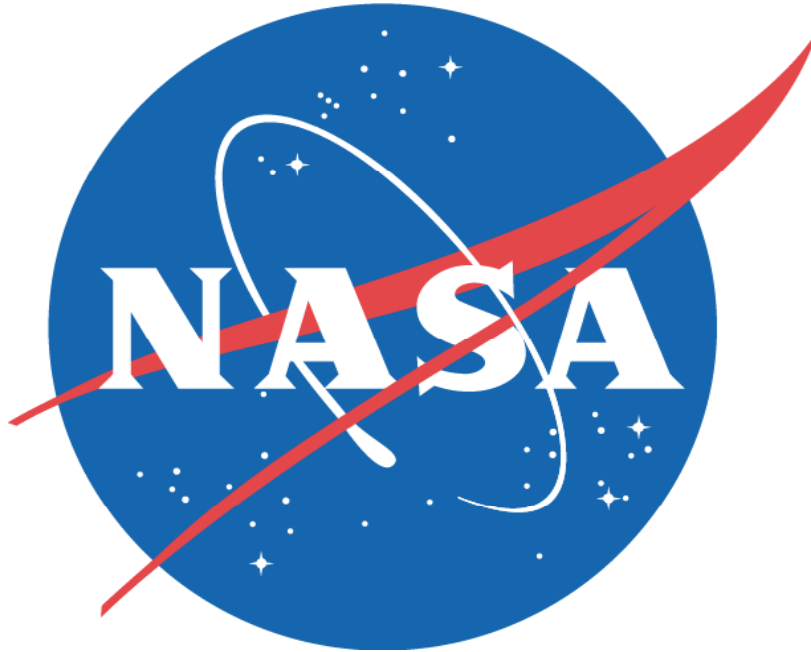


Responsible Office: Code P
Subject: Monitor and Adopt Emerging Technology



Code P, Office of Public Affairs

Office Work Instruction

Monitor and Adopt Emerging Technology

Original Approved by: _____
Margaret C. Wilhide
Associate Administrator

_____ Date

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DOCUMENT HISTORY LOG

<u>Status</u> <u>(Baseline/ Revision/ Canceled)</u>	<u>Document</u> <u>Revision</u>	<u>Effective</u> <u>Date</u>	<u>Description</u>
Baseline		1/10/00	

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1.0 Purpose

The purpose of this OWI is to document the procedure to examine and recommend emerging technologies for the dissemination of information to the media and general public.

2.0 Scope and Applicability

- 2.1 This OWI pertains to procedures used by Code PM for developing policies and implementing technologies to enhance the dissemination of information.

Currently, these technologies include, but are not limited to, imaging, the internet and television. This process begins with the identification of a customer need, and can involve Code PM counterparts at the nine NASA field centers, the NASA enterprises and functional offices, media and the general public.

- 2.2 This OWI applies to all NASA Public Affairs Offices and related imaging, television and internet operations. The Director, Media Services Division, 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://hqiso9000.hq.nasa.gov>. Any printed version of the OWI is uncontrolled (reference: HCP 1400.1, *Document and Data Control*).

