NASA Headquarters

Washington, DC 20546

Code M Process for Approval and Implementation of Outreach and Educational Initiatives

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Approved and signed by

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DOCUMENT HISTORY LOG

Status (Draft/ Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		4-20-2000	This baseline document was previously written under the number HQOWI1380-M010. As a result of NCR's 340 & 342, the process was re-engineered and the name changed. Because the process was re-engineered it was decided to cancel document M010 and re-issue the re-engineered process under a new baseline document with a new name and number.
Revision	A	3-15-2004	Revision resulting from Agencywide Policy Review and administrative changes needed to correct titles, references, and minor changes to the process.

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1.0 PURPOSE

This Office Work Instruction (OWI) defines the Headquarters Office of Space Flight (OSF-Code M) process for approving outreach and educational initiatives.

2.0 SCOPE

This OWI applies to approval and implementation of OSF-Code M outreach and educational products, such as brochures, publications, media presentations, posters, displays, exhibits and new program initiatives.

Responsibility for approving outreach and educational initiatives within OSF-Code M is assigned to the Manager for Outreach and Education (O&E). Depending upon the type of products, overall schedule, site of the exhibit, etc.,a OSF-Code M Lead Center is used in providing the materials. The process for producing and delivery are out of scope of this OWI. Educational or outreach initiatives assigned to OSF-Code M Centers are archived at the point of origin.

3.0 DEFINITIONS

3.1   Education (both formal and informal)

Formal education is defined as efforts and products dealing with the formal education system, including grades K-12, Undergraduate (including Community College), Graduate, and Postdoctoral. **Informal education** includes all sustained efforts directed to wider public audiences such as through science museums, science and technology centers, and similar nonprofit and/or for-profit education organizations that support the formal education community and provide significant educational activities for learners of all ages. Planetariums, public broadcasting, internet-based activities, and other activities intended to reach general audiences are also included under informal education.

3.2   Outreach

Outreach is defined as the use of Space Flight) resources to best communicate the excitement of our missions and discoveries to our diverse customer community in a way that is understandable, promotes scientific literacy, and demonstrates application to their lives. Services are provided to those not usually accommodated. Specific goals are achieved through leveraging the unique skills, expertise and resources of existing external communities where common objectives can be defined. Outreach activities are generally event-related efforts. .

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3.3   Target Audience

Specialized focus and attention is given to a targeted group or organization, i.e. schools & universities, professional or technical associations/societies.

3.4   Proposals/Initiatives

Outreach and education requests submitted to OSF for consideration and funding by internal and external entities to NASA. This may include not-for-profit organizations whose membership is being targeted under this program.

3.5   Products

Lithographs, posters, CD ROM's, exhibits, displays (intellectual artwork), education and outreach initiatives are typical of the items approved by this process.

3.6   Manager, O&E

OSF official who manages the outreach and education programs.

3.7   Action Officer

OSF employee with relevant subject matter expertise assigned responsibility for managing a specific outreach and education initiative.

4.0   REFERENCES

4.5   4.1   Communicating NASA's Knowledge (NP-1998-08-240-HQ)
NASA Strategic Plan (NPD 1000.1C)
4.2   NASA's Education Implementation Plan
4.3   Space Flight Enterprise Strategy
4.4   Space Flight Education Implementation Plan (Draft dated February, 2000)
4.6   Space Flight Outreach Plan (Draft dated February, 2000)
4.7   Space Flight Evaluation Criteria (dated February, 2000)

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5.0   FLOWCHART
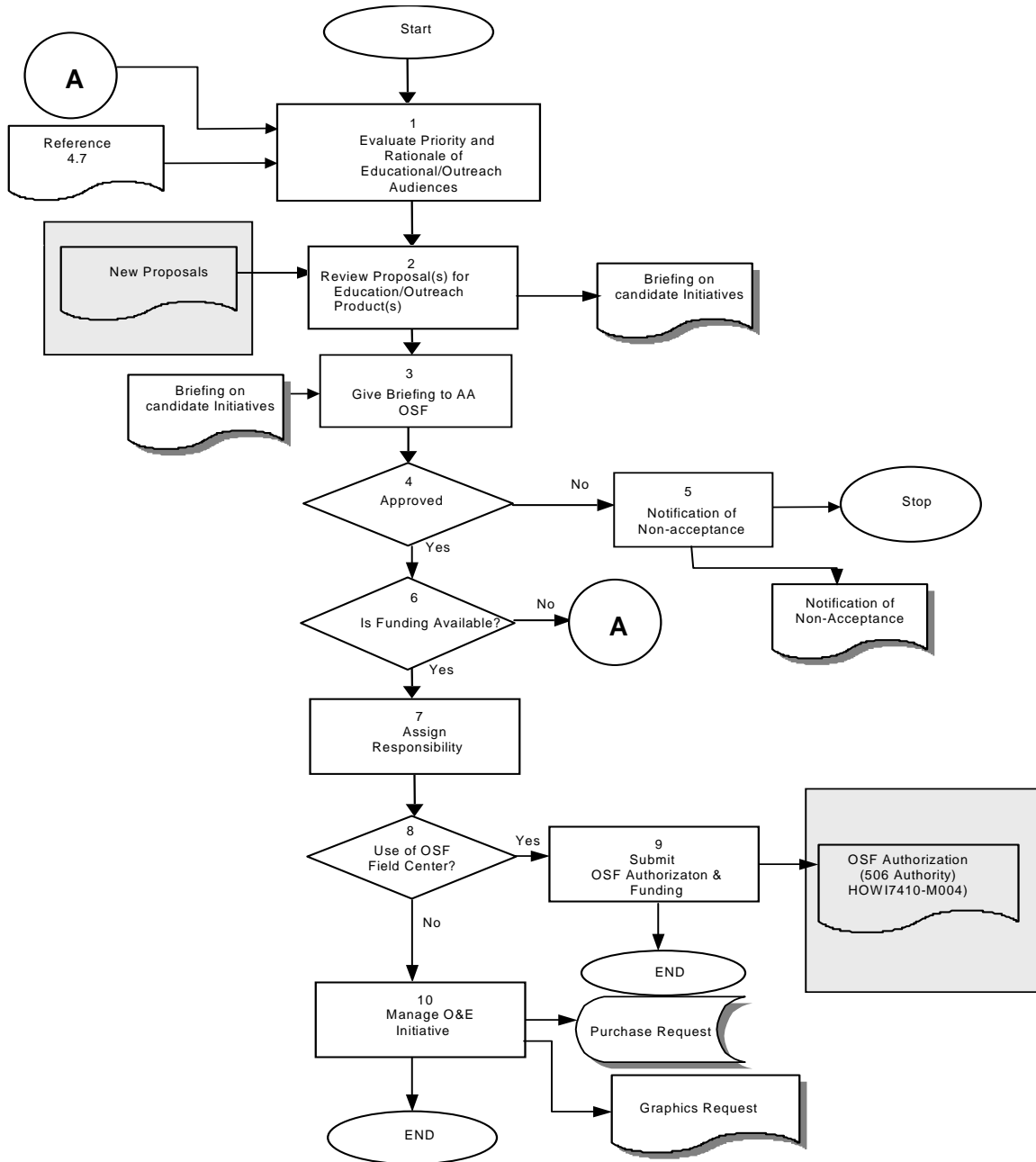
6.0   PROCEDURE

