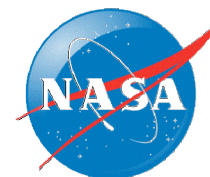


# SMC **Next Gen** Presentation

15 April 2008





**HQ** / **Garth Henning**, program analyst



**LaRC** / **Jennifer Keyes**, systems analyst



**HQ** / **Rich Leshner**, policy and program analyst



**KSC** / **Kelli McCoy**, budget integrator



**JSC** / **Kristen Painting**, instructor



**GSFC** / **Stephen Rinehart**, astrophysicist



**ARC** / **Robbie Schingler**, project manager

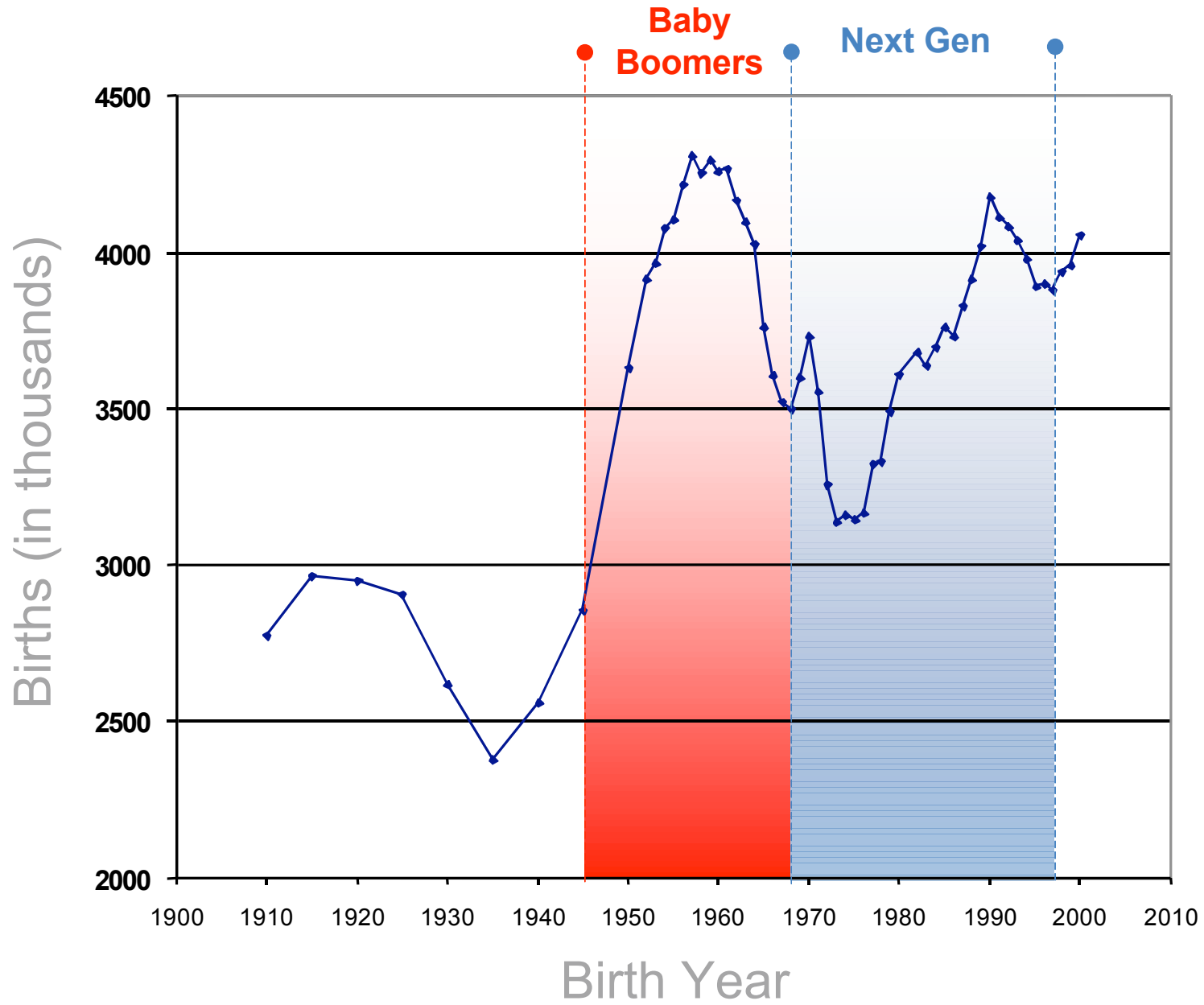


**JSC** / **Nick Skytland**, project manager

The purpose of the Generation Y Perspectives presentation was **to spark a discussion** about strategic communications...

