

**Communications Coordinating Committee Charter
February 23, 2010**

BACKGROUND

The Communications Coordinating Committee (CCC) was originally formed in January 2007 for the purpose of providing an effective mechanism through which senior communications and outreach managers across NASA can come together to develop and implement a coordinated communications and outreach strategy. In 2010, the CCC is being re-chartered as follows:

1. PURPOSE

The Associate Administrator for Communications, with support from the Office of Communications, shall establish and support a Communications Coordinating Committee (CCC). The CCC will provide a coordination and implementation mechanism for NASA's communications and outreach efforts. Specifically, this group will ensure a coordinated and sustainable process to deliver timely information to the media and public about new knowledge and discoveries, Agency messages and communications priorities. As envisioned, this group will increase cooperation, coordination and resource-sharing to better leverage the Agency's overall communications and outreach mission. The CCC Chair will report directly to the Deputy Administrator, who shall provide direction and oversight to CCC activities and who shall raise communications issues, when appropriate, up to the Strategic Management Council (SMC) for higher-level review and decision.

2. APPLICABILITY/SCOPE

The CCC shall focus on developing and implementing a coordinated communications and outreach strategy, ensuring the delivery of a common NASA message(s) through mechanisms such as:

- Exhibits and Visitor Centers
- Speakers Bureaus
- Communications Materials
- Strategic Partnerships
- Outreach Events
- Guest Operations
- News Releases
- Social Media
- Video, photo and web products

- Op Eds and other placed articles
- Participatory Exploration
- Internal Communications

3. AUTHORITY

42 U.S.C. § 2473(a), 42 U.S.C. § 2473(c); Sections 203(a) and 203(c) of the National Aeronautics and Space Act, as amended.

4. FUNCTIONS

The Communications Coordinating Committee (CCC) shall:

- Provide a forum for senior communications and outreach managers to exchange information on current and planned communications and outreach activities;
- Develop consensus for a clear, overarching strategy for NASA information dissemination and outreach;
- Implement strategic goals and objectives;
- Define evaluation criteria to assess current and guide future communications and outreach planning;
- Integrate common messages and themes throughout the Agency's communications and outreach products, projects and programs;
- Discuss, coordinate and update key messages to various target audiences;
- Identify opportunities for collaboration and resource-sharing to leverage successful outreach programs and practices; and
- Establish working subcommittees as needed to more effectively coordinate and manage communications issues and programs.

5. MEMBERSHIP

The CCC shall be composed of representatives from the following:

- Chair – Office of Communications Associate Administrator
- Outreach designee from each Mission Directorate:
 - Aeronautics Research
 - Exploration Systems
 - Space Operations
 - Science
- Outreach Designee from the following Headquarters Offices:
 - Legislative and Intergovernmental Affairs
 - Communications
 - Education

- International and Interagency Relations
- Chief Technologist
- Chief Information Officer
- Chief Financial Officer
- General Counsel
- Center Representatives (for each of NASA's 10 Centers)
 - Senior Communications Representatives from each Center

6. MEETINGS

The CCC will meet quarterly, or at the call of the Chair.

7. DURATION

The CCC will continue until the Chair cancels or amends it.

8. MEASUREMENT

The primary purpose of the CCC is to provide a forum for exchanging information and coordinating NASA's communications and outreach efforts. The CCC Chair will provide quarterly written and/or verbal reports to the Deputy Administrator. The Deputy Administrator, at her discretion, will raise high-level, cross-cutting communications issues up to the Strategic Management Council for review. Measurement results and information regarding resolution of communication issues will be shared with the committee members.

The CCC shall work to increase the effectiveness of NASA's overall outreach program by discussing and developing criteria against which specific outreach activities may be evaluated.

9. RECORDS

The Office of Communications is responsible appointing an Executive Secretary and for maintaining all records associated with operation of the CCC.