



VALUE of NASA

Date: 07-21-2021

Name of the Presenter

PROBLEM

NASA brand recognition
does not equate support for
agency program and projects



WHAT'S NEEDED

Messaging framework
for how the agency talks
about its value.

NASA...



IMPROVES DAILY LIFE



INSPIRES



STIMULATES THE ECONOMY



FOSTERS SMALL BUSINESSES



BUILDS BRIDGES



DESIRED OUTCOMES

- Cultivate new NASA advocates
- Foster new and unexpected partnerships
- Strengthen opportunities for more funding

NASA inspires the next generation of scientists, engineers, and explorers.

- Office of STEM Engagement
- NASA internships
- Academic partnerships



A high-angle aerial photograph showing a patchwork of agricultural fields. The fields are organized into large, roughly circular plots, some of which are filled with a vibrant green crop, while others are a lighter, yellowish-green or greyish color, likely representing different types of crops or fallow land. The patterns are somewhat irregular and organic in shape, creating a textured, geometric landscape.

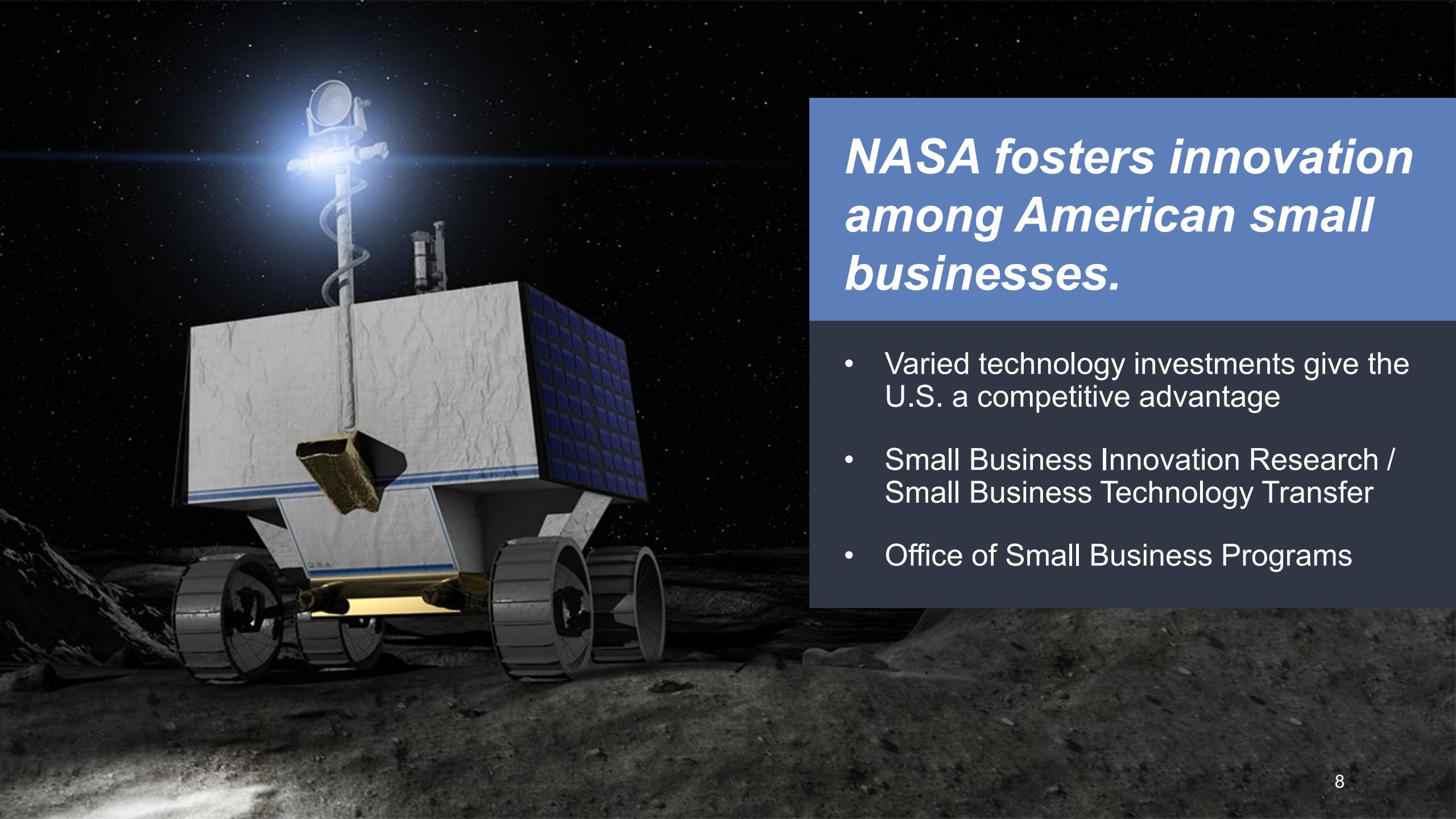
NASA improves everyday life on Earth.