0 1 0 0 1 0 1 0 0 1 0 0  
... it went **viral**, got people talking...

... and fostered a healthy disagreement!  
(even within the “Next Gen” community)



These discussions have brought up many  
**more questions than answers...**

What is the value of Gen Y in creating a “sustainable” space program?

Is there a disconnect between NASA and Next Gen?

What does the hiring and retention data tell us?

Does Gen Y expect NASA to cater to them?

Do better communication tools exist?

Do we already have them?

Why should NASA care?

**We recognize that these are not new questions.**

**We don't have all the answers.**

However, we recognize that there is always the tyranny of the **urgent**.

NASA faces major challenges with the STS retirement, startup of the Constellation Program, and follow through with the Exploration Mission.

However, we recognize that there is always the tyranny of the **urgent**.

NASA faces major challenges with the STS retirement, startup of the Constellation Program, and follow through with the Exploration Mission.

## We believe that strategic workforce issues are **equally as urgent.**

We are asking that the focus on today's urgent issues be balanced with the needs of tomorrow.

We realize that there is potential for increased risk on those projects but missions today must take the risk of raising young people and not just hiring already experienced people.

The agency is facing a human spaceflight gap and we are heading *into* that gap with a young workforce that has its own *experience gap*.

Combined, these respective gaps constitute a unique coupling of problems; the 1970's experience gap could pale in comparison to the impact of today's gap.

We believe that strategic workforce issues are  
equally as urgent.

**We are asking that the focus on today's urgent issues be  
balanced with the needs of tomorrow.**

We realize that there is potential for increased risk on those projects but missions today must take the risk of raising young people and not just hiring already experienced people.

The agency is facing a human spaceflight gap and we are heading *into* that gap with a young workforce that has its own *experience gap*.

Combined, these respective gaps constitute a unique coupling of problems; the 1970's experience gap could pale in comparison to the impact of today's gap.

We believe that strategic workforce issues are  
equally as urgent.

We are asking that the focus on today's urgent issues be balanced with the needs of tomorrow.

We realize that there is potential for increased risk on those projects but missions today must take the risk of raising young people and not just hiring already experienced people.

The agency is facing a human spaceflight gap and we are heading *into* that gap with a young workforce that has its own *experience gap*.

Combined, these respective gaps constitute a unique coupling of problems; the 1970's experience gap could pale in comparison to the impact of today's gap.

## We believe that strategic workforce issues are **equally as urgent.**

We are asking that the focus on today's urgent issues be balanced with the needs of tomorrow.

We realize that there is potential for increased risk on those projects but missions today must take the risk of raising young people and not just hiring already experienced people.

**The agency is facing a human spaceflight gap and we are heading *into* that gap with a young workforce that has its own *experience gap*.**

Combined, these respective gaps constitute a unique coupling of problems; the 1970's experience gap could pale in comparison to the impact of today's gap.

## We believe that strategic workforce issues are **equally as urgent.**

We are asking that the focus on today's urgent issues be balanced with the needs of tomorrow.

