

**Option 3 Quarter 2  
Quarterly Technical Progress Report  
DRD NO.: 1140MA-003**

**10 October 2010**

**Schafer**

**7057 Old Madison Pike Suite 200  
Huntsville, AL 35806**

**Document No: 10-L-004**

The views, opinions, and findings contained in this report are those of the author(s) and should not be construed as an official U. S. Government position, policy, or decision, unless so designated by other official documentation.

# Topics

Section	DRD Requirements Description
Section 1. Significant Accomplishments	1. Significant accomplishments of work performed, status of on-going activities, upcoming events and milestones, and outstanding issues that may impede performance or impact performance, schedule or cost for all PWS activities outlined in Attachment J-1.
Section 2. Major Actions and Milestones	2. Schedule of major actions and/or milestones to be performed for all PWS activities outlined in Attachment J-1.
Section 3. Technical Evaluation	3. Any other information that may assist the technical evaluators in evaluating the technical and administrative program such as technical results and recommendations, innovative processes, cost-reduction initiatives, etc.
Section 4. Performance Metrics	4. Performance metrics and a summary of incentive metrics for all PWS activities outlined in Attachment J-1.
Section 5: Quarterly Financial Data	5. Labor hours and corresponding WYEs expended in each Level III WBS task by sponsoring organization/customer, for the current months and cumulative months, showing overtime hours separately. Labor hours and corresponding WYE's shall also be broken down by prime contractor, teammates, and sub-contractors.
	6. Total dollars/cost actuals expended in each Level III WBS task by sponsoring organization/customer, for the current months and cumulative months. Total dollars and cost shall also be broken down by prime contractor, teammates, and sub-contractors. (a) Mission (including overtime) (b) IDIQ Task Orders
	7. Estimated (anticipated) dollars/cost needed through current Government Fiscal Year in each Level III WBS task by sponsoring organization/customer. (a) Mission (including overtime) (b) IDIQ Task Orders

## Section 1. Significant Accomplishments

# Integrated Events



Unveiling historical marker



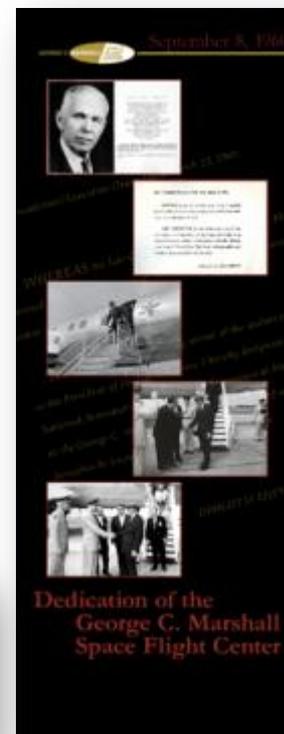
Employees pause for a message from astronauts onboard ISS



Marshall 50<sup>th</sup> anniversary activities

# Marshall 50<sup>th</sup> Anniversary Event

Collateral developed: marker dedication invitation, promo posters table tent, fan, commemorative coin, pictorial dedication column, exhibit banners



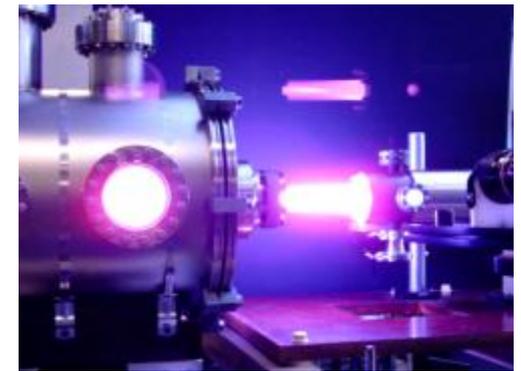
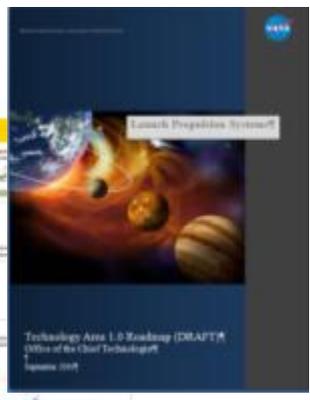
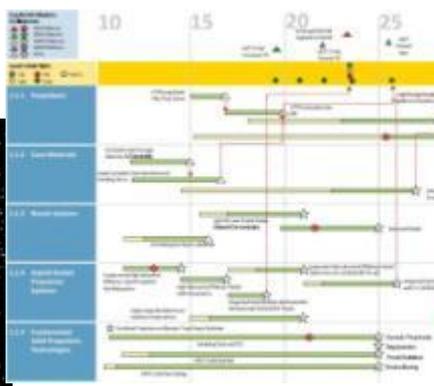
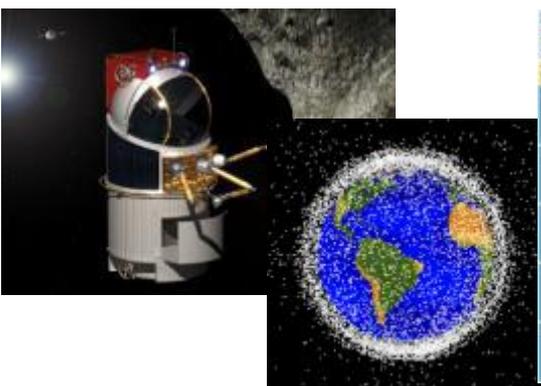
# Marshall Business Development Support



## **Business Development News**

**“Exactly what they [managers] were looking for.” (customer feedback)**

- Created a new product for Marshall senior- and mid-level managers to make them aware of opportunities and successes
- Distributed five issues (July -September) reaching more than 100 managers with each issue; also available through Marshall’s Comm Corner
- **Business Development Activities for Engineering Directorate**
- Prepared Aero-Space Technology Area Roadmap presented by Marshall chief engineer Paul McConnaughey to NASA’s Office of the Chief Technologist
- Supported white paper development for the FlexCraft vehicle team and the Small Orbital Debris Detection Acquisition and Tracking project
- Developed white paper templates for Cross-Cutting and FastSat proposals
- Assisted with Engineering fact sheets, overview briefing slides, and multimedia clips
- Wrote micrometeoroid gun article for distribution through the Business Development Newsletter and the Web



## *Marshall Space Flight Center Integrated Strategic Communication Plan Development*



- Communication managers approved Roadmap Team roles, responsibilities, authority document
- All FY 2010 functional area plans completed
- 140+ event, activity, campaign opportunities identified for FY 2011 planning
  - List distilled to 13 high-priority opportunities to track for integration and measurement/evaluation
  - High-priority opportunities cross-walked to each stakeholder group to identify audience reach gaps
- Roadmap Team reports at weekly communications managers meeting

**Centralized \* Proactive \* Integrated**

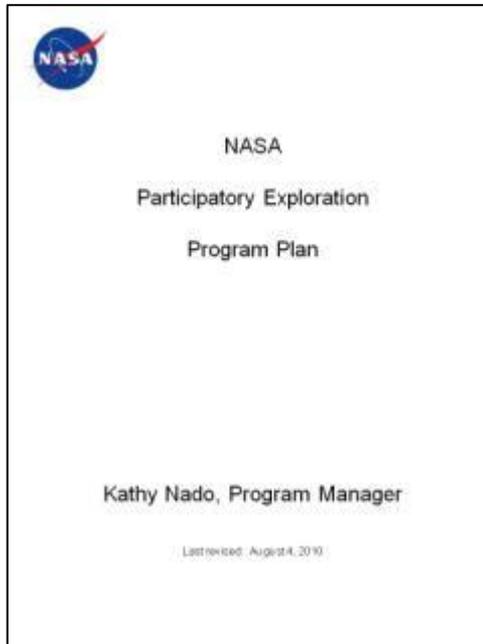
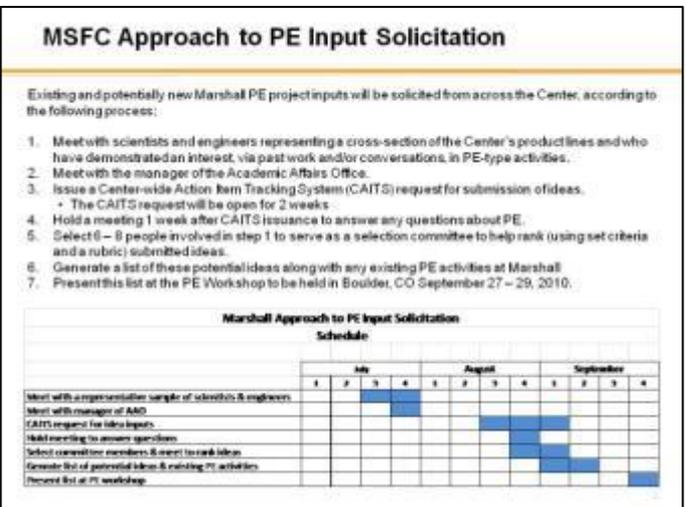
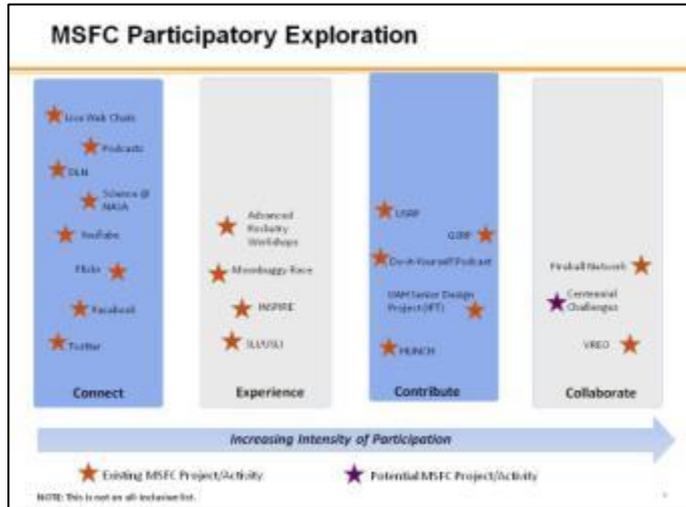
# Marshall Initiatives Posters-Ground Floor

Developed four posters that highlight the center director's initiatives – **safety, collaboration, and inclusion** – which are displayed on the ground floor of Building 4200



# Participatory Exploration (PE)

- Created presentations to be given to employees and senior managers at Marshall
- Organized a CAITS action to gather input from the center on PE activities
- Developed approach and schedule for input solicitation and presentation at PE workshop
- Represented Marshall at the PE workshop in Boulder Sept. 27-29
- Wrote the NASA Participatory Exploration Program Plan



Subject: MSFC Participatory Exploration (PE) Call for Inputs  
 If you have a CAITS account, your action can be found [here](#). If you are not sure if you have a CAITS account, please contact the Help Desk at 544-HELP or your [CAITS Administrator](#).

Number: 18-DA01-0176 Status: Open Entered: 20-AUG-2010  
 Internal: 03-SEP-2010 External: Completed

Originator: ROBERT LIGHTFOOT (MSFC DA01)

Source: CS30/Dan Woodward  
 Response: CS30/Twila Schaefer

Actions/CCs:

To: PEGGY GEDDEN (MSFC DE01)	Date Completed:
To: DAN DUMBACHER (MSFC DE01)	Date Completed:
To: STEVE CASH (MSFC MP01)	Date Completed:
To: TERESA WASHINGTON (MSFC RS01)	Date Completed:
To: JONATHAN HETTUS (MSFC IS01)	Date Completed:
To: TODD MAY (MSFC DA01)	Date Completed:
To: TERESA VANBOOSER (MSFC IP01)	Date Completed:
To: DANIEL SCHTMACHER (MSFC VP01)	Date Completed:
To: ANDREW KEYS (MSFC DA01)	Date Completed:
To: BOBBY WATKINS (MSFC CS01)	Date Completed:
CC: BYRON BUTLER (MSFC PS01)	
CC: GENE GOLDSMAN (MSFC DE01)	
CC: SHELLA NASH-STEVENSON (MSFC DA01)	
CC: BOY MALONE (MSFC QD01)	
CC: ROBIN HENDERSON (MSFC DE01)	
CC: AUDREY ROBERSON (MSFC OS01)	
CC: SHARON COBB (MSFC CS01)	
CC: ANN MCNAIR (MSFC AS01)	
CC: WILLIAM BIERBOWER (MSFC LS01)	
CC: PAMELA CUCAROLA (MSFC RS01)	
CC: TAMMY BOWAN (MSFC RS01)	

# Communications Template for Marshall Proposal and Business Successes

## Outreach Communications Template for Marshall Space Flight Center's Business Opportunities



Prepared by: OSAC CS10  
 Date: September 25, 2010  
 Version: 1.0, Draft 1.0

**Proposal Brief for Communications Outreach**

Proposal Title: \_\_\_\_\_

Proposal Award Date: \_\_\_\_\_ Proposer(s): \_\_\_\_\_

CS10/Comm Coordinator: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

<input type="checkbox"/> Who is the lead organization?	
<input type="checkbox"/> Who are the partners?	
<input type="checkbox"/> What is award amount for the center and for each partner?	
<input type="checkbox"/> How much and what kind of work will be performed?	
<input type="checkbox"/> What are center responsibilities?	
<input type="checkbox"/> What is impact to community? Is work in this area? Are other partners in the community involved?	
<input type="checkbox"/> What is the news angle?	
<input type="checkbox"/> Does proposal work directly support a Marshall business line?	
<input type="checkbox"/> Did the center invest money?	
<input type="checkbox"/> What is center's return on investment?	
<input type="checkbox"/> Does PI have a pre-determined communication requirement? (see AT&T paper release for news article)	
<input type="checkbox"/> Do partners intend to issue press release? Provide contact information of all parties involved to coordinate press releases (may be joint or separate)	
<input type="checkbox"/> List all contacts that should be notified upon award announcement. Include SBMG or ED management PWD, OSAC management and Comm Coordinators.	
<input type="checkbox"/> Provide brief summary of opportunity that can be quickly customized for various communications vehicles.	

**CS10/Comm Coordinator's Recommended Outreach Communication Vehicles and Priority**

Check Appropriate Box	Communication Vehicle	Communication Priority
<input type="checkbox"/>	OSAC External Relations Website	
<input type="checkbox"/>	OSAC Press release	
<input type="checkbox"/>	Press Kit, Video, photographs	
<input type="checkbox"/>	Interview article with PI or SME	
<input type="checkbox"/>	Social Media	
<input type="checkbox"/>	Email notification to legislators	
<input type="checkbox"/>	To The Point	
<input type="checkbox"/>	Webcast	
<input type="checkbox"/>	Marshall Star	
<input type="checkbox"/>	Comm Corner/BO webpage	

**Proposal Brief for Communications Outreach Approver/Signoff Form**

Approvals	Signature and Date
Principal Investigator	
SBMG Management	
ED Management	
<b>OSAC Management Approvals for Outreach Communications</b>	
CS10 Business Development	
CS10 Management	
CS10 Management	
CS10 Management	
OSAC Deputy (if required)	
OSAC Director (if required)	

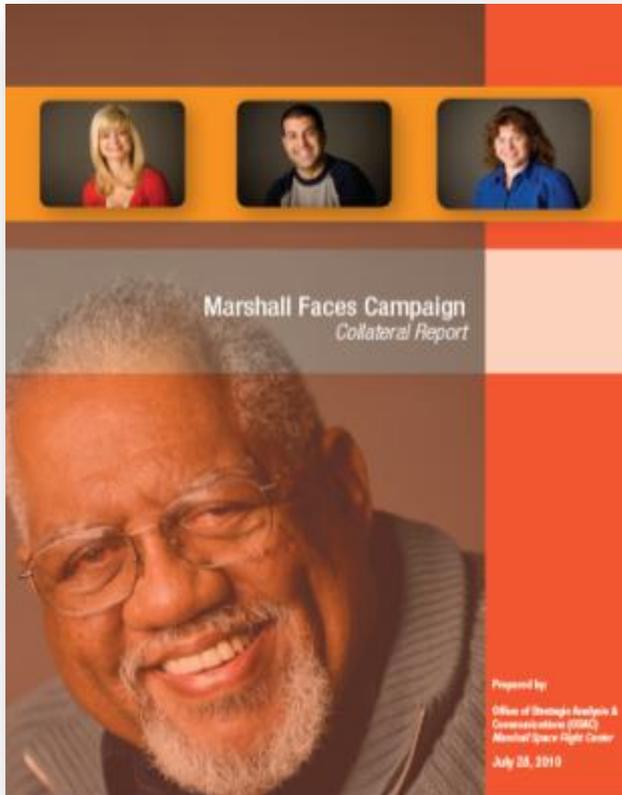
# Marshall Faces Videos

Developed 10 videos for the Marshall Faces campaign, which will be added to the Marshall Faces website with features on each subject.



# Marshall Faces Campaign Report

Produced summary report of the Marshall Faces campaign, which included an overview of the entire process – brainstorming, writing, design, photography production, promotion, and measurement.



# Marshall Information Sheet

Developed one-page Marshall information sheet that provides a general overview of the center's capabilities



National Aeronautics and Space Administration 

## Marshall Space Flight Center

### Launching the Future of Science and Exploration



**Marshall Space Flight Center supports NASA's mission in three key areas:**

**Lifting from Earth**  
Marshall is NASA's designated developer and integrator of launch systems. The Center has the engineering capabilities to take space vehicles from the drawing board to operation. This expertise encompasses systems engineering, testing, manufacturing, and operations.

*As the future of space travel evolves, Marshall will play a major role in delivering the systems and technology needed for the next generation of space launch vehicles.*

**Living and Working in Space**  
Marshall supports work on the International Space Station through the Payload Operations Center (POC). Personnel in the POC manage experiments on the station around the clock. They integrate the various components and manage the logistics involved in getting these payloads to the station.

Marshall also develops the systems used for experiments and for life support. The oxygen and water recycling unit is just one example of ingenuity from the people at Marshall.

