



# 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



A group of students in blue shirts are working on a rocket model. One student is holding the rocket, while others are pointing at it and discussing it. They are sitting at a table with various materials and tools. The background shows other students and a display board.

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

- Office of STEM Engagement
- NASA internships
- Academic partnerships



An aerial photograph of a vast agricultural landscape, likely in a semi-arid region. The fields are arranged in a complex, patchwork pattern of various shades of green, yellow, and brown. Many of the fields are circular, suggesting center pivot irrigation systems. The overall texture is highly detailed and colorful, representing different crops and soil conditions.

## *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



A detailed illustration of a Mars rover, likely a Curiosity or Perseverance, on a dark, rocky planetary surface at night. The rover is a six-wheeled vehicle with a white body and blue solar panels. It has a prominent mast with a bright light at the top, which is casting a strong beam of light across the scene. The background is a dark, starry sky. The overall mood is futuristic and exploratory.

## ***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





A background image of the cosmic web, showing a vast network of dark matter filaments and galaxy clusters. The filaments are depicted in shades of blue, purple, and red, stretching across a deep black space filled with numerous small, distant stars.

# **WAYS WE ALREADY DEMONSTRATE VALUE**



# THEMED CAMPAIGNS

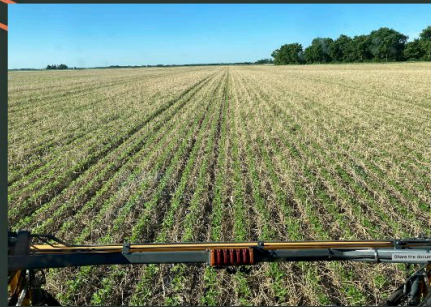


FOOD+DRINK

## 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

What they have in common?

They all use NASA data.



Meet communities worldwide working to support food and water security



# 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