- Our unique mission benefits everyone in big and small ways
- NASA spinoffs
- Applied Earth sciences
- Space station benefits to humanity

NASA stimulates the economy.

- Dollars for space exploration are spent right here on Earth
- Every state plays an important role in the space program
- 2019 Economic Impact Report
- Local contracts, grants, and partnerships





NASA fosters innovation among American small businesses.

- Varied technology investments give the U.S. a competitive advantage
- Small Business Innovation Research / Small Business Technology Transfer
- Office of Small Business Programs

NASA builds bridges across government and with other countries.

- Office of International and Interagency Relations
- Global diplomacy
- International agreements for scientific research and technology development
- The space station is the largest peacetime multinational effort in history



AUDIENCES

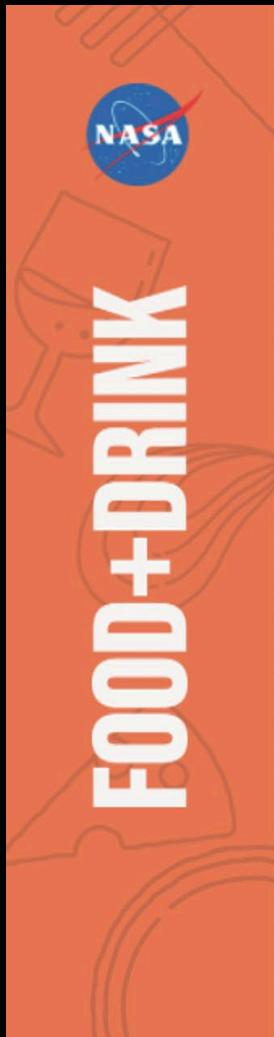
- Decision makers
- Partners (existing and potential)
- New audiences
- Niche, extremely targeted audiences





WAYS WE ALREADY DEMONSTRATE VALUE

THEMED CAMPAIGNS



People and Community-Focused Features



Meet Tracey Schohr, a California rancher dealing with drought



Meet Paul Jeschke, an Illinois farmer experimenting with soil conservation



Meet Fabio Siksei, an aquaculture farmer turned scientist in Palau developing sustainable fisheries



Meet Mark Mason, a California farm manager working with limited water supplies



Meet communities worldwide working to support food and water security

What they have in common?

They all use NASA data.



LOCAL EVENTS



The Philadelphia Inquirer

On Apollo 11 moon landing anniversary, an astronaut and a farmer meet on a Pa. cornfield of dreams | Maria Panaritis

“Coleman is a religious man who has been building corn mazes for over two decades on a farm that he and his wife, Donna, bought initially to run as a dairy. For no reason he could trace the origins of, Coleman explained, he had viewed NASA with derision. As an example of government waste. Until one night late last year.

“‘I was wrong,’ he said. ‘Dead wrong. NASA benefits every living person on this earth.’”

TIMELY STORIES



Nov 23, 2020

From Capsules to Cranberries, NASA Helps Keep Thanksgiving Food Safe



Jun 10, 2021

Keeping Racers Cool: From NASA Spacesuit Research to Racing Suit Underwear



Punishing speeds aren't the only challenge facing drivers at the NASCAR All-Star Race; they also face extreme heat in the driver's seat. And when you're in the hot seat, NASA technology can help you keep your cool.

Jul 16, 2021

NASA Mission Explores Intense Summertime Thunderstorms



TOOL KIT DELIVERABLES

- Value of NASA talking points
- Speaking circuit for senior leadership
- Case studies
- NASA Helps video series
- Value of NASA webpage special