**Understanding Our World and Beyond**  
Marshall is involved in some of the most exciting and innovative scientific discoveries of our time. The deep space images from the Hubble Space Telescope and the Chandra X-ray Observatory are made possible in part by the people and facilities at Marshall. Not only does the Center help design and build the telescopes, but it is home to the world's only facility for testing large telescope mirrors in a space-simulated environment.

Teams at Marshall manage NASA's programs for exploring the sun, the moon, the planets, and other bodies throughout our solar system. Marshall also develops systems for monitoring the Earth's climate and weather patterns. Data from Earth systems is combined with satellite data to provide information that improves agriculture, urban planning, and water resource management.



**Launching the Future**  
Future scientific and human exploration missions will require the brighter minds of today's young people. Marshall's education and outreach teams engage the young and old who participate in:

- The Great Moonbuggy Race
- Student Launch Initiatives
- Speakers Bureau
- Traveling exhibits

**Spinoffs**  
In the last decade alone, Marshall generated more than 60 technologies featured as NASA spinoffs.

Marshall research has benefited firefighters, farmers, plumbers, healthcare providers, soldiers, teachers, pilots, divers, welders, architects, photographers, city planners, disaster relief workers, criminal investigators, and even video-games, and golfers.

Visit [www.nasa.gov/spin](http://www.nasa.gov/spin)

**Marshall's Visitor Center**  
Marshall Space Flight Center is located in the restricted access area of the U.S. Army's Redstone Arsenal. The official Visitor Information Center for Marshall is located at the U.S. Space & Rocket Center. This museum includes interactive exhibits and unique historic artifacts that demonstrate Marshall's critical role in supporting NASA's missions.



**Learn More**  
[www.nasa.gov/marshall](http://www.nasa.gov/marshall)

National Aeronautics and Space Administration  
George C. Marshall Space Flight Center  
Huntsville, AL 35812  
[www.nasa.gov/marshall](http://www.nasa.gov/marshall)  
[www.nasa.gov](http://www.nasa.gov)

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# Comm Corner Updates – Business Development Page

Created the Business Development page on Comm Corner, including the latest information about ongoing business development activities, proposals, and the Business Development Newsletter

**COMM Corner**

Search Comm Corner ...

NASA MSFC Inside Marshall

Comm Corner Home OSAC Home Speakers Bureau Contact Us Take a Virtual Tour of Comm Corner

**Strat Comm & Planning**

**Comm Materials**

**CMR Comm Material Review**

**Collaboration Station**

**Comm Links & Tips**

**Business Development**

This page is designed to provide you with the latest information about ongoing Business Development activities. It will be updated as data becomes available.

**Opportunities, Partnerships and Workshops**

The Excel file downloadable at the link below contains three sets of information:

- 1) A matrix describing known opportunities for competitive work,
- 2) center assignments of Points of Contacts for potential partnerships, and
- 3) a list of related workshops and events.

[Go to file here \(Excel\)](#)

**Office of Chief Technologist Releases**

[Office of Chief Technologist Releases Three RFIs, August 24th, 2010](#)

**Marshall's Technology Investment Program**

Marshall reserves a small portion of its annual budget to enhance its ability to support current and future agency missions through the Technology Investment Program. This year Marshall will focus on projects within the technology readiness level 2-5 range and projects that develop or enhance laboratory and facility capabilities.

**MSFC Technology Investment Program Call for Proposals**

This is supplementary information explaining MSFC's process for preparing and selecting submissions TIP Proposals.

[Call for Proposal \(pdf\)](#)

**Business Development Newsletter**

- [September 7, 2010 \(PDF\)](#)
- [August 24, 2010 \(PDF\)](#)
- [August 10, 2010 \(PDF\)](#)
- [July 7, 2010 \(PDF\)](#)

**Additional Information**

This chart provides a visualization of the agency's proposed new work for exploration and space technologies.

[NASA Proposed New Work Chart \(PDF\)](#)

This is a list of Marshall Points of Contact for the proposed FY11 program assignments.

[New Program Assignment POC List \(PDF\)](#)

These are summaries of international government agencies and policies and of nine international commercial companies including company profiles, financial data, company trends and areas of specialization which might complement or intersect with NASA work.

- [Government summary \(Word\)](#)
- [Commercial Summary \(PowerPoint\)](#)

# Comm Corner Updates – Collateral Page

## Collateral page updates



## “What’s New” e-mails July – September



# Integrated Events



Summer Intern Poster Expo



Expedition crew member T.J. Creamer

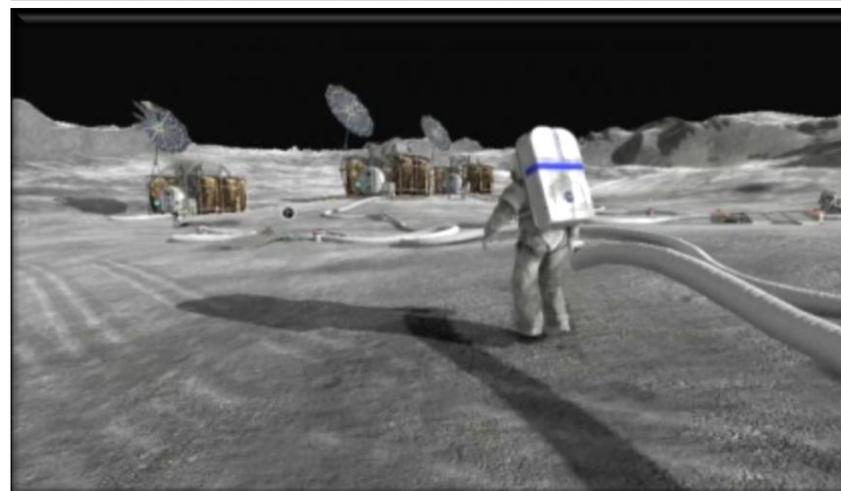
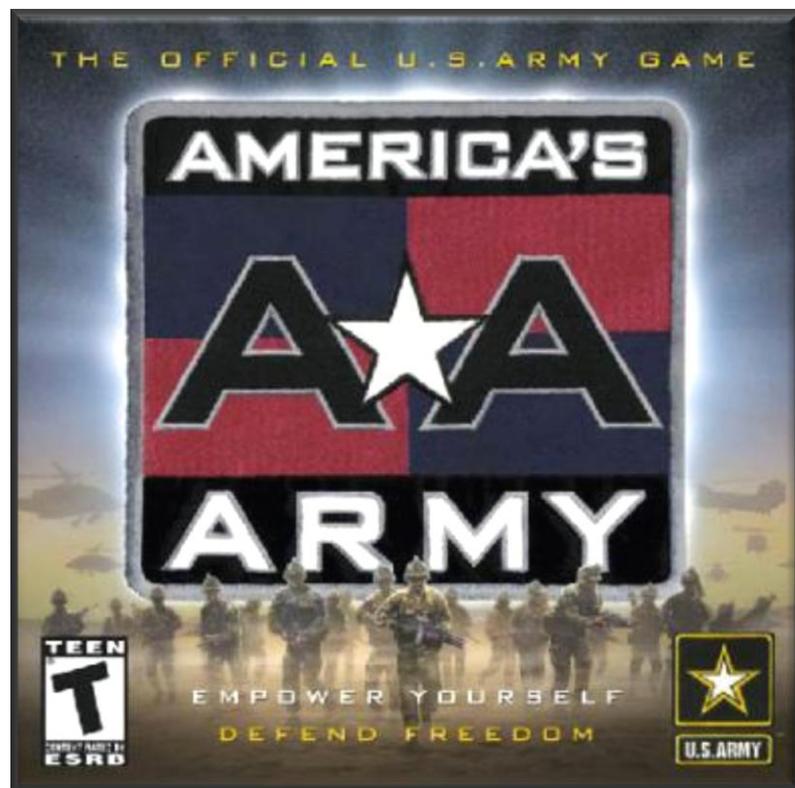


STS-132 final Atlantis crew visit



## July 2010 Communicator's Exchange

- July field trip to the Army's AMCOM Software Engineering Directorate (SED) provided an opportunity for OSAC to see the virtual game studio up close and personal. SED also demonstrated the new NASA Moonbase Alpha, a game of futuristic 3-D lunar settlement.



# August 2010 Communicator's Corner

- Meet and greet OSAC's new director, Bobby Watkins
- The OSAC team submitted photos of favorite places and activities and introduced themselves to Bobby.



### ***Space Shuttle Launch Support Kennedy Space Center Press Site***



***Provided public affairs support at 15 shuttle launches at KSC since April 2007***

- Staffed Marshall desk at KSC press site
- Researched and responded to reporter queries about shuttle propulsion systems
- Escorted national and international media
- Attended Space Shuttle Program meetings

***Products:***

*Press kits*

*News releases/media advisories*

*Web blurbs*

*Point papers and RTQs*

*Marshall Star stories*

## ***Marshall Celebrates 50 Years of History and Success in 2010***

*Marshall kicks off the start of its 50<sup>th</sup> anniversary by launching a year-long campaign to involve employees and the public in the celebration.*

**Marshall Space Flight Center**

**The Marshall Center Celebrates 50th Anniversary**

Fifty years ago on Jan. 14, 1960, President Dwight Eisenhower set the process in motion to create the NASA George C. Marshall Space Flight Center in Huntsville, Alabama.

The center became operational on July 1, 1960 and was dedicated on Sept. 8, 1960. However, the steps toward the Center's creation began on Jan. 14. On that day, the president officially informed Congress that he planned to transfer the Development Operations Division of the Army Ballistic Missile Agency in Huntsville to NASA.

In his message to Congress, Eisenhower said he had recently reviewed "the

**A Slice of History**

**Marshall Star** First Issue of the Marshall Star, Sept. 4, 1960

From 50 years ago...read the very first issue of the Marshall Star ever published.

[View PDF \(3 MB\)](#)

**The Early Days at Marshall**

**DEDICATION OF THE GEORGE C. MARSHALL SPACE FLIGHT CENTER** Early Documents From the Marshall Center

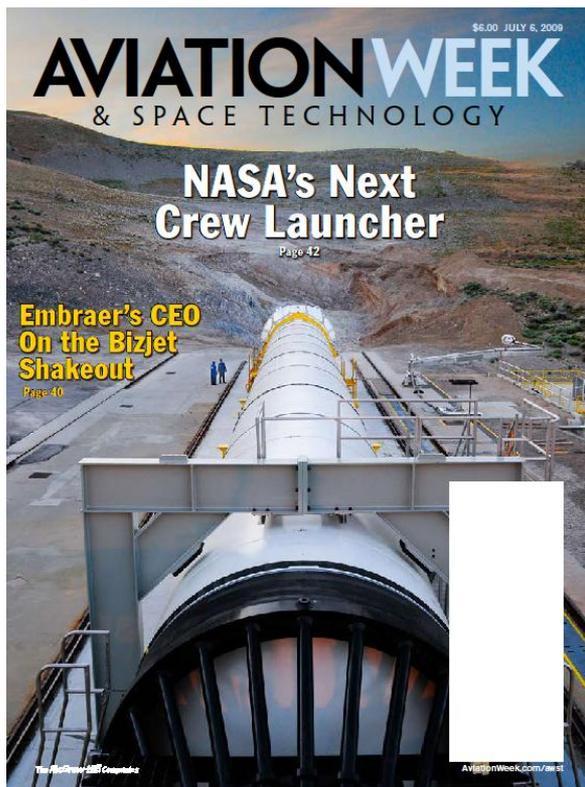


***"50 Years in 50 Seconds" video highlights Marshall achievements***

- *Comprehensive campaign plan*
- *News releases, media advisories*
- *50th anniversary Web page*
- *50th anniversary Facebook page*

## **Success! DM-1 and DM-2 Motor Testing**

*Marshall ignited the first (2009) and second (2010) demonstration motors for the Ares I rocket. The fanfare included traditional, Web, and social media, and generated media and public awareness.*



**FRONT COVER!**

Aviation Week & Space Technology, 2009

### **BIG Events, BIG Results!**

*Hundreds of TV new stories potentially reached millions of households.*

*Dozens of print stories Millions of readers*

*Dozens of reporters Attended onsite media ops*

*Website coverage Thousands of views and ratings*

*Social media An array of postings: blogs, Twitter, Facebook, Flickr!*



### **NASA Live Web Chats: Summer Science Camp!**

Marshall developed NASA's first "virtual summer science camp," an eight-week live chat event allowing the public to interact with NASA scientists.

#### ▼ NASA's Virtual 'Summer Science Camp' Continues With Today's Chat About Extreme Life

*sara: I had a whole room of anxious children at science camp waiting to talk to you on this chat. Thank you for answering our questions. The kids enjoyed "speaking" with you :)*



*Neal: Oh wow, this is exciting! I'm still in school right now. Astronomy is my minor. I'm all about chatting it up with NASA astronomers!*

Scientist Richard Hoover will answer your questions about extremophiles and the hunt to find them in some out-of-the-way corners of Earth – including Antarctica. > [Learn More](#)

- Eight-week series of 60- to 90-minute Web chats; thousands of questions from hundreds of students, educators, members of the media, and the public
- Top-level media coverage including ABC News, USA Today, Voice of America, National Geographic Kids
- Chats consistently received "top five" placement on [www.nasa.gov](http://www.nasa.gov) weekly metrics for "highest rated" content; Marshall acknowledged as 'leading the way' for the agency

### ***Perseids Meteors: 'Up All Night With NASA' is a Stellar Success!***

*Marshall conducted NASA's first "up all night" Web chat with lunar scientist Bill Cooke, providing real-time overnight commentary during the peak of the annual Perseids meteor shower.*

**Upcoming Events:** Perseid Meteor Shower Lights Up Skies "Up All Night" Webcast and Chat, Tonight, 11 p.m. to 4 a.m. EDT

#### ▼ The Perseid Meteor Shower -- Live and Online Tonight



Looking for a little excitement as the summer draws to a close? This year's Perseids shower promises to be one of the best displays of the year. Bill Cooke answers your questions about the Perseids overnight tonight. > [Learn More](#) | > [Will I See It?](#)

- *Perseids chat page received 251,000 views, 2,000 comments, 288 positive user ratings – in one night*
- *More than 1,700 unique chat visitors, maxing out 250-person chat room from 10 p.m. to 3:30 a.m.*
- *Approximately 4,000 questions received, more than 800 answered during six-hour chat*
- *More than 100 comments in Perseids blog post, "Watch the Skies"*
- *UStream of live meteor camera received more than a half million views overnight*
- *At peak, 52 tweets per second on Bill Cooke's Perseid-related Twitter account*
- *Top-level media coverage from local, national, and international media outlets*
- *HQ praised chat as "unique, fresh, and a huge, low-cost success"*

## NASA Student Launch Projects

*STEM inspiration for tomorrow's work force... national space advocacy & engagement today*



### Let's light this candle!

- Nearly 100 print, TV, radio and Web news stories from 2007 to 2010, reaching a total potential audience of more than 40 million Americans
- 920 followers on Facebook and Twitter – receiving real-time launch-day coverage
- First live streaming Web coverage in 2010 drew more than 35,000 viewers from all over the world



## ***The Annual NASA Great Moonbuggy Race***

CS20 support for the biggest NASA Education event on four (or sometimes three!) wheels



### **SINCE 2007**

- 170 print & Web news stories; 325 TV & radio reports
- 141 live TV reports – more than 100 live on race days
- 650 Facebook fans, 865 on Twitter, 25k+ Flickr views
- Total potential audience of 330 million people worldwide

***In 2010, CS20 and Marshall TV launched the first live streaming race coverage via UStream & NASA TV – drawing a live audience of 31,000 viewers (and 6,000 more watching after the fact)!***

## ESMD Exploration Exhibit Overhaul

To align its popular national touring exhibit with NASA's new goals and missions, HQ-ESMD commissioned a comprehensive overhaul of its "Exploration Experience" exhibit by the CS20 media team.

