

#### **4.13.2.1 OFFICE OF COMMUNICATIONS PLANNING**

**4.13.2.1.1 MISSION.** This Functional Support Office focuses on new and innovative ways to engage and inform a broader cross-section of the American public about NASA activities through the development of new technology and tools, enhanced outreach mechanisms, and key partnerships and develops long-term communication strategies and plans for increasing public awareness and understanding of NASA and its mission.

**4.13.2.1.2 RESPONSIBILITIES.** The Assistant Administrator for the Office of Communications Planning reports to the Chief of Strategic Communications and is responsible for:

- a. Serving as a principal advisor to the Office of the Administrator on new and innovative ways to engage and inform a broader cross-section of the American public about NASA activities.
- b. Conducting and overseeing research to identify and prioritize potential audiences for communicating a wide variety of specialized and targeted resources, information, and messages.
- c. Researching and developing effective, data-driven strategic messages that can be employed Agency-wide and targeted to specific audiences (internal and external) to provide for the widest practicable and appropriate dissemination of information concerning the Agency's activities and results thereof and to increase public awareness and understanding of NASA and its mission.
- d. Recommending to the Chief of Strategic Communications, long-term, forward-looking communication strategies and plans that identify communication opportunities and ensure message consistency and repetition across the Agency to increase the American public's understanding of science, technology, and NASA's mission.
- e. Serving as an internal NASA clearinghouse for information and resources for use by NASA officials to coordinate priority Agency messages and information in a more coordinated and effective manner. Such resources will include Power Point and other software materials for public presentations, speeches, and draft opinion-editorial articles.
- f. Drafting speeches, op-eds, and articles for senior NASA officials and providing messaging support to other senior U.S. Government officials communicating about NASA's activities.
- g. Seeking, identifying, and coordinating NASA participation in events, conferences, and activities that reach new audiences to educate a broader segment of the American people about NASA and its mission. Developing and maintaining a calendar of key NASA and external events for distribution to NASA communications personnel.
- h. Identifying and managing, as appropriate, opportunities for strategic partnerships with industry and media aimed at increasing public awareness of the NASA mission, leveraging existing outreach resources to broaden NASA's presence with more diverse audiences, and ensuring efficient and appropriate use of NASA's communications materials.

- i. Supporting other Agency organizations in their pursuit, consideration, or implementation of strategic partnerships and alliances while maintaining a readiness to conduct strategic partnerships and alliances that serve the public interest but which do not cleanly fit within the responsibilities of another Agency organization.
- j. Promoting relationships and on-going communication using various media with non-traditional groups, organizations, and coalitions.
- k. Proposing and developing new and creative concepts for communicating strategic messages through Web pages, NASA TV, and nontraditional (blogs, podcasting, streaming) and “niche” media. The term “concepts” includes, for example, the design of new and innovative Web pages and proposals for NASA TV programming and content. (Note: The day-to-day management of NASA communications assets, such as Web pages and NASA TV, resides with the Office of Public Affairs.)
- l. Developing metrics for measuring the success of the Agency’s communications efforts.
- m. Aligning the Headquarters speaker’s bureau and astronaut appearances office to improve support to speakers and the JSC astronaut appearances office and coordinate public appearances by mid-level NASA officials.
- n. Providing input to the Mission Support Implementation Plan (MSIP) that describes the organization’s goals, objectives, performance metrics, budget, and alignment of goals with overall Agency objectives. Execute the MSIP in alignment and support of the Agency mission and vision. Manage the MSO functions by reducing institutional risk to missions.

**4.13.2.1.4 LINE OF SUCCESSION.** In the following order: Assistant Administrator for Communications Planning and the Deputy Assistant Administrator for Communications Planning.