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The number at the left of the process activity table refers to the flowchart step in Section 5.

Actionee	Flowchart Reference	Action

Manager, O&E	1	Evaluate target audiences and events in order to develop an outreach plan. Determine priorities and targets proposed by the Space Flight outreach plan.(Reference 4.7)
		    a) Assess exposure on a national level to the target audiences.
		    b) Assess level of value added.
		    c) Be implementable, practical, and make sense.
		Review proposals for deferred outreach or educational products (See step 6).

Manager, O&E and OSF Center officials	2	Review incoming proposal(s) to determine if they are consistent with the OSF Plans for outreach and education. Proposals may be submitted by internal or external organizations. Proposal(s)/initiatives may vary in format and context. A briefing is prepared on candidate initiatives, which may l be presented to the OSF AA..
Manager, OSF AA O&E	3	The candidate initiatives are presented to the utilizing the briefing developed in step 2.
AA OSF & Manager, O&E		Review proposal(s)/initiatives against the Space Flight criteria for education and outreach (Reference 4.7) to determine whether initiative(s) is approved or disapproved. .
Manager, O&E	5	If the initiative(s), is not approved, the process stops. A notification on non-acceptance is issued. Formal proposals will be given a written response.
Manager,	6	If approved initiative(s) not previously budgeted,

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O&E		identify a funding source. If funding has not been identified and no resources are available, defer for future consideration (see Step 1).
Manager, O&E	7	Select and assign action officer with responsibility for following the O&E initiative to completion.
Manager, O&E	8	The next step in the process will be an assessment of the utilization of an OSF Field Center to implement the O&E initiative. Consideration of using an OSF Field Center will be based upon: a) area of expertise of the Center b) the geographic location of the site of the exhibit/event c) experience in developing the O&E initiative d) overall schedule needs When in the experience and judgment of the Enterprise official that a specific OSF Field Center should perform the program, the Center will be notified and authorized to implement the initiative and funding will be provided.
Manager, O&E	9	Upon selection of the appropriate NASA OSF Field Center, 506 funding authority will be provided to cover the expenses for developing the O&E product(s). Depending upon the specific O&E authorized proposal/initiative, the OSF authorization may include the incoming proposal. In these instances it becomes the Center's responsibility to manage the overall development and delivery of the initiative through completion. When an O&E initiative is authorized without benefit of a proposal, broad latitude in achieving the overall objectives of the initiative is provided in the authorization. Again, it becomes the Center's

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responsibility for managing and implementing the OSF O&E initiative.

| Manager, O&E Manager, | 10 | When it is determined that the O&E initiative will be managed by the OSF-Code M Manager, the |

O&E will assure that appropriate action is taken to accomplish the overall objectives of the O&E initiative. Depending upon the specific initiative (i.e. lithograph, poster, display, etc.) and whether it is produced by the Goddard Space Flight Center (GSFC), a Headquarters' contractor, or through in-house resources (Headquarters' Graphics), reviews of progress, leading to implementation of the initiative occurs during this step. When GSFC is selected to produce the initiative, a purchase request will be authorized and provided to GSFC. When the Headquarters' Graphics is selected, a request is generated.

7.0   RECORDS

RECORD IDENTIFICATION	OWNER	LOCATION	RECORD MEDIA:	SCHEDULE NUMBER AND ITEM NUMBER*	RETENTION/DISPOSITION
Purchase Request	Enterprise Official	Code M6 division file	Electronic	Schedule 5, Item 1A.2	Destroy 3 years after final payment.
Notification of Non-Acceptance	Enterprise Official	Code M2	Hard Copy	Schedule 7, Item 1	Retire to FRC 1 year after completion or cancellation of program. Destroy when 5 years old.
Briefing on candidate Initiatives	Enterprise Employee	Code M2	Hard Copy	Schedule 1, Item 22.B	Destroy after 2 years.
Graphics Request	Enterprise Employee	Code M2	Hard Copy	Schedule 1, Item 78.D	Destroy after one year old or when no longer needed.