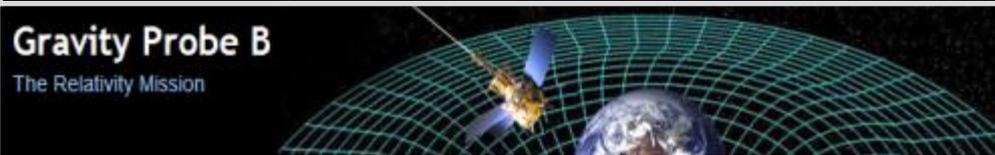
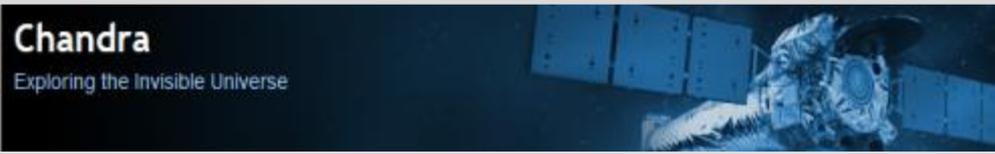


*The redesigned trailer includes a new immersive theatrical video, "Where Does the Future Begin?" – plus a captivating, interactive 3D presentation on NASA's missions.*

# Media Relations/Public Outreach

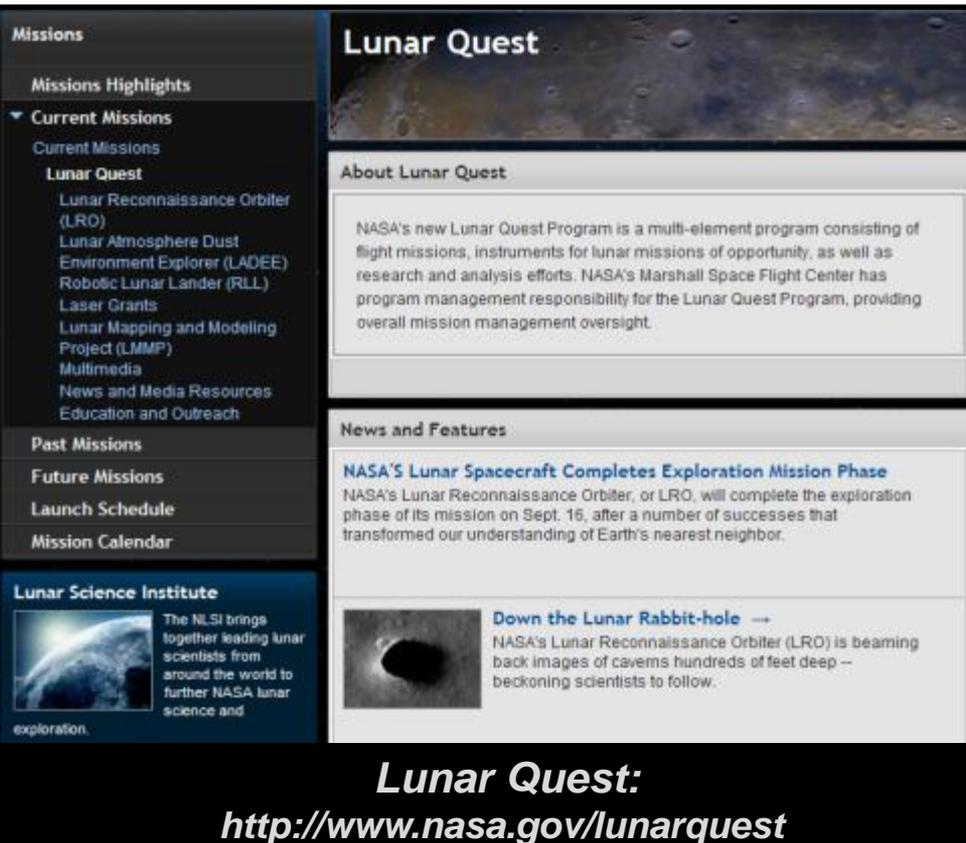
## *Marshall-managed Websites*

The Office of Public and Employee Communications manages a dozen NASA websites and specialty sections that receive over a million views per month and top search engine placement.



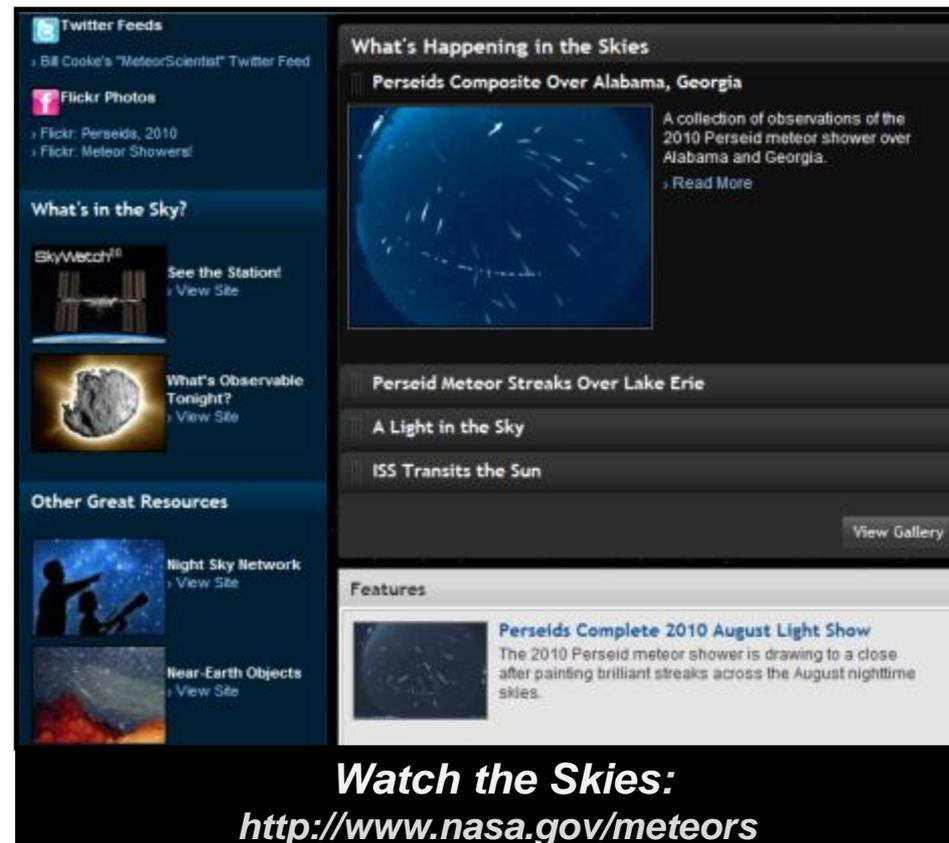
## New Websites Ask, "What's Out There?"

During the quarter, two new Marshall-managed websites, *Lunar Quest* and *Watch the Skies*, began providing information about the moon, our nearest neighbor, and other celestial events.



The screenshot shows the Lunar Quest website layout. On the left is a navigation menu with categories: Missions (Missions Highlights, Current Missions, Lunar Quest, Past Missions, Future Missions, Launch Schedule, Mission Calendar), Lunar Science Institute, and News and Features. The main content area includes a header image of the moon, a section titled 'About Lunar Quest' describing the program, and a featured article titled 'NASA'S Lunar Spacecraft Completes Exploration Mission Phase' with a sub-headline 'Down the Lunar Rabbit-hole'.

**Lunar Quest:**  
<http://www.nasa.gov/lunarquest>



The screenshot shows the Watch the Skies website layout. It features a dark blue theme with sections for 'Twitter Feeds', 'Flickr Photos', 'What's in the Sky?' (including SkyWatch and 'What's Observable Tonight?'), 'Other Great Resources' (Night Sky Network, Near-Earth Objects), and 'What's Happening in the Skies' (Perseids Composite, Perseid Meteor Streaks, A Light in the Sky, ISS Transits the Sun). A 'View Gallery' button is visible. The bottom section highlights 'Perseids Complete 2010 August Light Show'.

**Watch the Skies:**  
<http://www.nasa.gov/meteors>

### ***“Focus on Marshall”***

*The “Focus on Marshall” team traveled to Michoud Assembly Facility to capture the activities surrounding the rollout/shipment of the final flight external tank for the Space Shuttle Program.*



- ***Aired on NASA TV and Marshall TV and [www.nasa.gov](http://www.nasa.gov)***
- ***Coverage resulted in more than 2,000 video and page views***



# Media Relations/Public Outreach

facebook

Search

Home

Profile

Account

## NASA Marshall takes Facebook by storm in 2009-2010

Three minutes ago

CLEAR



View Photos of Me (91)

View Videos of Me (17)

Edit My Profile

NASA's Marshall Space Flight Center in Huntsville, Ala. -- leading America's mission in space and working to improve life here on Earth.

### Information

Birthday:

July 1, 1960

Current City:

Huntsville, AL

Wall Info Photos Notes Video +

What's on your mind?

Attach:



Share

Options

Remove



Nasa Marshall ET-122 rollout images from Michoud!



ET-122 Rolls Out at Michoud - a set on Flickr

[www.flickr.com](http://www.flickr.com)

Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos and videos to the world, securely and privately show content to your friends and family, or blog the photos and videos you take with a cameraphone.

about an hour ago · Comment · Like · Share

Brenna Dittmar, Ethrine Semlali and Ginger Young like this.

Write a comment...



Nasa Marshall Saturday, Sept. 18, is "International Observe the Moon Night!" Huntsvillians and nearby neighbors, join Marshall lunar expert Rob Suggs and NASA's Lunar Quest Program to celebrate Earth's nearest celestial neighbor at the Educator Resource Center by the USSRC from 5-8 p.m. this Saturday. Admission is free!



NASA - NASA Takes International Approach to Observing the Moon

[www.nasa.gov](http://www.nasa.gov)

Marshall Space Flight Center and NASA's Lunar Quest Progra will hold the

- *Twenty months. Six FB pages. 11,750+ friends and fans!*
- *2,614 updates, links & photos*
- *12,678 user comments to date*
- *Main "NASA Marshall" Facebook page reached 5,000-friend maximum in just 11 mos.*



Transferring data from profile.ak.fbcdn.net...

### ***Flickr: The “Other F Word” of Social Media***

Marshall’s photos on Flickr, the social photo-sharing site, are reaching new audiences to excite and educate about Marshall’s programs and missions – 2.6 million views and growing!



***“This is like sci-fi, only better because it’s real. Can’t beat that!”***

*-- Doug, one of 6,200 Marshall Flickr contacts*



### ***Marshall gets ‘Quickr on Flickr’***

- 1,350 photos, 2.6 million views and counting
- 25,000 positive user comments/like this
- Reaching new audiences , positive buzz
- Excellent cross-promotion between Marshall-managed websites and other social media channels



### ***We’re #1 on Flickr “Explore”***

On Aug. 5, Marshall’s image “Antennae Galaxies Collide” was ranked “most interesting” photo among tens of thousands added to Flickr that day.

What's happening?

140

Marshall's on **twitter**, that's what!

**Latest:** @mstarktweets enjoyed touring you around the center - come back and we will show more of the cool work here! 4 days ago

Tweet



**NASA\_Marshall**

366 tweets

54

following

4,199

followers

505

listed

Who to follow

Home



**NASA\_Marshall** Observe the Moon night - Saturday from 5 to 8 p.m. exhibits, interact with scientists and the inflatable planetarium - <http://tiny.cc/rwglx>  
3:33 PM Sep 17th via web



**NASA\_Marshall** Join the International Observe the Moon Night event in Huntsville - more information here: <http://tinyurl.com/2cncsc2f>  
4:26 PM Sep 16th via web



**NASA\_Marshall** Almost time for the observe the moon live chat - join us: <http://ow.ly/2DBGW>  
12:59 PM Sep 16th via web



**NASA\_Marshall** Want to learn more about the moon? Live web chat on Thursday, Sept. 16 more info <http://ow.ly/2DBGW>  
11:55 PM Sep 14th via web



**JamieWalker725** This is our mission patch, designed by the team and loved by everyone at Space Camp. #space #scifi #tcot <http://yfrog.com/43s7lj>  
2:53 PM Sep 13th via Twitter for iPhone  
Retweeted by [SpaceCampUSA](#)



**StackedBlog** Missed the @SpaceCampUSA recaps? Go catch up! More video from my POV to follow! <http://bit.ly/dwv9hs>  
11:25 AM Sep 10th via web  
Retweeted by [SpaceCampUSA](#)

- *Launched in April 2009, Marshall's Twitter presence includes nine unique feeds managed by the CS20 team, including the primary "NASA\_Marshall" page, "Smoke-N-Fire" (shuttle propulsion), Ares, engineering and education feeds*
- *More than 21,000 Web users around the world follow Marshall Twitter feeds*
- *Real-time coverage of NASA events as they happen, from science, engineering, and education missions and milestones to the DM-1 and DM-2 solid rocket motor tests at ATK facilities in the Utah desert*
- *During the 2009 and 2010 NASA Great Moonbuggy Race competitions, the CS20 media team kept Twitter audiences around the world up to speed with 250-300 Tweets per day from the course at the U.S. Space & Rocket Center!*

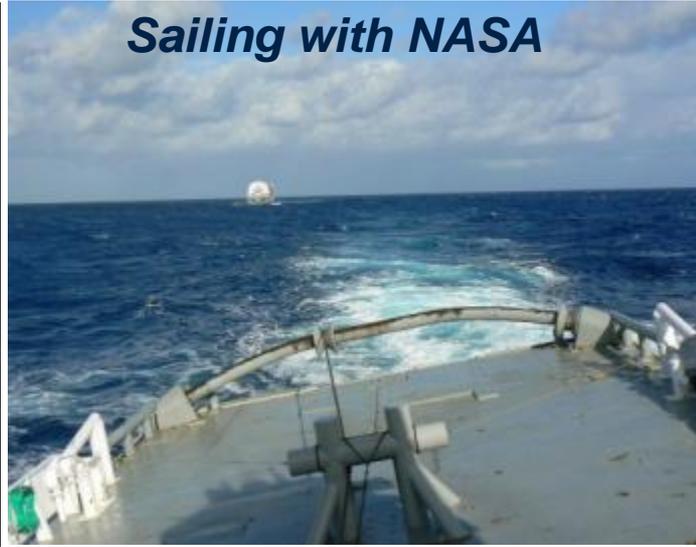
### ***Marshall Blogs: Informing the Public by Land, Air and Sea***

*Moon landings. Rocket launches. Space shuttles. Marshall blogs have invited viewers along for a myriad of adventures, including the LCROSS moon landing, a shuttle ferry flight and a 900-mile water journey with the space shuttle external tank – 1.8 million views, 1,000+ user comments.*

***Ares I-X Launch***



***Sailing with NASA***



***LCROSS and LRO land on the moon***



***Cross-country on the shuttle 'ferry flight'***



## *The People Have Spoken!*

*We won't sing our own praises...here are just a few comments from our social media channels.*

summer00: Thank you so much for answering all my questions! I love this summer camp program thing! It's soooo cool!

30 | On Aug 12, 2010 10:58:31 PM Paige added a comment on your blog post.

My little bro and I live in the bahamas we are so excited we are staying up to watch the show.Can't wait!!!!  
Can u guys send me some pics from space I want to learn some more

**Wow! This photo reminds me of "2001: A Space Odyssey!" When I see NASA photos, I think we live in a nice place, without borders or other distinction, a place called Earth, or Terra in my language -- a nice, wonderful place!** (Gianluca Menti, Flickr contact)

On Aug 13, 2010 3:26 AM East Texas Dad wrote:



Went out with the kids for about an hour (3-4 am). We saw over 20 meteors, some back to back. Very nice show tonight. Would probably have been better if we had better light discipline. Overall, a successful outing with the kids, which will hopefully encourage their quest for science knowledge. :)

17 | On Aug 13, 2010 12:30:11 AM Sara Mandala added a comment on your blog post.

Thank you Bill to share your knowledge with us. My family and I are on the beach at Playa del Carmen Riv. Maya in Mexico. We've seen few small meteors but a big and large one. Does it look large due the cosmo powder or the thinks it is staying on it's way? Or how comes that we can see kind of a big line begiing with a star? This is amazing. :)

On Sep 15, 2010 6:31 PM matthew adkins wrote:

that a really good article and images

On Sep 15, 2010 6:20 PM james wrote:

My first visit to your web sight I will be back this is wonderful

On Sep 15, 2010 6:01 PM Guest wrote:

Super Cool!Very excited!!



**bug.and.bean** (4 days ago)

Oh. This is one of the most beautiful things I have ever seen, and looking at this picture makes me incredibly happy for some reason. Thank you for sharing it!



**flatworldsedge pro** (32 hours ago)

Amazing inside perspective. Love these pictures!



**gocrazyxo** (3 weeks ago)

So when are we going back to the Moon ?

↑ **Andrew916** 2 points 2 months ago [-]

↓ The whole budget for NASA is only about 20 billion. How much did AIG get? As a tax payer, what is more important? After all of the spending that has been going on, NASA seems like one hell of a deal.

## Marshall In The News

### Moon lighting



LOCAL » FULL STORY ON PAGE A3

Looking to spend a little quality time with Earth's only natural satellite? Well, make a date for Saturday night, otherwise known as International Observe the Moon Night. Two events are planned for the Rocket City, and experts predict it'll be a good evening for moon gazing.

About this photo: Times staff photographer Bob Gathany took this image of a full moon rising beside the bell tower of First Baptist Church in March 2008.

### Specialty News Tracking

- Completed special clips package of DM-2 testing in Utah including media/broadcast clips.
- Past specialty tracking has included shuttle launches, Marshall's LEED certification for Building 4601, and the cancellation of Ares I.

- During the current quarter, 58 editions of Marshall in the News were produced containing 644 stories related to Marshall programs, missions and personnel. Coverage was included in media outlets U.S. News & World Report, Popular Mechanics, National Geographic, New York Times.
- Since the beginning of the contract in April 2007, 765 editions of the daily summary (including 7,617 stories) have been researched, created and distributed to center management, other center staff and local/state government officials.



## MARSHALL IN THE NEWS

FRIDAY, SEPTEMBER 17, 2010



Marshall Center - Web

### NASA to Launch Scramjets From Scramsleds

FOXNews.com

Sep 15 2010

[View](#)

NASA's next potential space project seems ripped straight from science fiction novels a horizontal aircraft launcher for the space agency's supersonic air-breathing jets. Early mockups of the Advanced Space Launch System feature a wedge-shaped aircraft...

## CS20 Internal Communications Tools and Services

Keeping the Marshall team informed, engaged and up to speed!



### SINCE 2007

- More than 17,000 items submitted to [MSFC\\_INTERCOM@nasa.gov](mailto:MSFC_INTERCOM@nasa.gov) for posting to Inside Marshall, IMT, E-TV and Heads Up
- 175+ issues of the Marshall Star, distributed to more than 1.5 million readers
- 850+ issues of the Daily Planet posted around Marshall
- 32 issues of "To The Point," receiving nearly 35,000 online page views by Marshall supervisors, managers and others
- 38 installments of the Marshall TV series "Focus on Marshall" -- tallying up more than 16,000 unique user viewing sessions
- Continuing to augment our 18-month-old social media presence, delivering Marshall news, events, links and updates to the team via Facebook, Twitter, blogs and more

A screenshot of the "Inside Marshall" website. The header features a search bar and navigation links like "Site Index", "Around Marshall", "Inside NASA", "ISO 9000", "NSIC", "NERCC", "Safety, Health &amp; Environmental", and "About Marshall Center". Below the header, there are sections for "Quick Links", "MSFC Services" (with links to ODIN, Office Supplies, OHC Services, NISN, SRS, Index, Search All), "Employee Resources", and "Center Director's Corner" featuring a photo of a man and the text "LAUNCHING CONVERSATIONS". The main content area shows a "MARSHALL STAR" newspaper cover with the headline "Marshall at 50: Honoring a half-century of achievement" and a "Daily Planet" TV series cover with the headline "Focus On Marshall". There are also sections for "Announcements" and "Meeting the Media Tools for Success".

