

Communications Coordinating Council Charter

June 18, 2012

BACKGROUND

The Communications Coordinating Committee was originally formed in January 2007 for the purpose of providing an effective mechanism through which senior communications and outreach managers across NASA could collectively develop and implement a coordinated communications and outreach strategy. This new charter elevates the Committee to a Council, to provide new authority and accountability for the Agency's Communications strategy and implementation. The new Communications Coordinating Council will serve as the Agency's senior decision-making body for strategic direction, planning and implementation of all Communications programs, events and activities.

"Communications" is defined as all the efforts and investments necessary to effectively communicate NASA's work, objectives, and benefits to its employees, the public, and other stakeholders. This includes a diverse, broad, and integrated set of efforts: media services, multimedia products and services (including web, social media and non-technical publications), and public engagement activities and events. These efforts are intended to promote interest and foster participation in NASA's endeavors and to develop exposure to, and appreciation for, Science, Technology, Engineering, and Math (STEM).

1. PURPOSE

The Communications Coordinating Council (CCC) serves as the Agency's senior decision-making body for strategic direction, planning, and implementation for NASA's Communications efforts. The CCC determines NASA strategic Communications direction and assesses Agency progress toward achieving NASA's Communications Strategic Implementation Plan.

The CCC also serves as the Agency's senior decision-making body regarding all Agency Communications efforts, and serves as the authority for the integrated Agency Communications Portfolio. The Agency Communications Portfolio comprises all Communications investments, including all Communications programs, events, and activities. The CCC works to assess the performance of NASA Communications programs, events, and activities, and guides Mission Directorate and Center Communications portfolios to ensure successful outcomes that support the NASA Communications Strategic Implementation Plan and the efficient use of Agency resources.

The CCC will serve to coordinate and guide the implementation of all of NASA's Communications efforts as defined above. Specifically, the CCC will ensure a

coordinated and sustainable process to deliver timely information to NASA's employees, the public, and other stakeholders. As envisioned, the CCC will facilitate coordination, foster collaboration, and ensure effective use of resources in order to leverage the Agency's overall Communications investments.

The CCC shall report directly to the Agency's Executive Council. In addition, the CCC Chair shall report directly to the Deputy Administrator, who will provide direction to and oversight of CCC activities.

2. APPLICABILITY/SCOPE

The CCC shall plan, develop and implement a Communications strategy, ensuring the delivery of a corporate and integrated set of NASA messages through strategic partnerships, media services, multimedia products and services, and public engagement, including but not limited to the following vehicles:

- News Releases
- Op Eds and other placed articles
- Web features
- Social Media
- Videos and photos
- Publications
- Public engagement events and programs
- Participatory engagement events and programs
- Exhibits
- NASA Visitor Centers
- Speakers Bureaus
- Guest Operations
- Internal Communications vehicles and products

Governance by the Council shall be used in cases where decisions require high degrees of integration, visibility, and approval. Regardless of position within NASA's organizational structure, CCC members or their designees are accountable to the CCC Chairperson with respect to topics addressed by the Council.

3. AUTHORITY

The CCC shall meet the requirements and intent of 51 U.S.C. § 20112.

4. GOVERNING COUNCIL AFFILIATION

The CCC shall report to the Agency Executive Council (EC).

5. FUNCTIONS

The Communications Coordinating Council (CCC) shall:

- Set strategic direction for NASA Communications, including the framework, measurable objectives, and related policies;
- Serve as the senior leadership forum for making decisions on all strategic Agency-level Communications issues;
- Develop consensus for a clear, overarching NASA Communications strategy and achieve successful implementation of strategic objectives, focus area strategies, and associated action plan(s);
- Establish and use metrics to measure the Agency's Communications performance, and define and utilize evaluation criteria to assess current and guide future Communications planning;
- Develop and integrate corporate messages and strategic themes aligned with the NASA Strategic Plan, and ensure integration of these messages and themes into the Agency's Communications products, programs, events, and activities;
- Define and develop strategies to reach target audiences;
- Establish Communications investment priorities for the Agency (Mission Directorates, Centers, or other funding organizations maintain authority over their funds);
- Ensure effective use of resources, in order to leverage the Agency's overall Communications investments;
- Provide guidance regarding the Agency's Communications architecture, tools and capabilities, including the institutional capacity to support the Communications strategy;
- Foster collaboration and develop strategic partnerships;
- Share information and coordinate current and planned Communications activities.

Specific CCC activities will include:

- Developing and implementing an annual Communications Strategic Implementation Plan;
- Maintaining and approving the Agency's Communications Portfolio;
- Providing guidance to the formulation of NASA program and project Communications plans;
- Approving major new Communications initiatives;
- Developing and sustaining strategic partnerships;
- Providing guidance regarding the Agency's strategies and infrastructure to deliver information and connect with the public.