3.0 Definitions

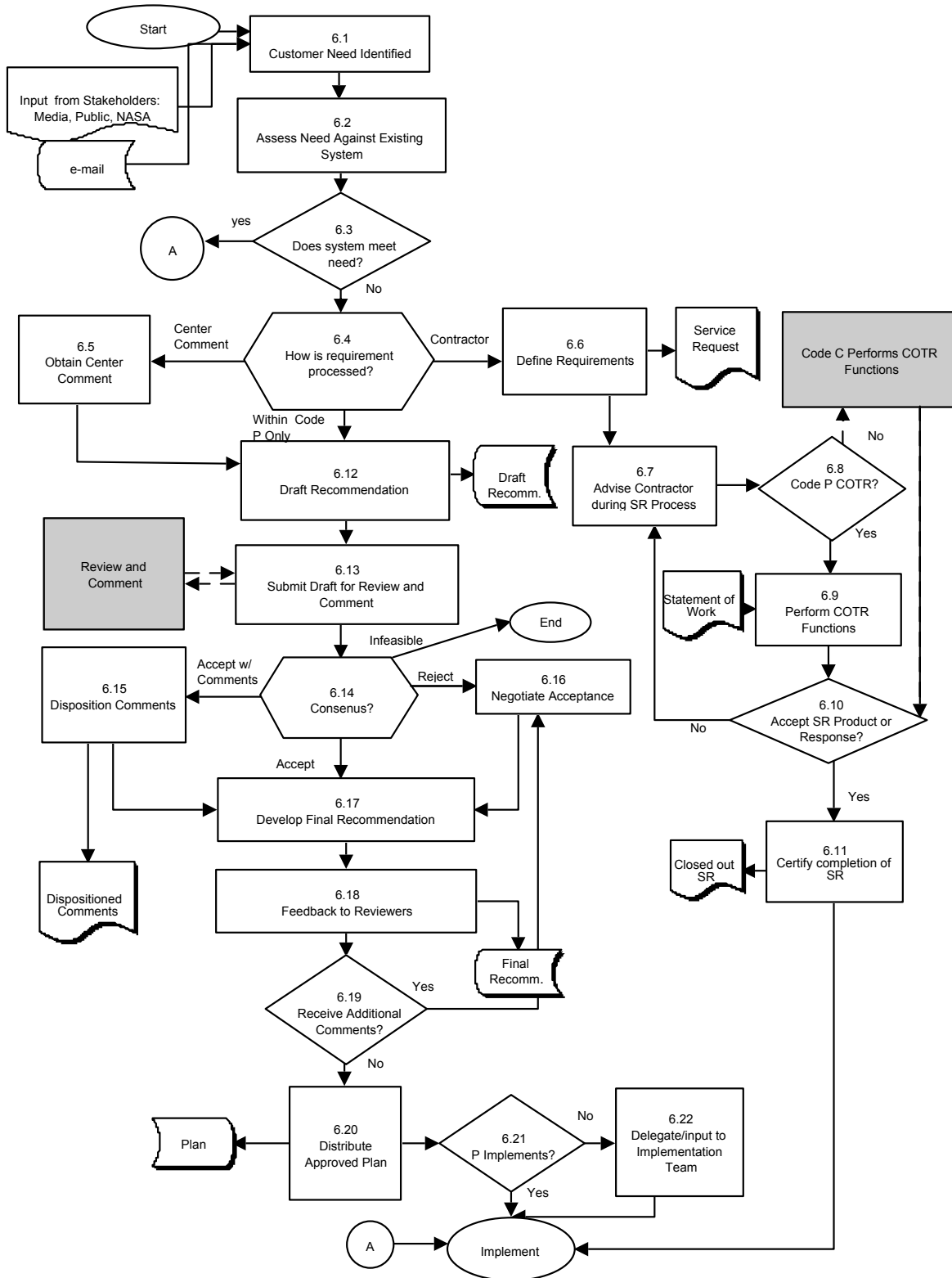
3.1	AA	Associate Administrator
3.2	AO	Action Officer
3.3	COTR	Contracting Officer's Technical Representative
3.4	PM	Media Services Division
3.5	NM	Lead, New Media
3.6	NTV	Executive Producer, NASA Television
3.7	Net	Manager, Internet
3.8	DD	Director, Media Services Division
3.9	SR	Service Request (for informational technology)
3.10	OSR	Operational Service Request (for TV-related productions)

