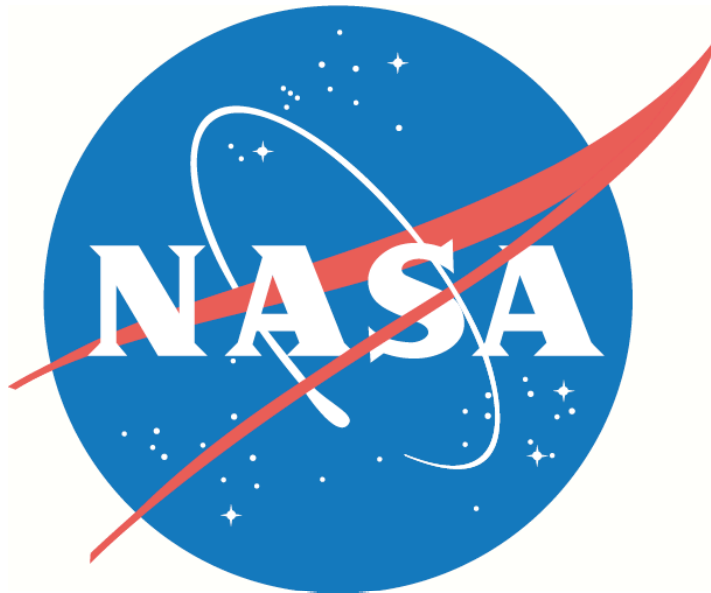Responsible Office: NB
Subject: Plan/Implement Protocol at Launches, Landings and Other Special Events

Office of Public Affairs

Office Work Instruction

Plan/Implement Protocol at Launches, Landings and Other Special Events

Original Approved by: _____   _____

David Mould
Assistant Administrator   Date

Responsible Office: NB
Subject: Plan/Implement Protocol at Launches, Landings and Other Special Events

DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		8/18/00	

Responsible Office: NB
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1.0 Purpose

The purpose of this OWI is to document procedures employed to implement protocol for VIP guests at launch viewing, provide tours and briefings, and coordinate special events both internal to NASA and with external partners.

2.0 Scope and Applicability

This OWI covers all coordinated events supported by the Office of Public Affairs entailing protocol for VIP guests, external agencies and corporate partners/sponsors.

The Director, Public Services and Protocol Division, Office of Public Affairs, is responsible for maintaining this document. The controlled version of this OWI is available on the NASA Intranet via the HQ ISO 9000 Document Library at http://nodis3.gsfc.nasa.gov/hq list.cfm. Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, *Document and Data Control*).

