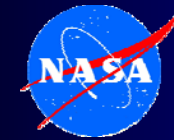
Leadership

NASA is the global leader in Earth and space science whose excellence in the pursuit of knowledge and discovery continues to shape and define our world.

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Office of Communications Planning

Aeronautics Research

NASA explores for answers that power our future

Science

NASA's aeronautics research provides state-of-the-art research and testing capabilities to improve the Nation's air transportation system, air transportation safety and the performance of future air and space vehicles.

Economic

NASA's aeronautics research provides cutting edge innovations that advance and strengthen U.S. military and civilian aviation and aeronautics, and contribute to continued U.S. leadership in the aviation sector.

Security

NASA's aeronautics research enhances aviation safety for civilian and military applications as well as space flight.

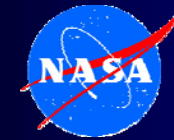
Leadership

NASA's aeronautics research enables continued U.S. leadership in aviation, aeronautics and space exploration through innovation and technological advances.

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Cross-cutting Functions

Education Message

NASA engages and inspires the public, and encourages students to pursue studies in challenging, high-tech fields.

International Message

NASA exploration provides a challenging, shared, and peaceful activity that unites nations in pursuit of common goals.

Commerce Message

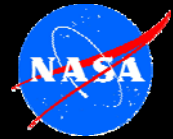
NASA's partnership with commercial enterprise enables new innovations and efficiencies that contribute to the pursuit of knowledge and scientific discovery. We will build a viable and sustained global commercial enterprise in space that will drive economic growth and improve life on Earth.

Management Excellence Message

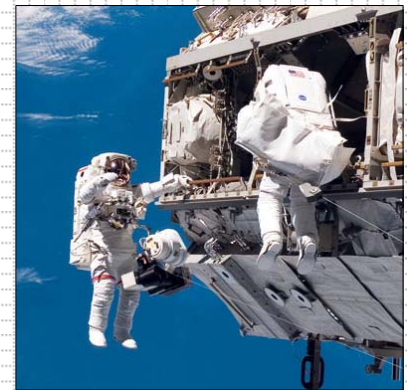
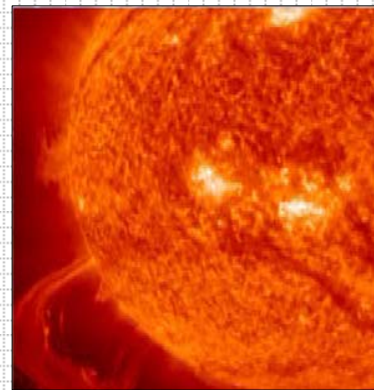
For less than seven tenths of 1% of the federal budget NASA provides future benefits through technological advancement and scientific discovery. We are aligning our organization and workforce to achieve the Nation's exploration objectives, while building stronger, healthier, and safer communities.

Rev 06-06-07

National Aeronautics and Space Administration



Strategic Communications Framework Implementation Plan



Robert Hopkins
Chief of Strategic Communications
Office of Strategic Communications