## Meticulous Metrics Management: The Numbers Don't Lie!

*Media, exhibits, public inquiries, history office, FOIA – CS20 metrics add up to success.*

FileMaker Pro - [Media Coverage Report (MSBRAV07)]

File Edit View Insert Format Records Scripts Window Help

News Release Log

Home New Entry Find 2010 Find in 2010 Print Entry  
To Report Sort Find All 2009 Find in 2009 Close

Release	Type	Date	Writer	PAO	Title
10-122	Photo	9/21/2010	Boen	Stanfield	Photo: J2-X gas generator testing

Click to Enter Distribution

Products				Program	Joint
No. Outlets	Photos	VF	LS	Radio	
1	Y				Constellation

Minority	Min. Sup.	Min. Category	Enter Multiple Minority Here	CPB	Portal

Release	Type	Date	Writer	PAO	Title
10-121	Media Advisor	9/20/2010	Smith	Storey	NASA's Marshall Center invites media to Small Business Tech Forum Sept 21: Small Business

Click to Enter Distribution

Products				Program	Joint
No. Outlets	Photos	VF	LS	Radio	
55					Institutional

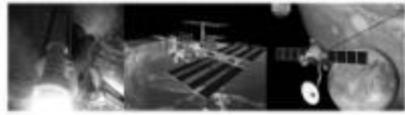
Minority	Min. Sup.	Min. Category	Enter Multiple Minority Here	CPB	Portal
	Y	Disabled			

Release	Type	Date	Writer	PAO	Title
10-120	Media Advisor	9/16/2010	Smith	Newton	NASA takes international approach to observing the moon

- Tasked national clips service Utah News Clips to provide daily media metrics in November 2009 – data supports quarterly and monthly media metrics reports to CS20 leadership
- Eight additional metrics databases underpinning comprehensive quantitative/qualitative media reporting data dating back to 1999 and beyond
- State-of-the-art metrics tracking for Internet and social media products, pages and campaigns
- Monthly, quarterly and annual CS20 metrics reports draw on input from 30 writers, public affairs officers, exhibits leads and other key personnel

Public & Employee Communications Office  
Metrics Report  
for  
1<sup>st</sup> Quarter: January 1 – March 31, 2010



NASA Marshall Space Flight Center, Huntsville, Ala.  
Compiled by Schaefer Corp. in Signal Research Inc.

## ***2009: Apollo 40<sup>th</sup> Anniversary Celebration***

From TV to Web pages to social media, Marshall raised public awareness of the 40<sup>th</sup> anniversary of the Apollo 11 moon landing – and its importance for the future.



### ***Millions followed along!***

- *Continuing social media coverage was seen by more than 2,800 Marshall Facebook and Twitter followers.*
- *TV, print, and radio coverage reached approximately 3.9 million North Alabama viewers.*
- *Coverage on the CBS Evening News had potential audience of 100 million viewers across the nation.*

### ***“I Remember Apollo 11...”***

*More than 80 “video memories” of the Apollo 11 moon landing were popular on Marshall’s Apollo 40<sup>th</sup> website.*



## ***Chandra X-ray Observatory: 10 Beautiful Years of Space, 2009***

*Launched in 2009 for a five-year mission, the Marshall-managed Chandra X-ray Observatory celebrates more than a decade of decoding the mysteries of space.*



- *Print/Internet stories went global via Discover Magazine, Wired Magazine, and Space.com.*
- *Local TV and NPR coverage reached potential audience of 2.2 million viewers; coverage on [www.nasa.gov](http://www.nasa.gov) generated thousands of views.*
- *Flickr gallery of Chandra's "Top 100" images received 400 positive user comments and thousands of views in only three weeks.*



***Facebook + Chandra = A Big 'Thumbs-Up'***  
*Marshall's Facebook friends voted their strong approval of the Chandra 10<sup>th</sup> Anniversary coverage and special features.*

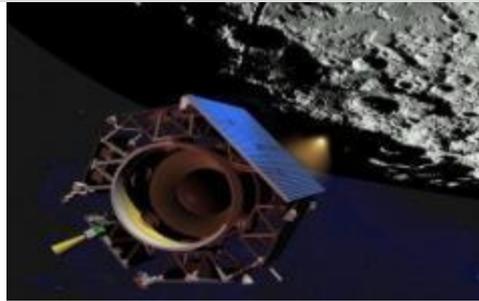
### ***2009: LCROSS/LRO Launch on Journey to the Moon***

The world watched as LCROSS and LRO launch on their history-making journey to the moon. Marshall provided real-time insights via the “New Moon Missions” blog.



3 | On Jun 18, 2009 06:04:41 PM guest wrote:

Fantastic Launch!!!! I was able to watch the entire event from my desk computer. Congratulations, I'm excited we are taking another look at our closest celestial neighbor.



## **2009: Ares I-X Test Flight**

*The Marshall team helped launch the first new spacecraft in almost 30 years.*

*The test flight was heralded with a fanfare of traditional, Web, and social media tactics generating media interest and public awareness.*



### **A BEAUTIFUL LAUNCH!**

- **Ares I-X launch pushed Ares Web traffic over the 5 million mark for 2009**
- **More than 1,000 new followers on Twitter as a launch result**
- **Almost 1,500 new followers in Twitter**
- **More than 100,000 views of Ares I-X blog in October alone, vaulting yearly views to more than 400,000**



## 2009: OSAC Website Redesign

*Officially launched in September 2009, the redesigned OSAC website provides an enhanced design and new platform for information about the various organizations that are part of the Office of Strategic Analysis and Communications.*



**OSAC**  
Office of Strategic Analysis and Communications

**marshall**

**OSAC Home** **Welcome to the Office of Strategic Analysis and Communications**

**Planning and Integration** The Office of Strategic Analysis & Communications (OSAC) was created to integrate information between and among the program/project and institutional organizations at the Center. With this knowledge, OSAC then communicates clearly and consistently on behalf of the Center's leadership with our employees, Headquarters, our community, industry, the media and Congress in consultation with Headquarters.

**Public and Employee Communications**

**External Relations** OSAC is organized into two main functions – communication management and performance management. Communication management helps the Center by producing timely and relevant information to keep stakeholders engaged, supportive, and sharing a common understanding of what the center is and does. The performance management function examines our center's health – our business base, capabilities, program/project performance, relationships with stakeholders, and alignment to the Agency's direction. OSAC strives to create a common understanding among the Center's leadership or 'whole pictures' of a variety of situations so we are equipped to have informed discussions and make informed decisions.

**Performance and Capabilities Management**

**Engineering Cost**

**Communicator's Corner**

**OSAC Contacts**

**OSAC's key activities include:**

**Filtering through information** that help us better understand what may impact our ability to carry out our mission. OSAC monitors the external environment by paying close attention to our

### ***Yes, Virginia, there IS a Santa Claus...***

...and his spirit of giving resides at Marshall. For Christmas 2009 – the 9<sup>th</sup> consecutive year – the Office of Strategic Analysis and Communications donated time, money, and gifts in a massive outpouring of generosity.



#### ***Making Seasons Bright***

- *42 Salvation Army Angels adopted, ranging in age from nine months to 91 years*
- *More than 1,000 items of food, clothing, toys, and necessities donated, with estimated value of \$7,000*
- *More than 60 OSAC volunteers*
- *Center Director Robert Lightfoot highlighted OSAC Angels in December 2009 “Launching Conversations”*
- *Hundreds of smiles generated on Christmas Eve/Christmas Day*
- *Santa reportedly recompiles North Pole generosity metrics, resulting in several “naughty and nice” list revisions*

## *Space & Missile Defense Conference Huntsville, Ala.*



*The exhibits team supported the 13th annual Space and Missile Defense Conference and Exhibition. Exhibits were selected and updated to emphasize the Marshall capabilities theme, especially as they relate to the center's collaborative efforts with the Department of Defense.*

# ***Tall Ships – Exploration Experience Trailer Erie, Pa.***

*Exhibit staffer Clara Keyes (MSFC), left, answers questions after a visitor toured the exhibit.*



*NASA exhibit staffer prepares students for a tour of the Exploration Experience.*



*Students check out the space food display before touring the Exploration Experience.*



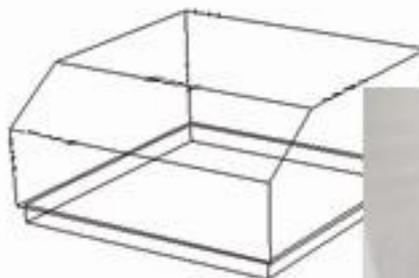
*Exhibit staffer Laura Merritt (JSC), left, talks to visitor about the International Space Station after snapping his souvenir photograph.*

## ***Engine Hardware Display Stands*** ***Propulsion Research Development Lab - Marshall***

*RS88 Engine*



*Exhibits technician Chris Owens attaches the SSME Turbopump*



*J-2 Fuel Turbopump*



*SSME Low Pressure Turbopump*



*The Exhibits Team designed and installed three customized engine stands at Bldg. 4205.*

### **McGovern Little League Museum and Little League World Series Williamsport, Pa.**



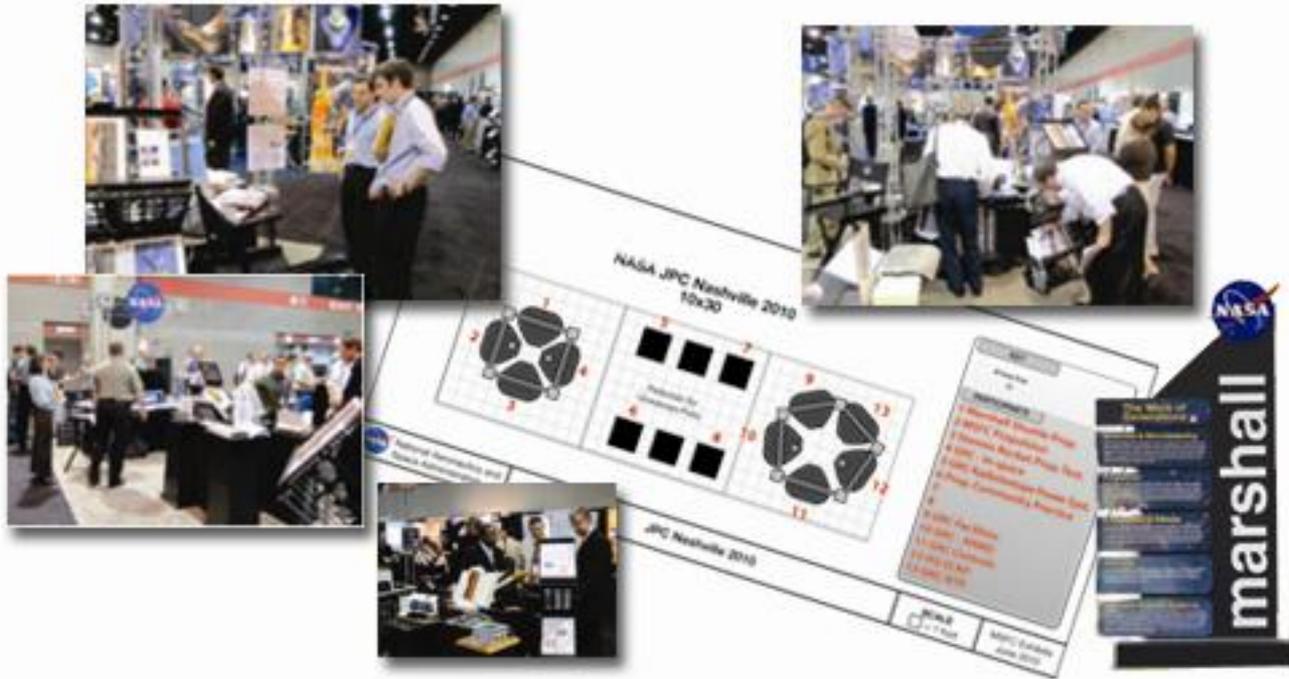
*Support included exhibits, astronaut appearances, media coverage of NASA's presence, speaking engagements, community outreach, and venue promotions. NASA associate administrator, Doug Cooke, issued outreach coordinator Kirk Pierce a Special Achievement Award for coordinating this successful NASA event. "In recognition of your initiative, dedication, and leadership shown in the 2010 partnership between NASA and the Little League World Series. Your outstanding actions and efforts were critical to the successful implementation of this highly successful outreach effort."*

# Products Supporting Exploration Experience Exhibit



*In addition to a new Exploration Experience promotional sheet, the exhibits team developed Fit Explorer signs showcasing a variety of physical and hands-on activities to encourage students to train like an astronaut!*

# Joint Propulsion Conference Nashville, Tenn.



*The exhibits team planned and executed support of the Joint Propulsion Conference held in Nashville. Marshall Center Director Robert Lightfoot sent a note of thanks recognizing not only Marshall's exhibit at the conference but also the efforts to integrate exhibit support across NASA centers.*

# Marshall's 50<sup>th</sup> Anniversary Celebration Huntsville, Ala.



*The exhibits team supported the much anticipated 50<sup>th</sup> anniversary employee celebration on Sept. 8. The celebration included the selection, layout, and installation of more than 50 items including models, traveling exhibits, artwork, exhibit hardware, and artifacts – spanning the decades from 1950 to 2010.*

## ***Boy Scout Jamboree Fort A.P. Hill, Va.***

*Scouts wait in line for the Exploration Experience even though they are allowed only four hours in the entire Technology Quest area.*



*Visitors get a glimpse of NASA spin-offs.*



*Virginia Boy Scouts learn how Robonaut 2 will assist astronauts in space and on the International Space Station.*



*Styling in their 3D glasses.*

# ***Exploration Day at Busch Gardens Williamsburg, Va.***



*Lines form to enter the NASA Exploration Experience during its two-day stop.*



*A middle school student takes time to fill out a survey on his visit to the NASA Exploration Experience.*



*The line to enter the NASA Exploration Experience winds past other NASA exhibits at the Summer of Innovation event.*

# Story Musgrave Suit Restoration

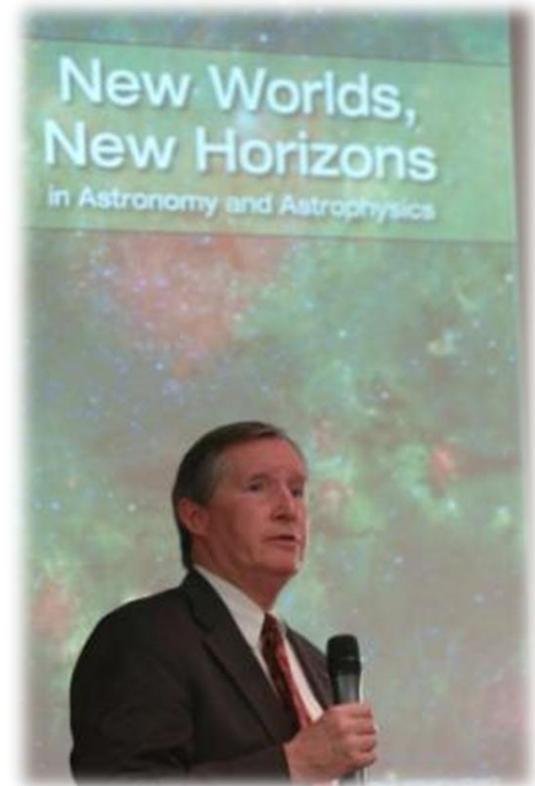


*The exhibits team restored an Apollo-era suit worn by astronaut Story Musgrave. They built an internal framework and selected a realistic head in Story's likeness.*

## ***Astro2010 Decadal Town Hall — “New Worlds, New Horizons”*** ***September 14, 2010***

★ The Astro2010 Town Hall at the UAHuntsville Shelby Center was attended by more than 150 people – in contrast to the Washington, D.C., Astro2010 Town Hall, which attracted 34 attendees. S&MS Communications managed internal publicity.

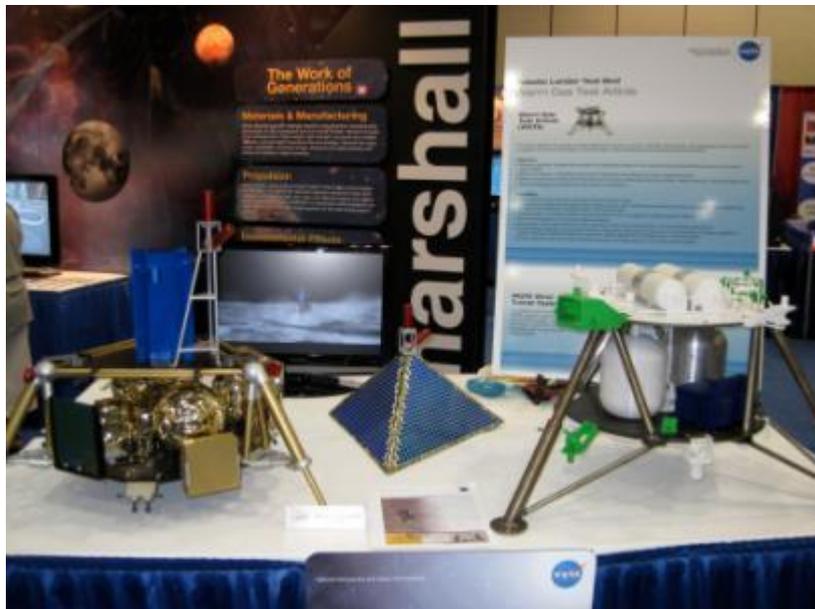
★ Marshall and UAH senior leadership, area astrophysics professionals, local high school and college students, and Daniel Tidwell of Congressman Aderholt’s office attended. Lee Roop of the *Huntsville Times* followed up with a blog and a feature for the paper.



