

Communications Coordinating Board Charter

1. PURPOSE

- a. The purpose of this document is to set forth the charter for the Communications Coordinating Board (CCB) as a governance body subordinate to the Executive Council.
- b. The CCB is a deliberative and collaborative body, providing a forum for comprehensive discussions of the full spectrum of communications challenges and activities. The board shall ensure a coordinated and sustainable process to develop and deliver timely information to the public, employees, and other stakeholders. As envisioned, the CCB shall facilitate coordination, foster collaboration, and ensure effective use of resources to leverage the Agency's overall communications investments.

2. APPLICABILITY/SCOPE

- a. The CCB functions set forth in Section 5 apply to the comprehensive set of NASA communications activities – listed in NPD 1000.3 – not limited to the Office of Communications.
- b. Governance described in this charter applies to NASA Headquarters (HQ), Mission Directorates and their functional offices, and NASA Centers, including their Component Facilities. This language applies to the Jet Propulsion Laboratory, a Federally Funded Research and Development Center, other contractors, recipients of grants, cooperative agreements, or other agreements only to the extent specified or referenced in the applicable contracts, grants, or agreements.
- c. Regardless of position within NASA's organizational structure, CCB members or their designated alternates are accountable to the CCB chairperson with respect to issues addressed by the Board. CCB members or their designated alternates are also accountable for providing the Agency's leadership with communications and for facilitating the CCB's guidance and direction, within their respective organizations.

3. AUTHORITY

- a. 51 United States Code (U.S.C.) Sections 20112(a)(3) and 20113(a) of The National Aeronautics and Space Act of 1958, as amended.
- b. NPD 1000.0, NASA Governance and Strategic Management Handbook
- c. NPD 1000.3, The NASA Organization, Chapter 3

4. GOVERNING COUNCIL AFFILIATION

The CCB reports to the NASA Executive Council (EC), which provides direction to and oversight of CCB activities.

5. FUNCTIONS

- a. The CCB is a deliberative and collaborative body, providing a forum for comprehensive discussions of the full spectrum of communications challenges and activities. The board shall ensure a coordinated and sustainable process to develop and deliver timely information to the public, employees, and other stakeholders. As envisioned, the CCB shall facilitate coordination, foster collaboration, and ensure effective use of resources to leverage the Agency's overall communications investments.
- b. Specifically, the CCB shall be responsible for the following key functions:
 - (1) Recommends the Agency's communications external messaging strategy to the EC.
 - (2) Ensures annual implementation of the Agency messaging strategy:
 - Reviews and approves an annual communication activity forecast that prioritizes and defines the scope of support associated with each mission milestone/event. Recommends forecast to the EC Chair.
 - Reviews, approves, and measures annual community of practice goals (unified) related to points of emphasis across broad audiences identified in the NASA Strategy for Communications.
 - Reviews and contributes to the annual update of the Agency-level messaging.
 - Reviews and contributes to any discretionary decision, that "will attract significant media or public scrutiny," prior to that decision package going to the EC.
 - (3) Creates committees, panels, or working groups as necessary to conduct the Board's business. These bodies will convene, deliberate, report, and disband under direction provided by the CCB Chairperson.

6. MEMBERSHIP

- a. The CCB shall include as its membership all NASA organizations with offices and personnel invested in core communications. Membership in the CCB is via appointment by each relevant organizational leader. Each CCB member shall designate one alternate who has the authority to act on behalf of the organization they represent.
- b. CCB members, as appointed by organizational leaders, should be among the most senior leaders accountable for conducting the communications function within their organization.
- c. Core membership includes the following positions or their alternates:
 - Associate Administrator for Communications (CCB Chairperson)
 - Representative from each Mission Directorate
 - Office of STEM Engagement representative
 - Office of Legislative and Intergovernmental Affairs representative
 - Office of International and Interagency Relations representative
- d. Ex-Officio membership includes:
 - Office of Diversity and Equal Opportunity representative
 - Center Communications Directors
 - Functional Leadership, OCOMM
 - Lead Public Affairs Officers (HQ), OCOMM
- e. The following table provides a summary of the roles and responsibilities for the member types listed above:

Core Member	Required to participate in all meetings Assign alternate for decisional meetings	Required to provide input to all deliverables and decisions	Required to participate in final poll or assign responsibility to alternate with appropriate authority	Appointment by organizational leader or Official-In-Charge
Alternate Member	Invited to participate in all meetings	Input to deliverables and decisions is appreciated, but not required	Does not participate in final polls unless they are the designated alternate for the Core Member	Designated by Core

Ex-Officio Member	Invited to participate in meetings	Input to deliverables and decisions is appreciated, but not required	Does not participate in final polls	Invited by the Chair
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- f. Executive sessions may be called at the discretion of the CCB Chairperson or their designee. Executive sessions will consist of CCB core members and others as called upon at the discretion of the CCB Chairperson or designee.
- g. The Chairperson may invite other NASA affiliates (including contractors or external organizations when necessary) who are not members to attend CCB briefing. Affiliates may not participate in executive sessions used for final decision-making. The Chairperson may close meetings to invitees at their discretion.
 - a. When invited, JPL representatives will comply with the terms of the JPL Prime Contract.

7. MEETINGS

- a. The CCB meets biannually, or more frequently at the discretion of the Chairperson. The Executive Secretary shall:
 - Conduct meetings as defined in section 5.
 - Provide agendas and read-ahead materials at least 1 week in advance of the meeting.
 - Ensure completion of action items according to the appropriate timeline.
 - Release meeting notes within one week of CCB meeting adjournment.
 - Post meeting presentations and documents to the communications portal within one week of the meeting.
- b. The NASA Associate Administrator for Communications, or their designee, serves as the CCB Chairperson and holds the ultimate decision-making authority for the CCB. The CCB makes recommendations to the chair to inform their final decision. In instances where the CCB is considering communications programs, events, activities, or products funded by Mission Directorates or Centers, representation of the relevant CCB member or other designated or authorized official must be present.
- c. The AA for Communications appoints an Executive Secretary to manage the CCB's activities. The CCB Executive Secretary ensures presentations are properly prepared and presented to facilitate CCB discussion and decision-making. Additionally, the Executive Secretary assists the Chairperson with advance preparation activities, coordinates meeting agendas, facilitates briefing preparation, distributes minutes, and ensures that information and materials required for CCB meetings and deliberations is distributed to the core members on a timely basis. The Executive Secretary is a staff function and does not include membership in the CCB.

8. DURATION

The CCB will remain in existence until dissolved by the EC. The CCB charter will be reviewed and updated as necessary, no less than every five years.

9. ASSESSMENT

- a. The CCB will provide an annual report on its activities to the Executive Council Executive and Convener.
- b. The CCB shall assess its performance on an annual basis, evaluating the board's operations and effectiveness. Assessment outcomes shall be shared with CCB members. Recommendations from the assessment shall be implemented at the discretion of the CCB Chairperson.

10. RECORDS

- a. The Office of Communications is responsible, through the CCB Executive Secretary, for maintaining all records associated with operation of the CCB.
- b. The Executive Secretary is responsible for maintaining all records associated with the CCB, including this charter. The Executive Secretary will publish a meeting agenda, as well as a synopsis, including notes and actions and decisions, for each meeting to the Communications Portal.