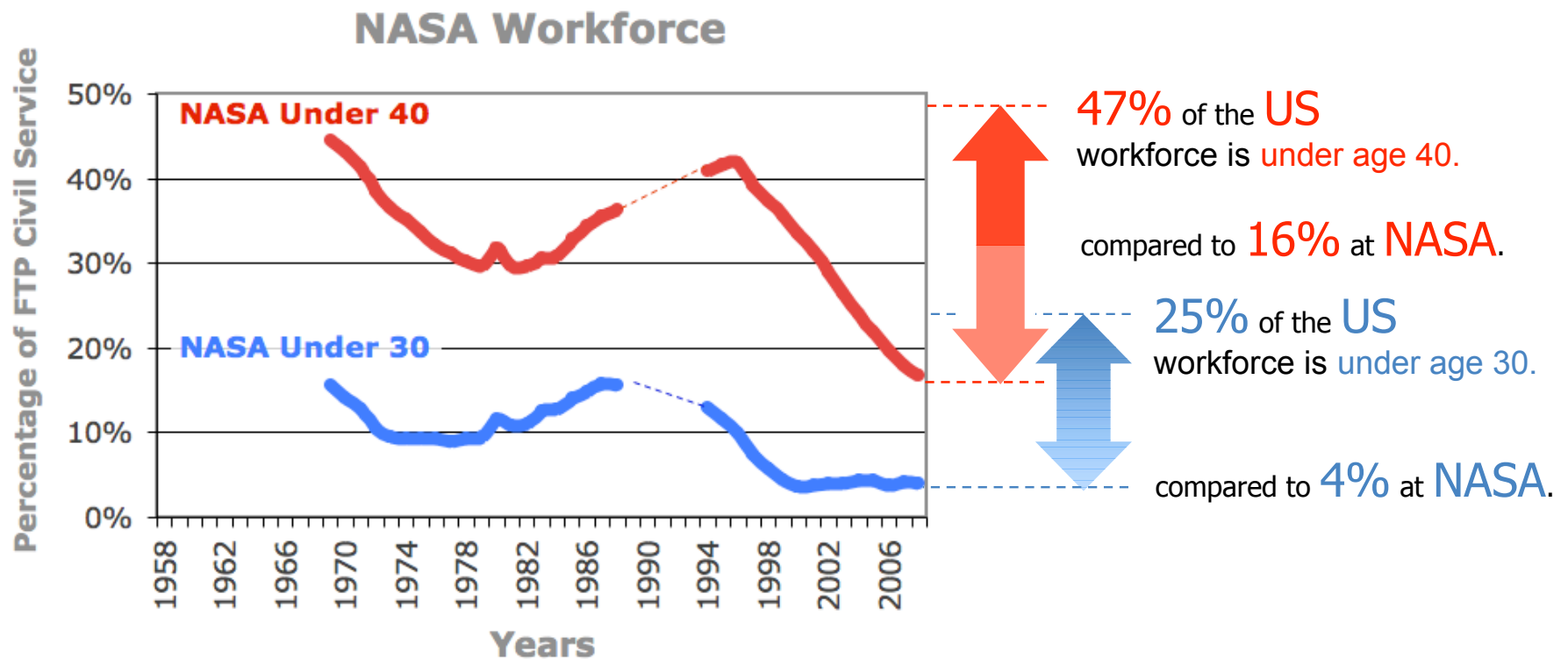
We realize that there is potential for increased risk on those projects but missions today must take the risk of raising young people and not just hiring already experienced people.

The agency is facing a human spaceflight gap and we are heading *into* that gap with a young workforce that has its own *experience gap*.

**Combined, these respective gaps constitute a unique coupling of problems; the 1970's experience gap could pale in comparison to the impact of today's gap.**

## The younger workforce is at an **all time low**.

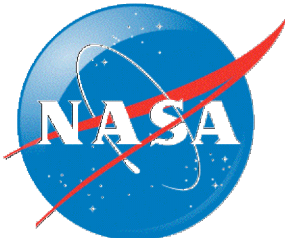
- A hiring “freeze” resulted in an 8 year gap in the 1970’s (~1971-1979).
- We’re currently 15 years into what may be a 22 year gap (1993-2015).



There are currently many **efforts** across NASA that have started to address the strategic workforce issues:

**KSC** Refresh Team  
**ARC** NGEC, CoLab  
**GSFC** NEWB, DDCS  
**JSC** Gen Y Workshop  
**NASA** FIRST Program  
**HQ** Human Capital website  
**JPL** College Grads Website

So lets consider this question:

"What does  do next?"

**We're asking to create an environment where all NASA employees can leverage their strengths to push the limits of science and space exploration by:**

Providing the current NASA workforce with infusion of fresh ideas, methodologies and technologies.

Providing the Next Gen NASA workforce the programs and experience today that it needs to be the leaders in the future.

Enabling enhanced communication and collaboration between NASA centers.

Getting more young people in the door.

We're asking to create an environment where all NASA employees can leverage their strengths to push the limits of science and space exploration by:

- Providing the current NASA workforce with infusion of fresh ideas, methodologies and technologies.
- Providing the Next Gen NASA workforce the programs and experience today that it needs to be the leaders in the future.
- Enabling enhanced communication and collaboration between NASA centers.
- Getting more young people in the door.

We propose to **engage** the current workforce in

cross-generation discussions at every center,  
cross-center discussions at the agency, and  
connections with the American Public.

We propose to **engage** the current workforce in

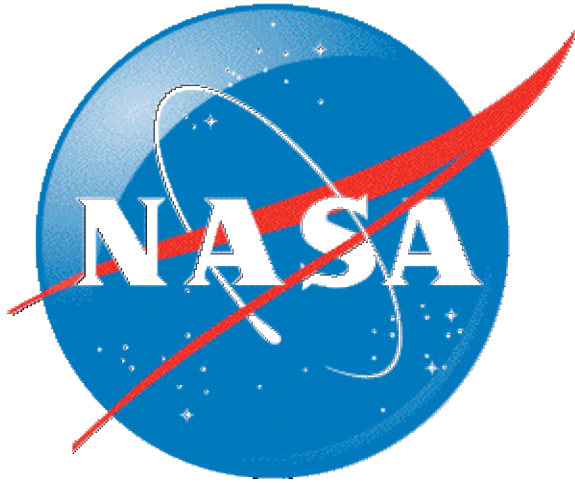
■ cross-generation discussions at every center,  
cross-center discussions at the agency, and  
connections with the American Public.