★ Wrote Town Hall opening remarks for Dr. Corky Clinton, deputy manager of S&MS.

## Robotic Lunar Lander Communications Events and Products

Authored FY11 Strategic Communications Plan, wrote content for Web site, and coordinated participation in local outreach events



Coordinated participation in Space and Missile Defense (SMD) Conference as part of the NASA/MSFC booth

### An Overview of Propulsion Concept Studies and Risk Reduction Activities for Robotic Lunar Landers

Hau P. Trinh<sup>1</sup>, George Story<sup>2</sup>, and Christopher G. Burnside<sup>1</sup>  
NASA Marshall Space Flight Center, Huntsville, Alabama 35812, USA

Al Kudlach<sup>4</sup>  
Johns Hopkins University Applied Physics Laboratory, Laurel, Maryland, 20723-6099, USA

In support of designing robotic lunar lander concepts, the propulsion team at NASA Marshall Space Flight Center (MSFC) and the Johns Hopkins University Applied Physics Laboratory (APL), with participation from industry, conducted a series of trade studies on propulsion concepts with an emphasis on light-weight, advanced technology components. The results suggest a high-pressure propulsion system may offer some benefits in weight savings and system packaging. As part of the propulsion system, a solid rocket motor was selected to provide a large impulse to reduce the spacecraft's velocity prior to the lunar descent. In parallel to this study effort, the team also began technology risk reduction testing on a high thrust-to-weight descent thruster and a high-pressure regulator. A series of hot-fire tests was completed on the descent thruster in vacuum conditions at NASA White Sands Test Facility (WSTF) in New Mexico in 2009. Preparations for a hot-fire test series on the attitude control thruster at WSTF and for pressure regulator testing are now underway. This paper will provide an overview of the concept trade study results along with insight into the risk mitigation activities conducted to date.

#### I. Introduction

The Robotic Lunar Lander Development (RLLD) Project Office at MSFC, in partnership with APL, is currently studying lunar surface science mission concepts. Using cutting-edge technology, the RLLD Project plans to create an efficient, light-weight spacecraft to return NASA to the surface of the moon. The new generation of robotic lunar landers, equipped with power systems capable of extended operation, can carry instruments to measure moonquakes, to study resources on the lunar surface including water ice, and to gather information for future human missions. This effort will also provide an opportunity to demonstrate the technology capabilities for future space exploration beyond the moon.

Initial trade studies of launch vehicle options for these mission concepts indicate that in all cases the spacecraft design will be significantly mass-constrained. For all concepts under review, the propulsion subsystem is the most massive subsystem within the spacecraft. Therefore selection of an efficiently-packaged propulsion concept and light-weight propulsion components is essential for reducing spacecraft mass.

Edited technical paper for AIAA Space 2010 and wrote content for Web site

## ***Engineering Leadership Team Reaches Diverse Audiences***

*Equipping Marshall Engineering with timely targeted communications*

*Speeches • Briefings • Technical papers • Team messages*



Assisted Engineering director Dan Dumbacher with meeting featuring Dr. George Mueller, NASA associate administrator of Manned Space Flight for Apollo, and 30 Engineering employees. Dr. Mueller shared the excitement of America's trips to the moon, while celebrating his 92<sup>nd</sup> birthday during the visit. He recalled political and engineering environments during the Apollo era and drew connections with current-day challenges.



*Developed Engineering deputy director Chris Singer's technical paper and briefing for AIAA Space 2010 conference, reaching hundreds of stakeholders on Marshall's behalf.*

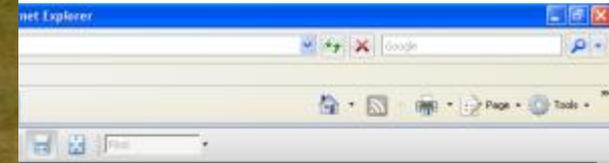
# Executive Communications Support

*Marshall leadership supported key events such as Marshall's 50<sup>th</sup> anniversary employee celebration and the public historic marker event*



**Leveraged key leadership communications vehicles including:**

- Launching Conversations video message and blog
- Marshall Star Director's Corner



## Key center director communications supporting Robert Lightfoot

Promoted positive leadership communication on topics including the FY2011 budget announcement, Marshall's 50<sup>th</sup> anniversary, and Marshall's three key initiatives – safety, inclusion, and collaboration

### *Key center director speaking engagements supported:*

- ET-138 delivery ceremony
- STS-132 crew visit
- Space Exploration Celebration-USSRC
- 46<sup>th</sup> AIAA/ASME/SAE/ASEE Conference
- MSFC Intern Poster Expo
- New Employee Orientation welcome
- Ares/Shuttle Team Retreat employee remarks
- Congressional staffers visit welcome
- SFA Silver Snoopy Awards (2)
- Alabama A&M Mentoring Program remarks
- MSFC historic marker event key address
- MSFC 50<sup>th</sup> anniversary commemoration event
- SFA Leadership Awards
- NASA Safety & Mission Assurance directors meeting
- Hispanic Youth Conference remarks
- Welcome to Alabama A&M president and administrators
- NASA Day on the Hill
- Joint Propulsion Conference – intro of Tom Williams



# Executive Communications Support

## Continuous support to other key Marshall executives

Support other executives' communication needs through development of talking points, presentations, speeches, and more for Marshall's deputy director, associate directors, OSAC leaders, and other key executives as needed:



### ***Deputy Center Director, Gene Goldman***

- New Employee Orientation center overview – Gene Goldman
- Leadership Development Series #24 – Gene Goldman
- Silver Snoopy Awards – Gene Goldman
- Congressional staffers visit center overview – Gene Goldman
- HQ Laurie Leshin visit center overview – Gene Goldman
- NASA CFO Beth Robinson presentation – Gene Goldman
- Astronaut T.J. Creamer visit welcome and intro – Gene Goldman
- Marshall Retirees Association – Gene Goldman
- MSFC historic marker event welcome and EMCEE – Gene Goldman
- MSFC MP71 Program Review center update – Gene Goldman
- Alabama A&M president/administrator visit – Gene Goldman
- Dr. Scott Loomer (ACAF) center overview – Gene Goldman

### ***Associate Center Director, Robin Henderson***

- Mentor-Protégé event – Robin Henderson

### ***Other Executives***

- MSFC historic marker event key address from HQ – Charles Scales
- MSFC managers lunch-and-learn – Bobby Watkins
- New Employee Orientation OSAC overview – Johnny Stephenson
- Rendezvous Magazine blog (shuttle transition) – Daniel Schumacher
- “Wow! That’s Engineering” Women’s Seminar (for students) – Susan Turner
- Facilities presentation relating to new program assignments – Roslin Hicks
- Mo Brooks visit center overview – Sharon Cobb



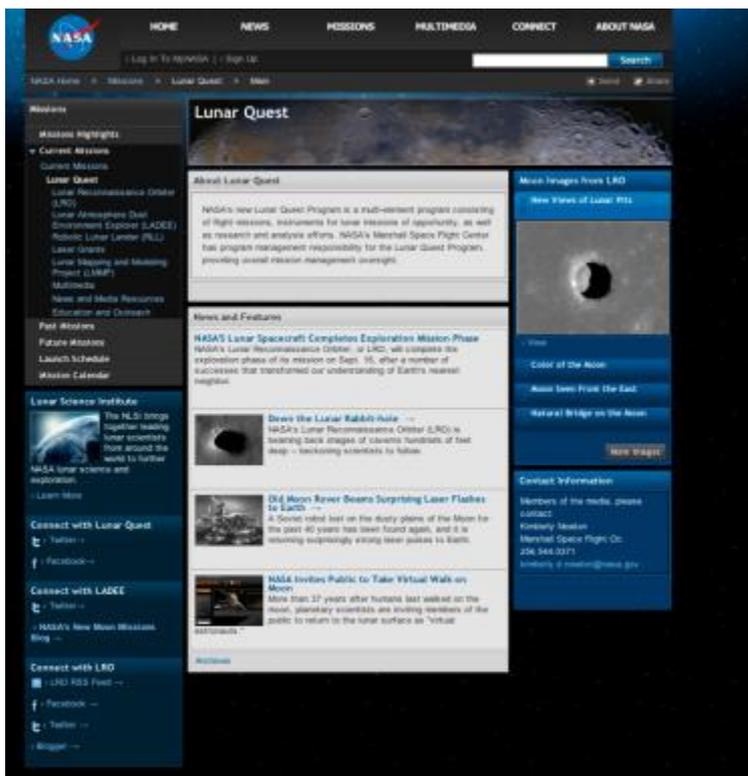
## ***Lunar Quest Communications Support***

*Facilitated the Lunar Quest Program's International "Observe the Moon" event on Sept. 18, with attendance of approximately 280 at the NASA Education & Training Facility. The event included hands-on activities for children, an inflatable planetarium dome, speaker sessions, and telescopes to view the moon.*



## Lunar Quest Outreach Products

- Developed content and coordinated the Lunar Quest website with Marshall's Public Affairs Office. Since the site launched on July 26, more than 5,300 people have viewed the information. The site is located at [www.nasa.gov/lunarquest](http://www.nasa.gov/lunarquest).
- The Lunar Quest Facebook page also launched on July 26.



## July - September 2010 Safety Stats

- No lost-time injuries
- No recordable injuries
- No close calls
- Completed 100% of all required safety visits
- Completed 100% of required safety briefings



## Cumulative since contract start date (4/1/07)

- No lost-time injuries
- One recordable injury
- Two close calls

**Cumulative work hours with no lost time since 4/1/07:  
352,195.6**

## *Significant Accomplishment Details by Organization*

- **Program Management**

- Provided administrative and technical management for contract direction, control, and integration in all areas of OSAC Support Services contract.
- Provided guidance for development of Marshall Strategic Communication Plan and Roadmap meetings.
- Held weekly Contractor Collaborative Forum (CCF) meetings, promoting collaborative and integrated work environment.
- Hosted monthly CCF focused on Measurement of Communication activities to elevate the priority of measurement within the contractor team working toward OSAC as a goal.
- Coordinated development of consolidated set of communication metrics across the contractor team. Current metrics are identified in metrics section of this quarterly report.
- Developed cost estimates and coordinated award of the following IDIQ task orders:
  - NNM10AA80T, Strategic Assessment
  - NNM10AA88T, Ares Monograph
- Provided analysis and results to support Marshall procurement in the development of the Option 2 Award Fee.
- Coordinated and provided required verification and support to Marshall procurement in the development of contract modifications 44 – 48.
- Held monthly contract status meeting with OSAC Director, Deputy Director, CS10, CS20, and CS30 communication managers.
- Supported a two-day brainstorming session with Kristen Erickson to develop ideas and discuss topics, titles, and review process for the journal and blog.

- **Program Management (cont'd)**

- Coordinated with Planetary Science Division's Assistant Communications Manager Kristen Erickson to provide writing support for the development of an executive Journal for Dr. Jim Greene, Director, Planetary Science and an executive blog for Mr. Jim Adams, Deputy Director Planetary Sciences.
- Developed and submitted a proposal as requested by Kristen Erickson for a "Family of Planets" twitter campaign to support the Year of the Solar System

- **Contract Management**

- Made additions and modifications to purchasing and memento database to improve functionality and user friendliness; in process of uploading images to memento database.
- Ensured all work order estimates vs actuals were within +/- 5% threshold.

- **Property Management**

- Updated property list in Section J of OSAC Support Services contract; added equipment control numbers (ECNs), location, acquisition value, end user, and property status information, ensuring easier updates and more accurate property close-out information.
- Conducted wall-to-wall inventory of exhibit property at U.S. Space & Rocket Center, visiting ten locations and inspecting and documenting about 200 items.
- Developed nine exhibit loans with venues across the country; developed separate loan agreement with U.S. Space & Rocket Center for the "Great Nations Dare" traveling exhibit.
- Inventoried audio visual library and documented 85 exhibits outreach items with their in-stock quantities.

- **Occupational Safety and Health**
  - Safety coordinator completed OSHA 511 certification.
  - Conducted internal chemical audit in Building 4631- Model Shop with no findings.
  - Annual building inspection in Building 7214 was conducted with no findings

- **Marshall Business Development**

- Reviewed input for Marshall capabilities fact sheets and edited finals; prepared for NASA HQ core competency action.
- Created “Business Development News,” a new product to share opportunities and successes with Marshall managers; distributed five issues via e-mail to 100 managers; also available on Comm Corner site.

- **Executive Communications**

- Supported presentation for Bobby Watkins regarding roadmap team.
- Prepared presentation to Bobby Watkins regarding Marshall branding and collateral products.
- Supported center overview updates for NASA Day on the Hill, staffer visit on Aug. 18, and presentation to Laurie Leshin.
- Supported Johnny Stephenson for new employee orientation about OSAC.
- Completed initial design phase for visualization chart for proposed new work; updates are an ongoing project.
- Served on Human Exploration Framework Team (HEFT) planning team, as part of the communication sub-team; supported development of products such as talking points, FAQs, HEFT charter; received NASA Superior Achievement Award from Langley for role on this team.
- Supported broad effort to edit TIAC proposals for submittal to HQ.
- Supported NASA Exploration Experience exhibit in Erie, Pa.
- Provide continual editing for Marshall Governance Council meeting minutes, including CMC and IMSB.
- Supported leadership communication through events and products for the center director and other leaders. Topics included FY2011 budget announcement, Marshall’s 50<sup>th</sup> anniversary, Marshall’s three key initiatives (safety, inclusion, and collaboration) and other topics. Vehicles included:
  - Center director all-hands
  - Center director video messages on Launching Conversations
  - Marshall Star Director’s Corner

- **Executive Communications (cont.)**

- Developed numerous other executive communications products, including talking points, presentations, speeches, e-mail messages, and more for Marshall's center director, special assistant to the center director, associate director, OSAC's director and deputy director, and other Marshall executives supporting effective internal communication. Events supported through executive communication include:

- Mentor-Protégé event – Robin Henderson
- ET-138 delivery ceremony – Robert Lightfoot
- STS-132 crew visit – Robert Lightfoot
- Space Exploration Celebration, USSRC – Robert Lightfoot
- 46<sup>th</sup> AIAA/ASME/SAE/ASEE Conference – Robert Lightfoot
- Marshall Intern Poster Expo – Robert Lightfoot
- New Employee Orientation – Lightfoot, Goldman, Stephenson
- Ares/Shuttle Team retreat – Robert Lightfoot
- Congressional staff visits – Lightfoot, Goldman
- SFA Silver Snoopy Awards (3) – Lightfoot, Goldman
- Alabama A&M mentoring program – Robert Lightfoot
- Marshall historic marker event – Lightfoot, Goldman, Charles Scales
- Marshall 50<sup>th</sup> anniversary commemoration event – Robert Lightfoot
- SFA Leadership Awards – Robert Lightfoot
- NASA Safety and Mission Assurance directors meeting – Robert Lightfoot
- Hispanic Youth Conference – Robert Lightfoot
- Visit by Alabama A&M President and Administrators – Lightfoot, Goldman
- NASA Day on the Hill, Marshall-specific slides – Robert Lightfoot
- Joint Propulsion Conference, intro of Tom Williams – Robert Lightfoot
- Leadership Development Series #24 – Gene Goldman

- **Executive Communications (cont.)**

- Events supported through executive communication include: (cont.)

- HQ Laurie Leshin visit, center overview – Gene Goldman
- NASA CFO center overview for Beth Robinson – Gene Goldman
- Astronaut T.J. Creamer visit – Gene Goldman
- Marshall Retirees Association – Gene Goldman
- Marshall MP71 Program Review, center update – Gene Goldman
- Dr. Scott Loomer (ACAF), center overview – Gene Goldman
- Marshall managers lunch-and-learn – Bobby Watkins
- Rendezvous Magazine blog (shuttle transition) – Daniel Schumacher
- “Wow! That’s Engineering” Women’s Seminar (for students) – Susan Turner
- Facilities presentation relating to new program assignments – Roslin Hicks
- Mo Brooks visit, center overview – Sharon Cobb

- **Strategic Research and Analysis**

- Developed measurement summary of the eight events/activities/campaigns in 2010 that were identified by the roadmap team as strategic integrated events; measurement summary supports the Annual Measurement Report.

- **Communication Strategy, Planning, and Message Management**

- Developed Communications Outreach Plan template for Marshall proposal awards.
- Finalized Safety & Mission Assurance communications plan and submitted to SMA management; plan was accepted and is being implemented.
- Created HLV and HEFT talking points, PowerPoint slides, and graphics for Gene Goldman.
- Supported center capabilities briefing to HQ.
- Researched and recommended product exhibits at Space and Missile Defense (SMD) Conference, supporting center priorities and targeting DOD stakeholders; developed message guide to support exhibits.
- Coordinated July and August Communicator's Exchange meetings.
  - July: Field trip to Army's AMCOM Software Engineering Directorate (SED) to see virtual game studio; included demo of new NASA Moonbase Alpha, a game of futuristic 3-D lunar settlement.
  - August: OSAC meet-and-greet with new director, Bobby Watkins. Employees introduced themselves and Huntsville area through photos in favorite locations/activities and heard remarks from new director.
- Worked with External Support Services and Legislative Affairs to finalize Integrated Strategic Communications functional plans; approved by CS30 manager.
- Completed all functional plans for FY10 supporting the Integrated Strategic Communication Plan and included the plan as of August.
- Received approval from communications managers for the roadmap team's "Roles, Responsibilities, Authority and Team Lead Functional Responsibilities" document on July 29.
- Developed an all-inclusive events, activities, campaigns list for roadmap team FY2011 planning identifying 140+ opportunities.
  - List distilled to 13 high-priority opportunities that will be tracked for integrated communications planning and measurement/evaluation during FY2011.
  - Cross walking the list of 13 opportunities against stakeholder audiences to identify potential audience gaps and ensure that these opportunities are addressed in the FY2011 functional plans.