3.0 Definitions

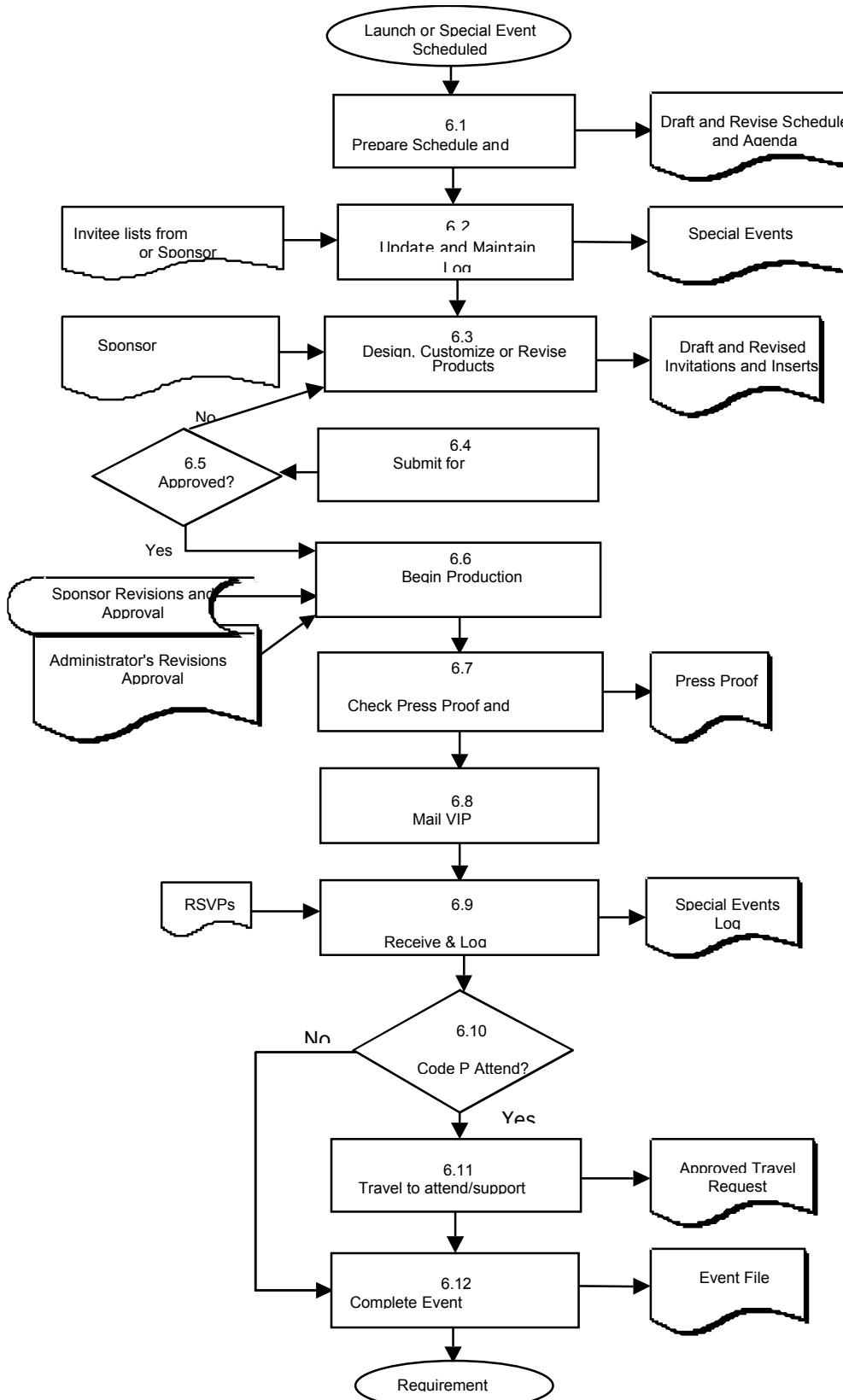|		
3.1	AA	Assistant Administrator
3.2	AA/NB	Assistant Administrator, Office of Public Affairs
3.3	Centers	NASA Centers (Kennedy Space Center (KSC), Goddard Space Flight Center (GSFC), etc.
3.4	Codes	Twenty-seven offices that make up NASA HQ
3.5	Directorate	Aeronautics Research Mission Directorate, Exploration Systems Mission Directorate, Science Mission Directorate, Space Operations Mission Directorate
3.6	GOC	Guest Operations Coordinator
3.7	GSFC	Goddard Space Flight Center
3.8	KSC	Kennedy Space Center
3.9	PO	Protocol Officer
3.10	VIP	High-level government officials; Presidents and CEOs of commercial businesses and international heads of state.
3.11	DPS	Director, Public Services and Protocol