4.0 References

- 4.1 NPD 1000.1 NASA Strategic Plan

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5.0 Flowchart



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6.0 Procedure

Step Actionee Action

- 6.1 DD or NM or NTV or Net *Customer Need Identified.* Is there any indication that PM's customers need a better, more efficient way to receive NASA news and information? This need or requirement could be identified by customer requests or changing technology, and may occur internally or externally to PM. Input may be received verbally, via e-mail or other printed documents. The actionee could be any one of those listed and is determined from the area to which the identified need relates. With inputs from NASA's stakeholders, the AO determines that a customer need exists in one of the emerging technology area: television, still imagery or Internet.
- 6.2 NM or NTV or Net *Assess need against existing system.* The assessment procedure is done internally to the Media Services Division with all appropriate staff and the Director of Media Services. Can the current system fulfill the need? Or, could this need be met through implementation of a totally new initiative, a revision to a previously planned activity or one that is already underway? Could a new product or service meet the need? The product could be a new project, new methods of dissemination, a new electronic medium, strategic planning, and/or agency-wide policy initiatives.
- 6.3 NM or NTV or Net *Does system meet need?* All the stakeholders participate in this assessment to ensure the proper requirements are analyzed. If the current system does, the system is used to meet the need and implemented. If the system doesn't meet the need, the AO moves to 6.4.
- 6.4 NM or NTV or Net *How is requirement processed?* Determine which process needs to be followed to meet the need. If the solution requires comments or inputs from the Centers, then AO proceeds to 6.5. This process is important especially if the Centers are involved in the implementation of the solution or plan. Does the solution require the work or experience of a contractor? In this case, the AO proceeds to 6.6 to develop a Service Request (SRs – for informational technology projects) or an Operational Services Request (OSR – OSR's are for television or audio-video productions) to initiate any contractor activity. If the solution can be developed without input from the Centers and/or the work of a Contractor, the AO proceeds to 6.12.
- 6.5 NM or NTV or Net *Obtain Center comment.* Request comments on the identified need and/or system analysis from the appropriate AO's at the NASA Centers. Obtain Center comments via telephone, e-mails, reports, and proceed to 6.12. Retain notes on comments until no longer needed.
- 6.6 Net or NTV *Define requirements.* Determine the requirements to initiate a SR or an OSR that will meet the identified customer need. The SR could include evaluation of software, development of an implementation plan or configuration of an existing system or service. The OSR is required to produce products or services for NASA TV and other public affairs applications. SRs and OSRs are Quality Records. Version control is accomplished by title, date or control number. Previous versions do not need to be stored.
- 6.7 Net or NTV *Advise contractor during SR process.* Work with the contractor as the SR is designed and implemented to be sure that when it is completed, the customer's needs will be met. This step can include conferences, reviews of work in progress and written and/or oral direction.
- 6.8 Net or NTV *Is Code P Contracting Officer's Technical Representative (COTR) for the contractor performing the SR?* Determine if the COTR is a Code P person. If not, refer COTR functions to the appropriate Code. (e.g. Code CI for Internet Services.) If so, proceed to 6.9.