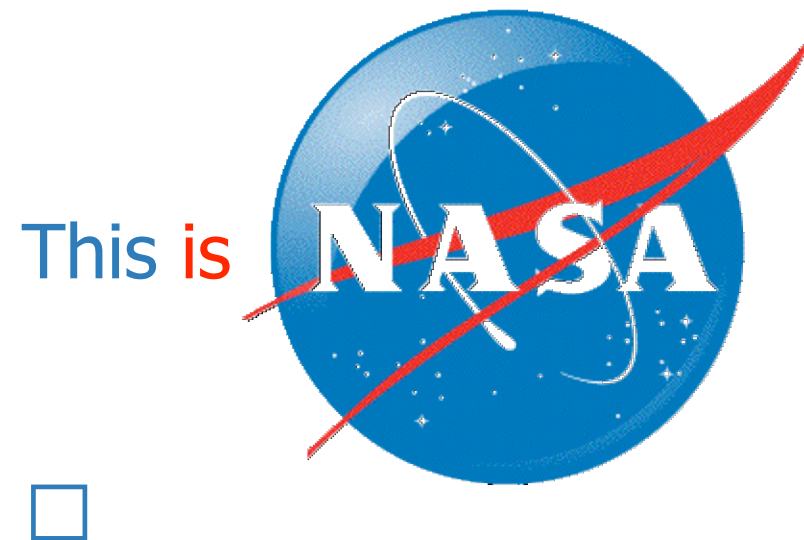
We propose to **engage** the current workforce in  
cross-generation discussions at every center,  
| cross-center discussions at the agency, and  
connections with the American Public.

We propose to **engage** the current workforce in  
cross-generation discussions at every center,  
cross-center discussions at the agency, and  
■ connections with the American Public.

We want to help communicate that  is...

open.  
integrated.  
collaborative.  
innovative.  
engaging. **bold.**

The NASA logo is positioned to the right of the text. It features a blue circular field with a red swoosh (the vector mark) curving across it. The word "NASA" is written in white, bold, sans-serif capital letters across the center of the blue field. Small white stars are scattered in the background of the blue circle.



Contributors to this presentation from NASA or its contractors include:

Garret Fitzpatrick. Garth Henning. Jennifer Keyes. Rich Leshner. Kelli McCoy. Kristen Painting. Stephen Rinehart. Robbie Schingler. Nick Skytland. Lauren Leo. Erica Bovaird. Aaron Barrera. Emily Unbehaun. Leigh Janes. Rivers Lamb. George Tahu. Michele Fitzpatrick. Krista Skytland. Natalie Dixon. Delia Santiago. Jessica Culler. Madi Sengupta. Michael Frostad. Chris Nelson. Laura Sarmiento. Kat Coderre. Heather VanAntwerp. Heather Hava. Linda Phonharath. Melissa Carter. Robin Schlecht. Trina Chytka. Leslie McNutt. Stephanie Lacy-Conerly. Denise Smithers. Ronald McDonald. Joel Richter. Charles Du. Isaac Mensah. Laura Campbell. Denton Gibson. Juan Gordon. Kevin Clinton. Stephen Jeffress. Tim Bailey. Liz Warren. Jeff Livas. Anita Krishnamurthi. Marc Kuchner. Molly Brown. Daniel Glavin. Doug Rowland. Aki Roberge. Ann Hornschemeier. James Chartres. Jessy Cowan-Sharp. Brandon Hooks. Stacy Brooks. Jane Cherry. Jason Sharp. Angela Puera. Emma Hinds. Marcus Lobbia. Amelia Lancaster. Katelyn Kuhl. Craig Levin. Kelly Snook. Jason Derleth. Stephanie Wan. Josh Sherbenski. Jay Falker. Jonathan Krezel. Jacob Keaton. Dan Cano. Ashley Edwards. Heather Pizzamiglio. Jennifer Palmer. Michael Moreau. Richard Irving. Chad Rowe. Mariel John. Brian Freedman. Tom Ahlstrom. Michael Duckworth.

**“It is difficult to say what is impossible, for the dream of yesterday is the hope of today and the reality of tomorrow.” Robert Goddard**

We're asking to create an environment where all NASA employees can leverage their strengths to push the limits of science and space exploration by:

- Providing the current NASA workforce with infusion of fresh ideas, methodologies and technologies.
- Providing the Next Gen NASA workforce the programs and experience today that it needs to be the leaders in the future.
- Enabling enhanced communication and collaboration between NASA centers.
- Getting more young people in the door.