- **Communication Strategy, Planning, and Message Management (cont.)**
  - Report at weekly communications managers meetings on status of functional plan development and the team’s open discussion items.
  - Completed a “competitive knowledge” business development website content examination of all NASA centers and facilities; information will be used to improve Marshall site.
    - Determined that Glenn, Goddard, and JPL have the best new business development sites.
    - All sites except Marshall’s have a link to new business information off the home page; Marshall’s is buried under “About Marshall.”
    - This work generated a series of assignments from CS10 manager to be initiated during upcoming quarter.
- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**
  - Posted 36 Front & Center articles on Comm Corner.
  - Created and distributed three What’s New e-mail blasts to promote Comm Corner.
  - Continued to evolve new Business Development pages.
  - Added a writers’ section to Links & Tips page.
  - Provided new center overview and Marshall info sheet on Marshall collateral page.

- **Media**

- Provided public affairs support for ET-138 ceremony at NASA's Michoud Assembly Facility, including international media escort. Researched, wrote, coordinated, and distributed three news releases; wrote nine Web features; researched, wrote, and coordinated 11 *Marshall Star* stories; participated in seven NASA Headquarters and Johnson Space Center telecons related to Space Shuttle Program; escorted local media visiting Marshall for two events; edited two technical stories prepared by summer interns working in Public & Employee Communications Office.
- Conducted highly successful campaign for coverage of the 2010 Perseids meteor shower. Products included media advisory, Web feature, two live Web chats with astronomer Bill Cooke, blog postings, and live-stream camera of peak shower nights. "Up all night" chat campaign resulted in 251,000 Web page views; 17,000 chat participants; 4,000 questions received and 800 questions answered; 2,000 positive user comments; and 100 blog comments; resulted in national and international media coverage.
- Provided public affairs support for Michoud Assembly Facility, edited two Web features, maintained Michoud media website, and edited/posted three editions of *Michoud Messenger* employee newsletter.
- Wrote media products, made pre-event media callouts, and provided escort duties for the July 7 Mentor-Protégé agreement signing between Pratt & Whitney Rocketdyne and Avans Machine & Tool, hosted by Marshall; event covered by *HuntsvilleNewsWire.com* and *The Scottsboro Daily Sentinel*.
- Wrote media products, updated social media sites, and made pre-event callouts to media for July 29 Marshall Intern Poster Expo, an annual event at which some 200 Marshall interns networked with NASA engineers and scientists and displayed the results of their work. Created more than a dozen "Get to Know a Marshall Summer Intern" Q&A features on Marshall's Facebook page and distributed e-mail queries to a dozen interns' hometown newspapers and TV stations, resulting in one feature story (*Times News*, Hendersonville, N.C.).

- **Media (cont'd)**

- Continued 2010 media outreach for Marshall's 50th anniversary in August-September with media products, internal communications, updated social media sites, pre-event media callouts, and media escorts for Sept. 8 unveiling of historic marker at Redstone Visitor's Center and team event at Building 4316. All four Huntsville TV stations, WLRH-FM radio, *The Huntsville Times* and *HuntsvilleNewsWire.com* covered the events.
- Completed “Meet the Media: Tools for Success” media interview preparation brochure to distribute to Marshall employees, including content on crisis communication interview strategies.
- Completed functional media plan for OSAC integrated strategic communications plan.
- Provided media support for DM-2 testing and “Observe the Moon” event.
- Designed, developed, and launched new top-level NASA website, “Watch the Skies,” which will be used to showcase meteor showers, auroras, comets, eclipses, and other astronomical events with high public interest.
- Completed live Web chat series, “Summer Science Camp,” an eight-week live Web chat series that allowed students and the general public to ask NASA scientists about variety of topics; series has attracted high public interest and praise from NASA Headquarters and NASA Education.
- Received and handled approximately 975 internal support requests via Intercom and other sources. Wrote or edited more than 375 messages appearing on Inside Marshall and in center-wide e-mails, created or prepared some 30 PowerPoint slides for E-TV, prepared more than 400 classified ads for publication in *Marshall Star*, and handled an additional 100 miscellaneous queries and requests.
- Prepared 58 editions of *Marshall in the News* with 644 stories; coverage included media outlets such as *U.S. News & World Report*, *Popular Mechanics*, *National Geographic*, and *New York Times*. Completed special clips package of DM-2 testing in Utah that included both media and broadcast clips.
- Created quarterly and annual metrics reports for Public & Employee Communications Office, closely tracking media metrics, and managed 11 databases that provide basis for these reports.

- **Social Media**

- Marshall's Facebook presence (<http://www.facebook.com/nasa.marshall>) continued to flourish with a steady 5,000-strong friend list on the primary page and more than 875 fans on the business page (<http://www.facebook.com/nasamarshallcenter>). The twin pages received more than 300 user comments and more than 900 "Like This" approvals.

Managed dramatic growth for Marshall's Flickr photo pages (<http://www.flickr.com/photos/28634332@N05/>); achieved a cumulative total of 2.6 million views, more than 25,000 positive user comments, and more than 6,200 friends/fans.

- **Employee Communications**

- Provided internal communications support for ISS astronaut T.J. Creamer visit, DM-2 testing, Marshall historic marker unveiling, Marshall 50th anniversary employee event, "Observe the Moon" event, and "Masters with Masters" internal broadcast with NASA's chief technologist, Bobby Braun, and director of Johnson Space Center Engineering, Steve Altemus.
- Continued campaign celebrating Marshall's 50th anniversary that included *Marshall Star* articles, 16-page special *Marshall Star* issue July 1, eight-page special *Marshall Star* issue Sept. 7 celebrating Marshall's opening, and Marshall 50th anniversary Facebook presence with 491 fans.
- Prepared seven articles for *To the Point* editions in July and September; preparing October edition.
- Produced July, August, and September issues of *Marshall Star* – 14 issues.
- Produced July, August, and September issues of *Daily Planet* – 63 issues.
- Produced special edition of *Marshall Star* on center's 50th anniversary July 1.
- Produced special edition of *Marshall Star* on 50th anniversary of Marshall's dedication Sept. 8.
- Developed segment ideas with public affairs officers, wrote script, and co-hosted three episodes of "Focus on Marshall." July episode highlighted preparation of space shuttle main engines for launch, with interview with Shuttle Main Engine Project manager Jerry Cook, shot at Kennedy Space Center. August episode highlighted shipment of final flight external tank for the shuttle, with interview with Shuttle Propulsion manager Steve Cash at Michoud Assembly Facility. September episode highlighted new milling facility and external tank nose cone manufacturing at Marshall, interviewing External Tank Nose Cone Project manager Jon Sharpe and Milling Facility team lead Nadra Hatchett.

- **Exhibits**

- Supported 50<sup>th</sup> anniversary employee celebration by providing more than 50 exhibit items, including models, traveling exhibits, artifacts, and artwork representing six decades from 1950 to 2010. Exhibits operations team was recognized with OSAC Golden Light Bulb award from CS20 management for its role in telling the NASA and Marshall story.
- Recommended 18 purchases for the exhibits program, ranging from artwork conservation to new lighter-weight pop-up structures to increase the range and flexibility of the exhibits program.
- Provided consultation and exhibit support, including detailed floor plan development and installation and dismantling of exhibits, for 10 Marshall institutional events; developed event graphics for Space and Missile Defense Conference.
- Planned and executed exhibit support of Joint Propulsion Conference; received note of thanks from Center Director Robert Lightfoot recognizing team members for Marshall exhibit booth and for integration of exhibit support across participating NASA centers.
- Designed and produced five Fit Explorer displays, internal armature for Storey Musgrave space suit, and several display stands for exhibits at the Peter J. McGovern Little League Museum in Williamsport, Pa.
- Continued to support complete, creative overhaul of ESMD's Exploration Experience traveling exhibit, which debuted at the Boy Scout Jamboree in Fort A.P. Hill, Va., in late July. Revised template news release to aid media outreach support for upcoming exhibit tours; continuing to develop two remaining 3D presentation modules for exhibit.

- **ESMD Outreach**

- Planned and executed extensive outreach support of Peter J. McGovern Little League Museum and Little League World Series. NASA associate administrator, Doug Cooke, issued outreach coordinator Kirk Pierce a special achievement award, which stated, “In recognition of your initiative, dedication, and leadership shown in the 2010 partnership between NASA and the Little League World Series. Your outstanding actions and efforts were critical to the successful implementation of this highly successful outreach effort.”
- Planned and executed Exploration Experience traveling exhibit stops in Erie and York, Pa. U.S. Rep. Kathy Dahlkemper of Pennsylvania, District 3, toured the exhibit at the Tall Ships Erie Festival.
- Organized NASA Exploration Experience traveling exhibit support for Exploration Days at Busch Gardens, S.C.; coordinated with NASA Langley as part of the “Summer of Innovation.”
- Redesigned the control room of the NASA Exploration Experience traveling exhibit for greater accessibility and installed new monitor in front room; enhancements allow easier inspection and repair.

- **HQ OCP Outreach**

- Made recommendations for the HQ PAO customer’s fourth quarter spending plan, including inflatable domes for NASA’s traveling visitor center outreach activities, portable planetarium, and supplemental exhibit hardware.
  - Evaluated existing inventory from various directorates, programs, and projects to develop miniature versions for “Education cart” activities.
- Organized agency’s “Technology Quest” adventure area at the 100<sup>th</sup> Annual Boy Scout Jamboree.

- **Aero Outreach (Kimberlee Buter)**

- Staffed McChord Air Force Base Air Show.
- Staffed Wings over Pittsburgh Air Show.
- Staffed Great Minnesota Air Show.

- **Center Collateral Development**

- Produced 11 videos for the 50<sup>th</sup> anniversary employee event and to go on the Marshall Faces website.
- Produced a variety of collateral for 50<sup>th</sup> anniversary event at gate and employee events, including coin, decadal banners, images from dedication day, fans, promotional posters, table tents, invitations, Heads-up and ETV announcements, and directional signs.
- Produced Faces of Marshall process and measurement report.
- Developed dummy of Marshall 50<sup>th</sup> commemorative book with page-by-page map of content and chapter word counts.
- Provided other collateral including “Safety, Collaboration and Inclusion” display for 4200 G, Marshall information sheet, and a new center overview.

- **Event Coordination**

- Led planning team for Marshall’s exhibit at 2010 Space and Missile Defense (SMD) Conference; executed key booth themes and messages and demonstrations of Marshall capabilities.
- Developed evaluation questionnaire for SMD conference exhibit; delivered conference measurement report to customer.
- Provided planning and logistical support for:
  - STS-132 crew visit in Morris Auditorium with approximately 350 attendees
  - Silver Snoopy awards program and luncheon
  - Unveiling ceremony for historical marker presented to Marshall by state of Alabama, commemorating 50<sup>th</sup> anniversary of the center’s dedication; attendees included elected officials and community leaders.
  - Marshall’s 50<sup>th</sup> anniversary commemoration employee and retiree event and aerial photo of employees; guests included Bonnie Holmes, secretary to Wernher von Braun, and astronauts Tony Antonelli, Owen Garriott, and Jim Halsell.
  - Expedition crew member T.J. Creamer visit and mission highlights presentation

- **Logistics Support and Guest Operations**

- Provided support to Marshall executive leadership at center, community, and industry events including:
  - Mentor Protégé signing ceremony – Robin Henderson speaker
  - Space Flight Awareness Silver Snoopy ceremonies and Leadership Awards ceremony – Robert Lightfoot and Gene Goldman speakers
  - Space Exploration celebration – Robert Lightfoot speaker
  - Marshall historic marker community ceremony – Robert Lightfoot speaker
- Received OSAC “Above and Beyond” Peer Award during annual OSAC awards event.

- **Community Relations**

- Responded to 31 new Speakers Bureau requests received from NASA Headquarters electronic form, telephone inquiries, e-mail, and regular mail.
- Researched pertinent data for three community/industry invitations and provided to Marshall’s chief counsel requesting a “determination to attend” for executive leadership.

- **Participatory Exploration**
  - Wrote program plan for NASA HQ Participatory Exploration Office.
  - Created PowerPoint presentation for discussions with select Marshall employees and managers.
  - Met with Todd May, Mitzi Adams, Sam Ortega, Monsi Roman, Rodney Grubbs, Mark Nall, Ray French, and Tammy Rowan to discuss participatory exploration activities at Marshall.
  - Wrote strategic communications plan for Marshall participatory exploration activities.
  - Drafted CAITS action for distribution to senior managers for input on participatory exploration activities currently funded and functioning at Marshall and requested ideas for possible activities.
  - Led meeting for Marshall employees interested in learning more about participatory exploration.
  - Chaired selection committee (members included Twila Schneider, Sharon Cobb, Ray French, Sam Ortega, Tammy Rowan, Mitzi Adams, and Holly Snow) to review CAITS action results to determine best examples of participatory exploration activities at Marshall.
  - Completed an action from the Participatory Exploration Office at HQ to submit Marshall's two best examples of participatory exploration activities; consulted with Sharon Cobb and Todd May to finalize the selected activities.
  - Represented Marshall at Participatory Exploration meeting in Boulder, Colo., Sept. 27-29.

- **S&MS Direct Support**

- Developed a series of S&MS tech overview cards, one-page cards that provide a complete high-level portfolio of S&MS program, project, and research capabilities. Cards enable S&MS managers to easily tailor presentations for targeted audiences in legislative presentations, industry overviews, HQ VIP visits, etc. Cards will be updated as information changes.
- Working with Dean Alhorn (ES32), Kim Newton (CS20), Jim McGroary (Marshall Legal), and Dr. Tony Phillips (Science@NASA) to coordinate logistics for an online NanoSail-D worldwide amateur photography opportunity. Goal is to engage global audience in participatory exploration as citizen scientists around the world track this Earth-orbiting solar sail that is scheduled to launch in late November on FASTSAT.
- Researching, writing, and editing four S&MS chapters for Marshall 50<sup>th</sup> anniversary book.
- Wrote Dr. Corky Clinton's welcome remarks for the Astro2010 Decadal AAS Town Hall held Sept. 14 at UAH and coordinated publicity with UAH, internal Marshall, and PAO for media; attended by more than 150 students, industry and media representatives, Marshall managers, and staffer from Congressman Aderholt's office.
- Arranged interviews with Monsi Roman and Dr. Morgan Abney for the Office of Personnel Management related to an online outreach awareness campaign about unique jobs within the federal government.

- **Planetary Science Division (PSD) Direct Support**

- Met with Kristen Erickson from PSD, who visited Marshall in August for two-day brainstorming session with S&MS/OSAC science communicators; developed ideas and discussed topics, titles, and review process for the journal and blog.
- Dauna Coulter (S&MS) and Jason Shoemate (OSAC) were approached by Kristen Erickson at HQ SMD/Planetary Science Division to be executive ghostwriters for PSD directors. Dauna will write monthly journal for Dr. Jim Green, director of PSD, and Jason will write weekly blog for Dr. Jim Adams, deputy director for PSD. Jason traveled to HQ to meet with Dr. Adams; Dauna will meet with Dr. Green in October.

- **NNM08AA13T – Lunar Quest (Formerly LPRP)**
  - Staffed NASA Exhibit at Boy Scout Jamboree July 26-Aug. 4 at Fort A.P. Hill, Va.; provided hands-on activity demonstrating how robotic satellites stay in orbit. Approximately 40,000 scouts attended.
  - Coordinated presentations for 557 teachers attending Space Academy at U.S. Space & Rocket Center from June to August.
  - Developed content and coordinated Lunar Quest website with Marshall PAO ([www.nasa.gov/lunarquest](http://www.nasa.gov/lunarquest)); site launched July 26 and has had 5,376 views thus far.
  - Launched Lunar Quest Facebook Friend Page on July 26 providing updates about Lunar Quest missions, instruments, and research projects.
  - Facilitated Lunar Quest’s International “Observe the Moon” event on Sept. 18 at NASA Education Training Facility with approximately 280 participants; activities included speakers, inflatable planetarium globe, and telescopes for moon viewing.
- **NNM09AA94T – RLLDP (Robotic Lunar Lander Development Program) – Formerly ILN**
  - Coordinated and staffed RLLDP exhibit as part of NASA Marshall booth at Space and Missile Defense (SMD) Conference Aug. 17-19.
  - Participated in International “Observe the Moon” event at NASA Education Training Facility Sept. 18.
  - Interviewed RLLDP subsystem leads and wrote new content for RLLDP website.
  - Edited lead propulsion engineer’s technical paper for AIAA’s Space 2010 Conference.
  - Submitted FY11 communications plan to S&MS, Lunar Quest, and PAO for review.

- **NNM08AA14T – Engineering Communications**
  - AIAA Space 2010 Conference
    - Prepared paper and briefing for Engineering director on Product Lifecycle Management, reaching approximately 500 stakeholders
    - Prepared paper and briefing for Engineering deputy director on Equipping Aerospace Engineers to break the start-stop-restart cycle, reaching approximately 500 stakeholders
  - Engineering Team Messages
    - Prepared Independence Day e-mail from Engineering senior leaders, reaching 2,600 employees
    - Prepared Labor Day e-mail from Engineering senior leaders, reaching 2,600 employees
  - AIAA Joint Propulsion Conference
    - Prepared talking points for Engineering director’s propulsion technology panel, reaching 100 stakeholders
    - Prepared talking points for Engineering deputy director’s STEM panel, reaching 50 stakeholders
  - FY11 Engineering Communication Implementation Plan
    - Prepared document reflecting upcoming opportunities, strategies, and tactics
    - Coordinated through Engineering director and deputy director and provided to OSAC roadmap team
  - Engineering Management Board, NASA Office of the Chief Engineer
    - Prepared briefing for Engineering deputy director on “Getting to First Flight”
    - Sponsored by the Office of the Chief Engineer and Safety & Mission Assurance Office and attended by 60 senior-level Engineering and S&MA representatives.
- **NNM10AA63T – Space and You Exploration Exhibit**
  - Nothing Reported

## Section 1a. Ongoing Tasks

- **Program Management**

- Continue coordination and implementation of Measurement Center of Excellence Program across OSAC.
- Continue to refine consolidated set of communication metrics across contactor team.
- Continue to support OSAC business office, managers and Marshall procurement regarding CAS funding activities and Constellation reprioritization.
- Continue to support Planetary Science Division related to Year of the Solar System activities and collateral material development.