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- 6.9 NTV *Perform COTR functions.* Monitor the contractor's performance according to contract management responsibilities and the contract's Statement of Work. The Statement of Work is a Quality Record, controlled by the contract number and date. Previous versions do not needed to be stored.
- 6.10 NTV or Net *Accept SR product or response.* Determine if the SR product or response, provided by the contractor, is acceptable. For instance, does the final product meet the requirements outlined in the SR? If so, implement. If not, the AO returns to 6.7.
- 6.11 NTV or Net *Certify Completion of SR.* When the work is completed satisfactorily, the AO notifies the contractor in the appropriate manner as determined by the COTR. The completed, or closed out SR, is a Quality Record. Version control is accomplished by the SR's control number. Previous versions do not need to be stored.
- 6.12 NM or NTV or Net *Draft recommendation.* When an approval cycle is required, the AO drafts a recommendation and a justification on how to meet the customer requirement. The AO incorporates any comments from the Centers. The draft is stored electronically as a Quality Record. Version control is accomplished by title and/or date of the Record. Previous versions do not need to be stored.
- 6.13 NM or NTV or Net *Submit draft for review and comment.* The AO submits the completed draft recommendations to the stakeholders, including the DD, NASA installations, program and/or functional offices. All comments are welcome, but the AO needs comments on the practicality of the recommendation. At a minimum, all stakeholders who would be required to participate in the plan must be part of this review process.
- 6.14 NM or NTV or Net *Consensus?* Determine if consensus was reached among the stakeholders. If acceptance was obtained with comments, the AO proceeds to 6.15. If the draft was rejected, the AO proceeds to 6.16. If the draft was fully accepted, the AO proceeds to 6.17. If the draft is deemed infeasible, the process ends.
- 6.15 NM or NTV or Net *Disposition comments.* AO evaluates and settles comments to develop final recommendation (6.17). Dispositioned comments are retained as a Quality Record. Version control is accomplished by title and/or date of the Record. Previous versions do not need to be stored.
- 6.16 NM or NTV or Net *Negotiate acceptance.* The AO must negotiate with the dissenting stakeholders to achieve consensus of the draft justification to meet customer requirements. This may require the receipt of additional comments, via telecons, e-mails, etc., and a reworking and resubmission of the draft. Once consensus is achieved, the AO may proceed to 6.17. Add comments to the Dispositioned Comments record.
- 6.17 NM or NTV or Net *Develop final recommendations.* Dispositioned comments from the reviewers of the draft are incorporated into a final recommendation. The final recommendation is retained as a Quality Record. Version control is accomplished by title and/or date of record. Previous versions do not need to be stored.
- 6.18 NM or NTV or Net *Feedback to reviewers.* Send the final recommendation to the reviewers for feedback.
- 6.19 NM or NTV or Net *Receive additional comments?* Were there any additional comments received from the reviewers regarding the final recommendation? If not, the AO proceeds to 6.20. If so, the AO returns to 6.16. Add comments to the Dispositioned Comments record.
- 6.20 NM or NTV or Net *Distribute the approved plan* to the stakeholders including NASA installations, program or functional offices. The approved plan is stored electronically as a Quality Record. Version control is accomplished by title and/or date of Record.
- 6.21 NM or NTV or Net *PM implements?* If so, the AO proceeds to implementation, the end of the process. If not, AO proceeds to 6.22.

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6.22 NM or NTV or Net or DD *Delegate/input to implementation team.* If PM is not the responsible office for implementation of the approved policy, plan or product, the AO will advise the appropriate group on the acceptance of the plan and will provide them with the authority to proceed with implementation. The implementation team can be internal or external to NASA.

Plan implemented. End of process.

7.0 Quality Records

<u>Record Identification</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media:</u>	<u>Schedule and Item Number (NPG 1441.1)</u>	<u>Retention/Disposition</u>
Service Request	AO	Office Files	Hard Copy	Schedule 1, Item 75, A (2).	Destroy when no longer needed for reference.
Draft Recommendation	AO	Office Files, Server	Electronic	Schedule 1, Item 78, C.	Destroy or delete when no longer needed.
Dispositioned Comments	AO	Office Files, Server	Electronic	Schedule 1, Item 78, C.	Destroy or delete when no longer needed.
Plan	Div. Dir., PM	Office Files, Server	Electronic	Schedule 1, Item 72, A	Permanent: Retire to FRC 1 year after becoming obsolete or superseded. Transfer to NARA in 5 year blocks when 20 years old.
Statement of Work	COTR	Office Files	Hard Copy	Schedule 5, Item 25, A	Records may be retired to FRC when 4 years old. Destroy upon certification of payment to the contractor or when no longer needed for follow-on contract preparation. Retiring activity to place destruction date on SF 135.
Closed Out SR	AO	Office Files	Hard Copy	Schedule 1, Item 75, A (2).	Destroy when no longer needed for reference.
Final Recommendation	AO	Office Files	Hard Copy	Schedule 1, Item 75, A (2).	Destroy when no longer needed for reference.