4.0 References

4.1	NPD 1000.1	NASA Strategic Plan
4.2		National Aeronautics and Space Act of 1958, as amended

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5.0 Flowchart

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                    ┌─────────────────────────┐
                    │  Launch or Special Event │
                    │        Scheduled         │
                    └─────────────────────────┘
                                │
                                ▼
        ┌─────────────────────┐      ┌──────────────────────┐
        │        6.1          │─────▶│ Draft and Revise     │
        │  Prepare Schedule and│      │ Schedule and Agenda  │
        └─────────────────────┘      └──────────────────────┘
                                │
                                ▼
┌──────────────┐    ┌─────────────────────┐      ┌──────────────────────┐
│ Invitee lists│───▶│        6.2          │─────▶│   Special Events     │
│ from or      │    │  Update and Maintain │      │                      │
│ Sponsor      │    │        Log           │      └──────────────────────┘
└──────────────┘    └─────────────────────┘
                                │
                                ▼
┌──────────────┐    ┌─────────────────────┐      ┌──────────────────────┐
│   Sponsor    │───▶│        6.3          │─────▶│  Draft and Revised   │
│              │    │ Design, Customize or │      │ Invitations and      │
│              │    │   Revise Products    │      │ Inserts              │
└──────────────┘    └─────────────────────┘      └──────────────────────┘
                              No ▲
                                 │
              ┌──────────┐    ┌─────────────────────┐
              │   6.5    │◀───│        6.4          │
              │Approved? │    │     Submit for       │
              └──────────┘    └─────────────────────┘
                    │ Yes
                    ▼
┌──────────────────┐    ┌─────────────────────┐
│ Sponsor Revisions│───▶│        6.6          │
│  and Approval    │    │   Begin Production   │
└──────────────────┘    └─────────────────────┘
┌──────────────────┐              │
│ Administrator's  │──▶           ▼
│ Revisions        │    ┌─────────────────────┐      ┌──────────────────────┐
│ Approval         │    │        6.7          │─────▶│     Press Proof      │
└──────────────────┘    │ Check Press Proof and│      └──────────────────────┘
                        └─────────────────────┘
                                │
                                ▼
                        ┌─────────────────────┐
                        │        6.8          │
                        │      Mail VIP        │
                        └─────────────────────┘
                                │
                                ▼
        ┌──────────┐    ┌─────────────────────┐      ┌──────────────────────┐
        │  RSVPs   │───▶│        6.9          │─────▶│  Special Events Log  │
        └──────────┘    │   Receive & Log      │      └──────────────────────┘
                        └─────────────────────┘
                                │
                                ▼
            No          ┌─────────────────────┐
        ◀───────────────│       6.10          │
        │               │   Code P Attend?     │
        │               └─────────────────────┘
        │                    │ Yes
        │                    ▼
        │       ┌─────────────────────┐      ┌──────────────────────┐
        │       │       6.11          │─────▶│  Approved Travel     │
        │       │ Travel to attend/    │      │  Request             │
        │       │   support            │      └──────────────────────┘
        │       └─────────────────────┘
        │                    │
        │                    ▼
        │       ┌─────────────────────┐      ┌──────────────────────┐
        └──────▶│       6.12          │─────▶│     Event File       │
                │   Complete Event     │      └──────────────────────┘
                └─────────────────────┘
                                │
                                ▼
                    ┌─────────────────────────┐
                    │      Requirement         │
                    └─────────────────────────┘
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Step	Actionee	Action
		Process begins when a launch, landing or special event is scheduled. Events may be co-sponsored by internal NASA Codes or Centers, driven by NASA or outside agency. NASA and possibly a co-sponsor, usually a partner in the aerospace community will want to support a reception or special event.
6.1	PO	*Prepare Schedule and Agenda.* In coordination with internal or external event sponsor, support preparation of schedule and agenda in order to determine requirements for any printed programs and VIP letter.
6.2	PO	*Update and maintain Special Events Log.* Invitee lists from the NASA Administrator and/or other sponsors are entered into a FileMaker Pro database maintained for each individual event. The database is password protected on the Code NB shared server and is a record of process control up to and during the event. The printed report generated by this application is a Quality Record maintained in the Event Folder by the Director, Public Services and Protocol. When event is a launch or landing, SEP coordinates with GOC to assure all plans are synchronized and that there are no overlaps in invitee lists.
6.3	PO	*Design and Customize or Revise Products:* Sponsor requirements are collected in order to develop copy and design for programs. Corporate sponsor logotype requirements, copyrighted material and international protocols are incorporated into copy and design.
6.4	PO	*Submit for Approval.* Once product is developed in a draft form, it is submitted to the Director of Public Services and Protocol, the NASA Administrator's office and external sponsors for approval of copy, design, and logo placement.
6.5	AA/P	*Approved?* If program/product is approved by AA/NB, Director of Public Services and Protocol participating NASA offices, and external sponsors, proceed to step. 6.6. If product is not approved and requires rewriting or redesign, product is resubmitted to Step 6.3 for changes.
6.6	PO	*Begin production.* Upon receipt of approval, draft or revised draft materials, a NASA Form 51 is completed and the material forwarded to Headquarters Printing and Design office for development.
6.7	PO	*Check press proof and authorize printing when correct.* Printing Office provides press proof for examination prior to full production. PO checks press proof against final draft material for accuracy. Any errors are corrected and Printing Office proceeds with production.
6.8	PO	*Mail VIP Letter.* Once manifest is determined and Printing Office has completed printing, invitations are shipped to GSFC for stuffing and mailing.
6.9	PO	*Receive and Log RSVPs, make any hotel reservations and supply hotel information and itinerary for event.* Responses from invitees are received either through mail or email and recorded as received in the Special Events log file. Hotel reservations are made when appropriate and invitees are provided with this hotel information and an itinerary for the event. A printed Hotel List as well as VIP briefing and tour schedules is filed in the Director, Public Services and Protocol event file.
6.10	DPS	*Code NB Attend?* The Director of Public Services and Protocol with the approval of the AA/NB will determine whether or not the launch or landing will be staffed onsite. If approved proceed to Step 6.11. If travel is not approved, proceed to Step 6.12.
6.11	PO	*Travel to Attend/Support Event.* Staff will prepare NASA travel request documents for authorization and make the necessary travel arrangements. At the event, staff will support

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Step	Actionee	Action
		the Administrator's briefing as applicable, escort VIPs and monitor services of hospitality contractor.
6.12	PO	*Complete Event Documentation.* At the conclusion of the event, close out the event file and complete the required documents for reimbursement requirements.

7.0   Quality Records

Record ID	Owner	Record Media	NPG 1441.1 Schedule and Item Number	Retention/Disposition
Special Events Log	PO	Electronic	Schedule 1 Item 56	Destroy when 5 years old or when no longer needed for reference whichever is first.
Sponsor Revisions and Approval	PO	Electronic	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.
Administrator's Revisions and Approval	PO	Hardcopy	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.
Press Proof	PO	Hardcopy	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.
Travel Authorization	PO	Hardcopy	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.
Printing & Design Request	PO	Hardcopy	Schedule 1 Item78.D	Destroy when 1 year old or when no longer needed whichever is sooner.
Event File	DPS	Hardcopy	Schedule 1 Item 56	Destroy when 5 years old or when no longer needed for reference whichever is first.