- **Contract Management**

- Continue development of Schafer purchasing and property handbook that will contain all processes of purchasing and property.
- A travel section is being added to the purchasing database to track expense report vs. expense estimates; will more accurately track 5 percent estimate guidelines and make the purchasing database more dependable.
- Schafer undergoing second year of property audit September-October; improvements this year in cost and property tracking expected to result in even better outcome than last year's successful audit.

- **Property Management**

- Participate in annual inventory campaign.
- Verify property for Astronaut Hall of Fame loan.

- **Marshall Business Development**
  - “Business Development News” continues as a bi-weekly product.
- **Executive Communications**
  - Provide ongoing support of executive events, speaking engagements, and outreach activities.
  - Integrate with all organizations in OSAC to develop OSAC crisis communication plan that drills down from Marshall’s Emergency Plan; currently under review, awaiting feedback following review with OSAC management.
  - Continue collection of measurement data showing vehicles and messaging related to the three key center initiatives: inclusion, safety, and collaboration.
  - Assessing measurement and delivering measurement report for FY2010 executive communications.
  - Developing FY2011 executive communication plan.
- **Strategic Research and Analysis**
  - Finalize measurement resources report.
  - Support annual measurement report and go-forward plan to 2011 planning.
  - Develop presentation for rollout of measurement process/training to OSAC communicators.

- **Communication Strategy, Planning, and Message Management**
  - Schedule and coordinate October, November, December Communicator's Exchange.
  - Provide support to SES planning team for inclusion and diversity communications.
  - Providing guidance to Safety & Mission Assurance team on implementation of tactic identified within SMA communications plan to refresh internal website.
  - Review/update Integrated Strategic Communication Plan.
  - Work with team leads to produce FY2011 functional plans for the Integrated Strategic Communications Plan.
  - Work with team to storyboard new or updated content for the new Business Development site based on lessons learned from earlier research; help identify new business news/publicity opportunities that can be acted on quickly.
- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**
  - Continued maintenance on Comm Corner; moving site to Drupal CMS.
  - Provide annual review and report out on Comm Corner site.

- **Media**

- Support final scheduled space shuttle mission, STS-134, scheduled to launch no earlier than Feb. 26, 2011, with press kit updates, point papers, fact sheets, *Marshall Star* stories, and Web page updates; participate in NASA Headquarters mission planning telecons; arrange media interviews as required; perform escort duty for local, national, and foreign media representatives; and attend meetings relevant to Marshall-managed shuttle propulsion elements.
- Support “Up All Night” live Web chat and other coverage for the total lunar eclipse on Dec. 21.
- Manage complete Web redesign and content overhaul for International Space Station’s National Laboratory website.
- Continue to support and promote Marshall’s 50th anniversary with media advisories, news releases, website development, social media outreach, public outreach, and events.
- Continue to develop content for Marshall’s social media outlets including Facebook, Twitter, and Flickr.

- **Employee Communications**

- Produce October, November, and December issues of *Marshall Star* – 11 issues.
- Produce October, November, and December issues of *Daily Planet* – 53 issues.
- Begin posting *Marshall Star* in HTML format to make accessible by hand-held devices and allow readers to comment on stories; oversee project management of *Marshall Star* newsstand poster; and manage redesign of *Marshall Star* website.
- Produce October, November, and December issues of *To the Point*.

- **Exhibits**
  - Support NASA/Alabama A&M High School Senior Day 2010.
- **Model Making**
  - Produce space shuttle main engine models.
- **ESMD Outreach**
  - Support NASA Exploration Experience traveling exhibit events.
- **HQ OCP Outreach**
  - Support American Association for Retired Persons Annual Convention in Orlando.
  - Support Association of Science - Technology Centers in Honolulu.

- **Center Collateral Development**

- Develop new center overview package targeting middle and high school students.
- Update center overview and produce an updated pocket guide with new direction.
- Design and develop Marshall Protocol site for visitors; currently awaiting input from Sharon regarding the CIO ROM.
- Work on the 50<sup>th</sup> anniversary commemorative book will continue through the end of this calendar year.
- Tour stop signage and collateral products need to be developed.

- **Event Coordination**

- Provide planning and logistical support including:
  - Breast Cancer Awareness
  - Von Braun Symposium and dinner
  - CFC kick-off
  - Shuttle Pride social
  - Holiday reception
  - Office of General Council conference

- **Logistics Support and Guest Operations**

- Continue to produce and maintain executive engagement planner, coordinating with executive staff of center director and deputy director and OSAC management.
- Continue to meet with communication coordinators to ensure program areas are represented in Speakers Bureau with program speakers at appropriate engagements.
- Continue to maintain “Year at a Glance” resource guide of recurring community and industry outreach activities for DA01, DD01 and DE01 executive support assistants.

- **Community Relations**

- Continue to update community contact data for civic and professional organizations.

- **Participatory Exploration**

- Continue coordination of participatory exploration activities at Marshall.

- **S&MS Direct Support**

- Coordinating a global (participatory exploration) online NanoSail-D amateur photography opportunity. Citizen scientists around the world are invited to join NASA in tracking this Earth-orbiting solar sail that is scheduled to launch in late November on FASTAT. NASA researchers can use tracking data to refine the sail’s orbital elements and monitor its interaction with Earth’s upper atmosphere; amateur images will be posted to an online gallery.
- Researching, writing and editing four S&MS chapters for Marshall 50<sup>th</sup> anniversary book.

- **Planetary Science Division (PSD) Direct Support**

- Dauna Coulter will travel to HQ/PSD in mid-October to meet with Dr. Green; goal is to start blog (Dr. Adams) and journal (Dr. Green) in October or November.

- **NNM08AA13T – Lunar Quest (Formerly LPRP)**
  - Coordinating with Science & Mission Systems PAO to develop Lunar Quest fact sheet; sheet is 95 percent complete, awaiting final edits from program office.
  - Developing suite of presentations for Lunar Quest Program Office that speakers can pull from for a variety of audiences; assignment received end of September and will continue past this quarter.
- **NNM09AA94T – RLLDP (Robotic Lunar Lander Development Program) - Formerly ILN**
  - Finalize FY11 Communications Plan based on feedback from collaborative organizations.
  - Work with PAO on press releases and Web news features for RLLDP propulsion and warm gas test article test activities.
  - Develop educational outreach strategy with Lunar Quest to reach local 4<sup>th</sup> through 6<sup>th</sup> grade students.
  - Develop PowerPoint presentations for RLLDP public outreach and work with Marshall Speakers Bureau to schedule outreach opportunities.
- **NNM08AA14T – Engineering Communications**
  - Drafting Columbus Day message from Engineering leadership to be e-mailed Oct. 8 to approximately 2,600 employees.
  - Submitted abstract and bio for NASA Project Management Challenge briefing for the Engineering deputy director; briefing due to Export Control by Dec. 1; projected audience of 300 internal and external stakeholders.
  - Completed Launch Propulsion Systems Technology Area paper for Marshall's Chief Engineer and presented to Office of the Chief Technologist (OCT); 2011 version to be reviewed and measured against recommended progress; support and level of effort for 2011 to be determined.
  - Worked with Engineering propulsion experts to complete white papers for FlexCraft and SODDAT Spacecraft Projects; proposal development to be determined upon release of RFI/RFP by the OCT; activity supports Marshall business development goals.

# Outstanding Issues That May Impact Performance, Schedule, or Cost

# Outstanding Issues

- **CS01 Support**
  - Additional resources are necessary to provide adequate support to measuring communication effectiveness currently resource allocation does not allow the necessary indepth analysis.
  - Current NASA FY11 budget uncertainties could effect resource availability.
- **CS10 Support**
  - Executive Communications
  - Future direction of center impacts all communications and ability to create new Center Overview materials.
  - More frequent executive communications may impact scheduling of other work.
  - Data Collection (Comm Corner/Comm Corner SharePoint, etc.)
    - Conversion to Drupal depends on CIO having the platform ready to use.
- **CS30 Support**
  - Center Collateral Development
    - The development of Web sites is dependent on CIO's ability to complete its tasks on the project and may negatively impact project schedule
    - Tour stop collateral continues to be put on the back-burner for other more pressing products/priorities.
  - Planetary Science Division (PSD) Direct Support
    - Key to getting PSD journal and blog up and running will be timely interaction with HQ/PSD customers; writing process requires that ghostwriters have scheduled customer interview time to identify topics and establish style; HQ and PSD concur and have agreed to try to provide this time.
- **CS30 IDIQ Support**
  - NNM08AA13T – Lunar Quest (Formerly LPRP)
    - Lunar Quest is a newly formed program and the messaging and direction of outreach efforts is still being decided.
  - NNM08AA14T – Engineering Communications
    - Follow-on work for Marshall's chief engineer and propulsion experts includes potential long-term tasks that directly support Marshall business development goals and programmatic and technical objectives; funding sources to be determined.
  - NNM09AA94T – RLLDP (Robotic Lunar Lander Development Program) - Formerly ILN
    - Uncertainty about FY11 budget

## Section 2. Major Actions and Milestones

# Major Actions

CS10	Start Date	End Date
Visualization chart for proposed new work	5/15/10	ongoing
CS20	Start Date	End Date
Space shuttle STS-133 launch (Nov. 1, 2010)	10/10	11/10
Space shuttle STS-134 launch (Feb. 26, 2011)	1/11	3/11
Expedition 25/26 launch (Oct. 7, 2010)	9/10	3/11
<i>To the Point</i> – September	7/10	9/10
<i>To the Point</i> – October	7/10	TBD
<i>To the Point</i> – November	8/10	TBD
<i>To the Point</i> – January 2011	9/10	TBD
<i>Focus on Marshall</i> – October	9/10	10/10
<i>Focus on Marshall</i> – November	10/10	11/10
<i>Focus on Marshall</i> – December	11/10	12/10
“Up All Night” live chat coverage of Dec. 21 lunar eclipse	11/10	12/10
2010 Marshall Combined Federal Campaign (Sept. 30-Dec. 10, 2010)	9/10	12/10
2011 Great Moonbuggy Race (March 31-April 1, 2011)	10/10	4/11
2010-2011 NASA Student Launch Projects rocketry challenge (April 2011)	10/10	4/11
Annual Inventory Campaign	10/1/10	3/31/11
AARP	10/1/10	10/3/10
Association of Science - Technology Centers	10/1/10	10/3/10
USA Science & Engineering Festival	10/23/10	10/24/10
CS30	Start Date	End Date
Tour Stop signage and collateral products	Not started yet	3/30/11
Commemorative 50 <sup>th</sup> anniversary book	6/14/10	12/17/10
Finish Marshall Faces videos and creating related Web pages		
Produce economic impact brochure	9/16/10	12/17/10
NASA PM Challenge 2011 briefing for Engineering deputy director	8/6/10	1/30/11
“When Failure Is an Option” panel for Engineering director	9/1/10	10/30/10
STEM panel for Engineering director at Von Braun Symposium	9/1/10	10/27/10
Engineering Overview for Engineering director for AMRDEC visit	9/10/10	10/27/10

## ***Section 3. Technical Evaluation***

## CS01 Support

- **Program Management**

- Worked with OSAC management and business office to relocate Ares communication team throughout the OSAC organization providing support in needed areas.
- Received above average award fee for Option 2.

- **Contract Management**

- Continued to take advantage of various sales and early discount deadlines when procuring goods and services.
- Worked with alternate COTR to better support the work order system and financial reporting areas.

- **Property Management**

- Updated property list in Section J of OSAC Support Services contract; added equipment control numbers (ECNs), location, acquisition value, end user, and property status information, ensuring easier updates and more accurate property close-out information.
- Occupational Safety and Health
- Recorded no lost time injuries, no recordable injuries, and no close calls.
- Completed 100 percent of all required safety visits.
- Completed 100 percent of required safety briefings.

## CS10 Support

- **Executive Communications**

- NASA Superior Achievement Award, Human Exploration Framework Team (HEFT), September 2010
- OSAC Peer Award, Communication, September 2010
- NASA Group Achievement Honor Award, Faces of Marshall Campaign, August 2010
- NASA Group Achievement Honor Award, Behind the Gates Event, August 2010

## **CS20 Support**

- Exhibits
  - Supported 50<sup>th</sup> anniversary employee celebration by providing more than 50 exhibit items, including models, traveling exhibits, artifacts, and artwork representing six decades from 1950 to 2010. Exhibits operations team was recognized with OSAC Golden Light Bulb award from CS20 management for its role in telling the NASA and Marshall story.
- ESMD Outreach
  - Planned and executed extensive outreach support of Peter J. McGovern Little League Museum and Little League World Series. NASA associate administrator, Doug Cooke, issued outreach coordinator Kirk Pierce a special achievement award, which stated, “In recognition of your initiative, dedication, and leadership shown in the 2010 partnership between NASA and the Little League World Series. Your outstanding actions and efforts were critical to the successful implementation of this highly successful outreach effort.”
- HQ OCP Outreach
  - Evaluated existing inventory from various directorates, programs, and projects to develop miniature versions for “Education cart” activities, reducing traditional exhibitor services expenses.

## **CS30 Support**

- Center Collateral Development
  - Helped CS40 improve efficiency of producing the SmartBook by providing graphics consulting.
  - Produced a project closeout report for the Marshall Faces campaign that has been used as a new standard for project reporting to include process, content, measurement, and results.
  - Produced an updated, streamlined Project Development Plan template.

## **CS30 Support (cont.)**

- Logistics Support and Guest Operations
  - Supported government and community activities, including the NASA Mentor Protégé signing ceremony for PWR and AVAN Machine with Robin Henderson speaker; SFA Silver Snoopy Awards with Gene Goldman speaker; Space Exploration celebration at USSRC with Robert Lightfoot; tour escort for Marshall New Employee Orientation center tour; two SFA Silver Snoopy Awards events with Robert Lightfoot; speaking engagement of the Marshall deputy director at Marshall retiree luncheon meeting; Marshall historic marker community event with Robert Lightfoot and Gene Goldman; SFA Leadership Awards with Robert Lightfoot; Huntsville Chamber of Commerce annual NASA/ARMY appreciation event with Robert Lightfoot and Gene Goldman.
- Community Relations
  - Coordinated 40 speaking engagements given by 17 Marshall volunteers, reaching approximately 4,700 stakeholders (civic and professional groups and associations, students, NASA employees and the general public).
  - Responded to 48 community and industry invitations for the center director and deputy director.
- Participatory Exploration
  - Nominated for OSAC Excellence Award
- S&MS Direct Support
  - S&MS communications coordinator was awarded “Above & Beyond” Star Performer Peer Award from S&MS Office.

## **CS30 IDIQ Support**

- NNM08AA14T – Engineering Communication
  - Engineering communications coordinator received NASA Group Achievement Award for Faces of Marshall information campaign.
  - Reached approximately 6,670 stakeholders (5,210 internal and 1,460 external).

## ***Section 4. Performance Metrics***

# Overview

- **On January 15, 2010 Schafer's Corporation measurement approach to meeting four communication goals identified were approved by CS10**
  - Goal #1: Create and maintain a firmly structured measurement portfolio, which enables consistent and effective performance management for OSAC.
  - Goal #2: Employ a comprehensive system of measurement to inform and document continual improvement of communication processes, activities, and products.
  - Goal #3: Elevate the priority of measurement to create an environment in which measurement is a consistent component in all communication planning.
  - Goal #4: Develop a measurement community of practice, which informs and builds upon core competencies of communicators center-wide.
- **Metrics provided herein have been developed based on approved communication themes and stakeholder categorization while these metrics are related to exposure and not awareness, exposure does boost name recognition.**
- **A single communication product (e.g. a media release, a web site, a brochure, or a video) cannot affect the desired level of change in stakeholder or audience awareness and therefore an integrated measurement system is necessary.**
- **While the enclosed metrics are only representative of the data the contractor team has direct responsibility for or has been able to obtain through observation these metrics moves OSAC closer to its goal of an integrated measurement system which enables the determination of stakeholder awareness.**
- **The contractor team working with OSAC management and The Roadmap Team are developing a system to encourage and provide tools and support for an integrated measurement system.**

# Approved Communication Themes and Stakeholder Listing

## Communication Themes

- **Marshall's Business Lines**
  - 1) Lifting from Earth
  - 2) Living and working in space
  - 3) Science, research and instrument development
  - 4) Technology
- **NASA HQ and Presidential Administration Priorities**
  - 5) Partnerships/collaboration (includes international & commercial)
  - 6) Game changing technology
  - 7) Societal/economic benefit
  - 8) Inspiration and education
- **Center Management Focus**
  - 9) Safety
  - 10) Collaboration/teamwork
  - 11) Inclusion/ Diversity