The NASA Associate Administrator for Communications serves as the CCC Chairperson and holds the ultimate decision-making authority for the CCC. In instances where the CCC is considering Communications programs, events, or activities funded by Mission Directorates or Centers, that portion of the meeting is co-chaired by the authorized official or designee representing the funding organization. If the Chairpersons cannot reach consensus, then the issue will be elevated to the NASA Executive Council (EC).

The CCC Chairperson may create sub-councils or boards as necessary to conduct the Council's business. These organizations will convene, deliberate, report, and disband under direction provided by the CCC Chairperson.

The Associate Administrator for Communications appoints an Executive Secretary to manage the CCC's activities. The Executive Secretary ensures presentations are properly prepared and presented to facilitate Council discussion and decision-making. Additionally, the Executive Secretary assists the Chairperson with advance preparation activities, coordinates meeting agendas, distributes minutes, and ensures that information required for CCC deliberations is distributed to the members on a timely basis. The Executive Secretary is a staff function and does not include membership in the CCC.

6. MEMBERSHIP

The CCC shall include, as its Council membership, offices and personnel invested in Communications. Membership in the CCC is by appointment. Members or proxies have the authority to act on behalf of the organization they represent and are prepared to use this decision authority on behalf of those whom they represent at the CCC. The CCC shall be a deliberative body providing a forum for comprehensive discussions of the full spectrum of Communications issues covered by the CCC Charter. The CCC shall be a decision-making body empowered to direct NASA's policies and investments in Communications through the Communications Portfolio.

Council membership will consist of internal NASA Communications stakeholders who are the most senior leaders accountable for conducting Communications (including news and multimedia and public engagement) functions within their organizations. Membership includes the following positions or their proxies:

- Associate Administrator for Communications (CCC Chairperson except as noted)
- Deputy Associate Administrator for News and Multimedia (alternate CCC Chairperson)
- Deputy Associate Administrator for Public Outreach (alternate CCC Chairperson)
- Office of Chief Technologist representative
- Office of Chief Scientist representative
- Office of Chief Engineer representative

- Mission Directorate representatives
- Center representatives
- Jet Propulsion Laboratory representative (membership will comply with the contract terms between NASA and CalTech)
- Office of Education representative
- Office of the Administrator representative
- Chief Financial Officer representative
- Chief Information Officer representative
- Office of Human Capital Management representative
- Office of Diversity and Equal Opportunity representative
- Office of the General Counsel representative
- Office of Legislative and Intergovernmental Affairs representative
- Office of International and Interagency Relations representative

Executive Sessions may be called at the discretion of the CCC Chairperson. The Executive Session will consist of CCC members and others as called at the discretion of the CCC Chairperson. Executive session will be convened with the following members:

- Associate Administrator for Communications (CCC Chairperson except as noted)
- Deputy Associate Administrator for News and Multimedia (alternate CCC Chairperson)
- Deputy Associate Administrator for Public Outreach (alternate CCC Chairperson)
- Office of Chief Technologist representative
- Office of Chief Scientist representative
- Office of Chief Engineer representative
- Office of Education representative
- Mission Directorate representatives
- Center representatives
- Jet Propulsion Laboratory representative
- Office of the Administrator representative

The Chairperson may invite others who are not members to attend CCC meetings. The Chairperson may close meetings to invitees at his/her discretion.

7. MEETINGS

At a minimum, the CCC meets quarterly, or more frequently at the discretion of the Chairperson. The Executive Secretary will publish the actions and decisions of each meeting, as part of the Council notes.

8. DURATION

The CCC will remain in existence indefinitely. The CCC Governance Charter will be reviewed every four years.

9. MEASUREMENT

The CCC Chairperson will provide written and/or verbal reports to the Deputy Administrator and annual reports to the Executive Council.

The CCC shall assess the effectiveness of NASA's overall Communications program by utilizing the metrics and evaluation criteria as noted in section 5.0 of this charter.

10. ASSESSMENT

The performance and effectiveness of the CCC shall be assessed, including the following considerations:

- Conduct meetings as defined in section 7
- Provide agendas 72 hours in advance of the meeting
- Ensure completion of action items prior to next quarterly meeting
- Release meeting notes within 3 weeks of CCC meeting adjournment
- Notify CCC Chairperson of member attendance
- Post meeting presentations to CCC section of <http://communications.nasa.gov> within 30 days of the meeting

11. RECORDS

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

The Executive Secretary is responsible for maintaining all records associated with the CCC, including this charter. The Executive Secretary will publish meeting agendas, notes and actions and decisions of each meeting to the CCC section of communications.nasa.gov.

Charter Approved by:

/S/

David Weaver
Chairperson, CCC