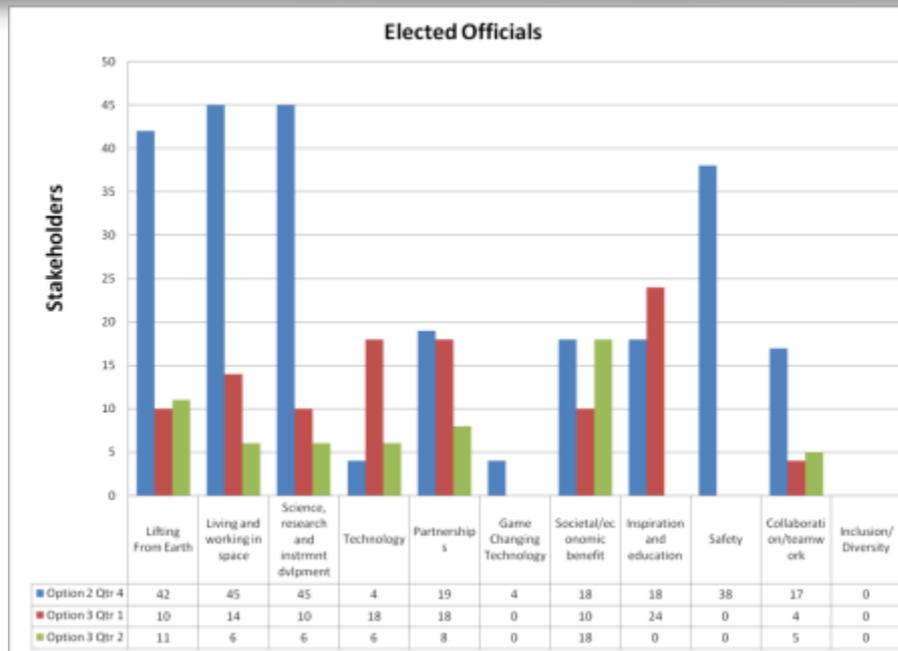
## Stakeholder Listing

- **Elected officials**
- **Business leaders**
- **General Public**
  - Includes public reached through media outlets
  - Assumption for the Social Media metrics
- **News Media**
  - Media outlets only
- **MSFC Employees and Contractors**
- **NASA HQ**
- **Academia**

# Executive Summary

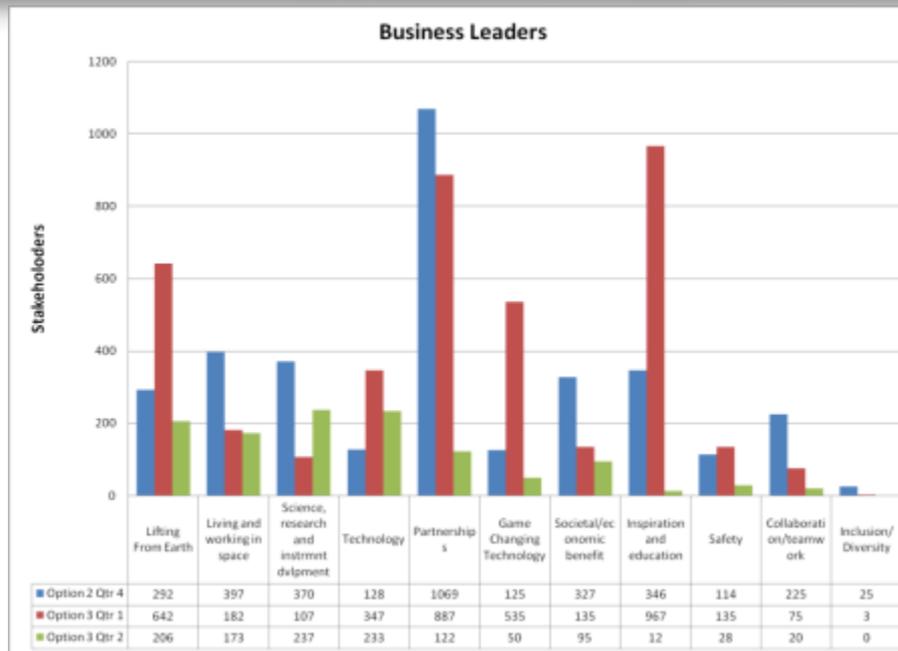
- Overall a decrease in exposure to elected officials this quarter is seen due to a smaller number of executive events; Robert Lightfoot's visit to the Space Exploration Celebration at the USSRC and the MSFC Historic Marker Unveiling enabled the center to reach some elected officials this quarter.
- A decrease in exposure to business leaders this quarter compared to last quarter when Marshall hosted the SpaceOps 2010 conference is shown however Marshall was able to reach approximately 100 business leaders at the 46th AIAA/ASME/SAT/ASEE Joint Propulsion Conference and the Space Exploration Celebration at the USSRC.
- Game-changing technology is a challenging theme; very little data is provided for this theme.
- The Marshall Star and Speaker's Bureau continue to be consistent channels for communicating messages to center employees and the general public.
- The NASA Marshall Facebook site, with more than 3,000 fans to include Bob Jacobs and 24 HQ PAO personnel enabled Marshall to provide information on collaboration/teamwork, inspiration, and education.
- Marshall In The News is the largest distribution channel for Marshall related news with a potential reach of over 361 elected officials.

# Stakeholders: Elected Officials



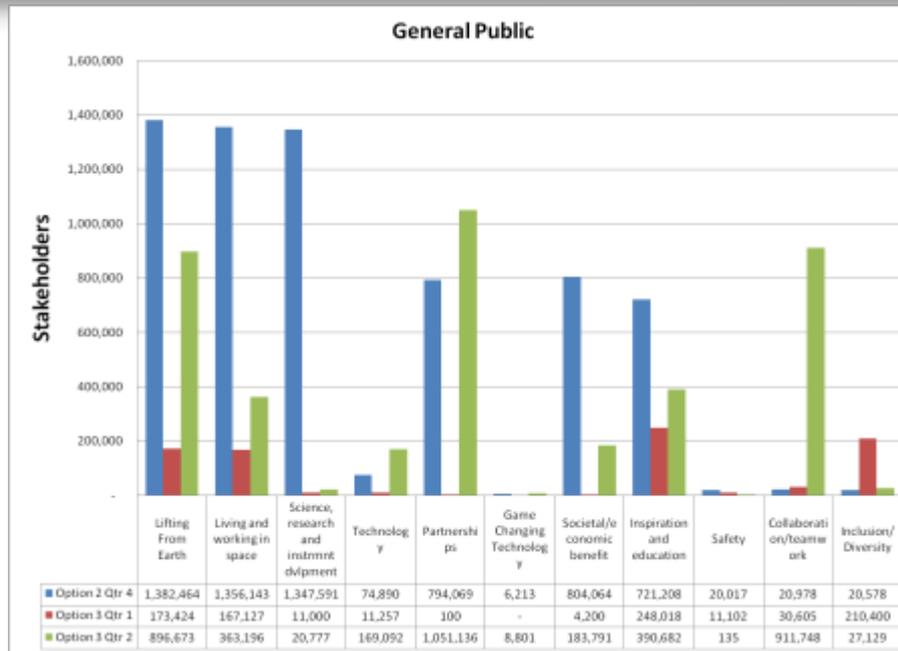
- Overall a decrease in exposure to elected officials this quarter is seen due to a smaller number of executive events; Robert Lightfoot’s visit to the Space Exploration Celebration at the USSRC and the MSFC Historic Marker Unveiling enabled the center to reach some elected officials this quarter.
- Robert Lightfoot’s collaboration and teamwork theme was provided to this stakeholder group during the NASA ceremony honoring the external tank work force.
  - Safety and Inclusion/Diversity are center initiatives and were not communicated as expected.
- Game-changing technology continues to be a challenging theme, its visibility should be increased with this stakeholder group.

# Stakeholders: Business Leaders



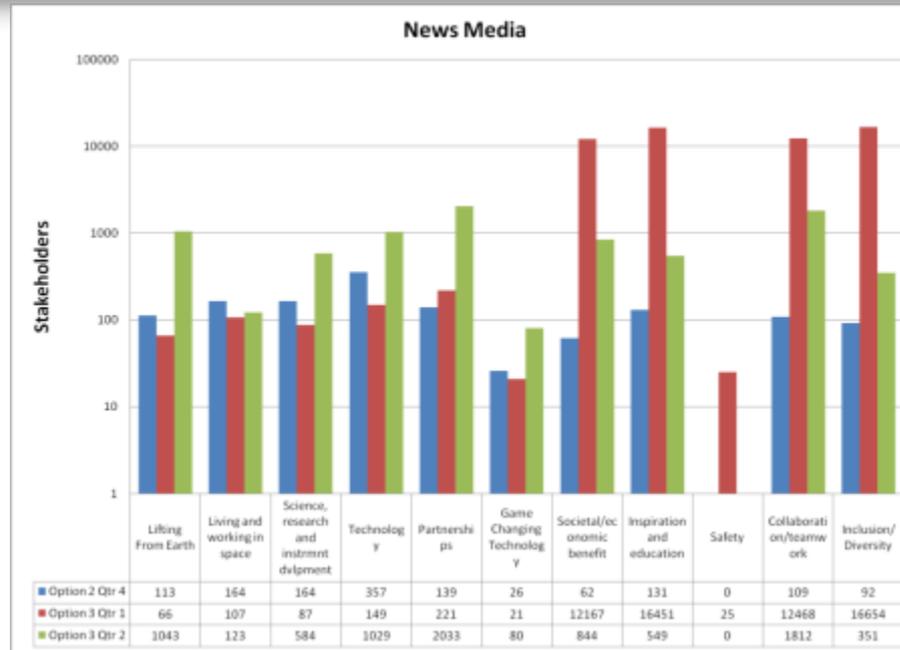
- Overall we had a decrease in exposure to business leaders this quarter compared to last quarter when Marshall hosted the SpaceOps 2010 conference ; however Marshall did potentially reach 100 business leaders during the 46th AIAA/ASME/SAT/ASEE Joint Propulsion Conference and the Space Exploration Celebration at the USSRC.
- Additional reach is attributed to Robert Lightfoot's and Gene Goldman's addresses during the MSFC Historic Marker Unveiling and visits to the center by congressional staffers.

# Stakeholder: General Public



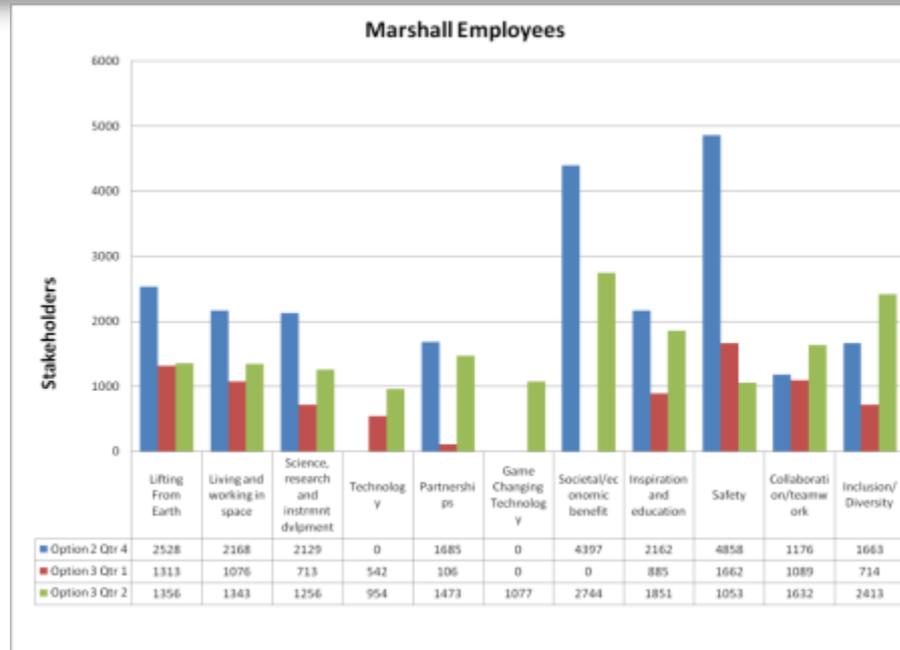
- Large increases in exposure can be seen this quarter due to support provided during the 100th Boy Scout Jamboree by ESMD’s Exploration Experience Traveling Exhibit and a news release regarding NASA’s ceremony honoring the external tank workforce and the STS-132 space shuttle astronauts visit to the center.
- The Marshall Star continued to provide a consistent channel for messaging all themes to approximately 4,000 members of the science general public and Marshall employees.
- The NASA Marshall Facebook site, with more than 3,000 fans provided an invaluable channel for providing information on center business lines and NASA HQ and Presidential Administration Priorities.

# Stakeholder: News Media Outlets



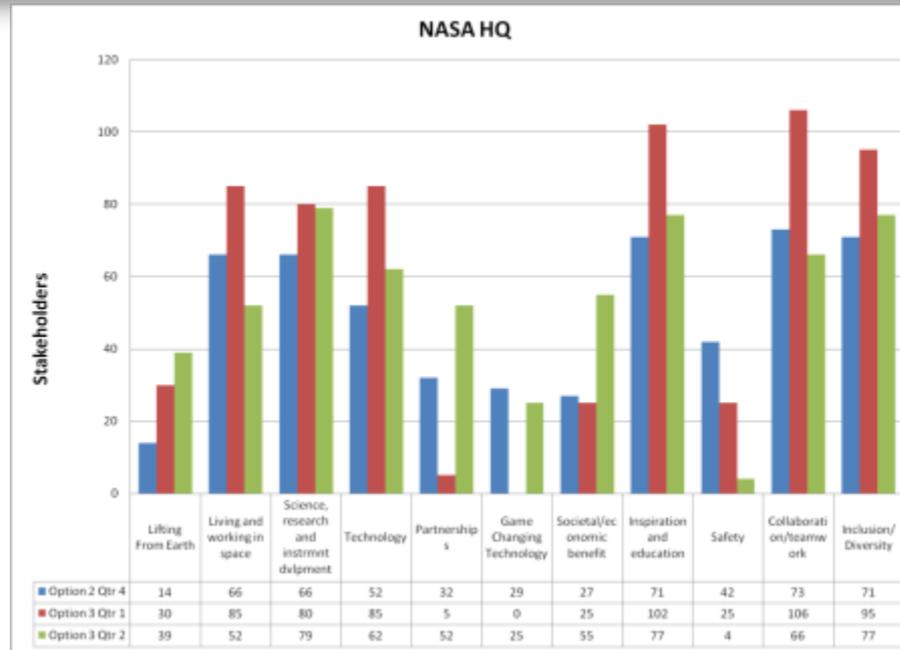
- **Messages related to center business lines and NASA HQ and Presidential administration priorities increased this quarter due to news releases and media advisories related to the following events:**
  - July 7th Mentor-Protégé signing for Pratt & Whitney and Avans Machine and Tool
  - September 8th 50 years after dedication Marshall honors ‘Work of Generations’
  - September 23rd 2010 Industry & Advocates Awards
- **The NASA Marshall Facebook site, with 25 news media fans provided a unique channel for communicating the center’s business lines and NASA HQ priorities.**

# Stakeholders: MSFC Employees



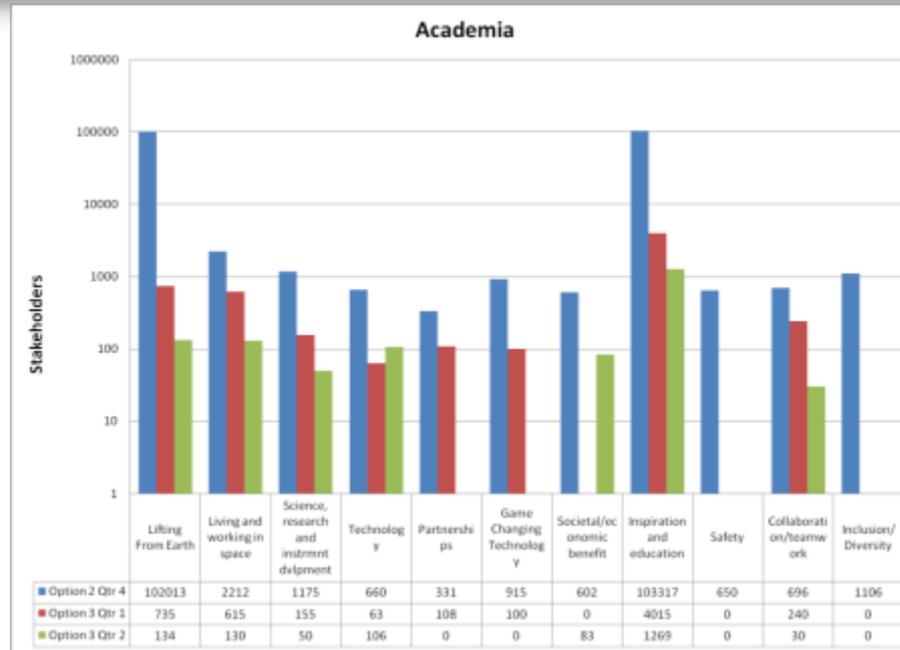
- **The Marshall Star and the NASA Marshall Facebook site provided the largest indirect reach to employees this quarter.**
- **Over 206 employees supported the Speaker’s Bureau during the Joint Propulsion Conference, the EE Forms Regional Meetings, NEO and the Small Business Alliance meeting.**
  - Direct support to the public was provided during “Wow-That’s Engineering” and the 9th Annual Hispanic Youth Conf & Science Fair.
- **The new business development newsletter provided a new channel this quarter for communicating and informing employees on current center business initiatives and activities.**

# Stakeholders: NASA Headquarters



- **Communications to NASA HQ regarding Marshall business and center management priorities decreased slightly with center executives providing outreach support at the Space Exploration Celebration at the USSRC and the NDIA Ground Vehicle Systems Eng & Technology Symposium in Detroit.**
- **NASA Marshall Facebook provided an opportunity to communicate to NASA HQ personnel including Bob Jacobs and 24 other HQ PAO personnel who are friends of the site.**
  - An increase is seen in partnerships and game-changing technology due to Facebook postings.

# Stakeholders: Academia



- **Speaker’s Bureau’s support of the “WOW That’s Engineering Event” and support to ESMD’s “Exploration Days at Busch Gardens” reached over 1,000 members of academia communicating center business lines and NASA HQ and Presidential Administration priorities.**
- **Robert Lightfoot’s support of the Alabama A&M Mentoring Program reached approximately 64 members of academia communicating inspiration and education.**

## ***Section 5. Quarterly Financial Data***

## Quarterly Financial Information

- **Quarterly financial information for Data Requirements Description (DRD) 1130MA-003, Quarterly Technical Progress Report is located in backup data provided with Data Requirements Description (DRD) 1140MA-002, Financial Management Report (533Q) dated October 15, 2010**