

NASA EXECUTIVE COUNCIL

Meeting Minutes and Actions

VITAL MEETING DATA

Date: July 9, 2018, 3:00 PM – 4:30 PM

Location: NASA Headquarters 8Q40

Agenda: See attached

Attendance: SMC Members or their approved delegate; JPL

MEETING ACTIVITIES

- The Executive Council (EC) was convened in fully Extended mode, including all Senior Management Council (SMC) members.
- Roll was called for remotely participating members.
- Two actions from the June 26-27 budget PAA SMC were closed; a proposed follow-up budget action from OCFO on gathering budget requirement projections for technical capabilities was tabled and will be worked as part of the PPBE21 cycle.
- The EC addressed one decisional topic, approval of updates to the Agency Communications Strategy. Since nearly all members participated in the recommendation through their CCC representatives, a formal comments process was waived for this decisional topic.

FIRST ITEM OF BUSINESS: *Agency Communications Strategy (decisional)*

Bob Jacobs, Acting Associate Administrator for Communications, presented recommended updates to the Agency Communications Strategy consisting of communications themes and associated branding, as recommended by the Communications Coordinating Council (CCC).

In 2012 the Executive Council approved a communications governance model which aligns all Agency communications towards a unifying strategy. The strategy evolved to include focusing communications around six unifying themes, associated visual branding, and annual prioritization of each coming year's tactical communications priorities. It is to be used to guide all outreach related activities, including public, legislative, interagency/international and STEM, and applies to both Mission and Center communications.

The Communications Strategy is typically updated every few years after Administration change or significant changes in NASA policy or program direction. Per governance charters, it is recommended by the CCC to the EC for approval, with tactical prioritization of the coming year's events briefed to the SMC each December. With passage of the NASA Transition Authorization Act of 2017, issuance of Space Policy Directive 1, publication of the NASA 2018 Strategic Plan, and completion of internal strategic planning activities around exploration, sufficient guidance exists to update the Communications Strategy.

Jacobs presented sample sheets of communications products using the proposed approach. The CCC proposed retaining but updating the six communications themes, and unifying their associated branding under a common style and look-and-feel. The unifying elements will be "Explore" wording, new graphic

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style elements common to all themes, and continuing use of the NASA meatball as an anchor to the NASA brand.

During the active discussion by members, the Administrator emphasized the critical elements of effective branding, including simplicity and repetition. Additional strategic messaging, such as consistency with the “Discover, Explore, Develop, Enable” constructs used in the Strategic Plan, can be integrated into the detailed content of communications products, but should not dilute the simple branding. The Administrator underscored that the entire approach will only work if it is applied consistently throughout all NASA communications, per the current governance model.

The EC generated additional observations and guidance during the discussion:

- The six themes proposed by the CCC were generally accepted, although the wording was changed on two to use more dynamic and engaging terminology.
- Members strongly favored the proposed use of unifying style/visual elements in the approach.
- Members stressed the importance of choosing the right photos and graphics in telling the NASA story through this construct.
- Members observed that the new “Explore” titling approach removes the why/benefits messaging from the ‘tagline’ for each theme. It will be critical to incorporate this prominently in sub-headings and other content during implementation.
- Members requested that the NASA meatball as an anchor to the NASA brand be more prominent in the style templates.
- In response to a CCC proposal to extend the “Explore” approach to additional breakouts in a “NASA Explores” format, members preferred the simpler “Explore” approach. In addition to brand simplicity and consistency, members expressed concern that when communicating efforts involving significant commercial, international or interagency partnerships, the “NASA Explores” variation could be confusing or ambiguous.

After polling the membership for inputs on several items of discussion, the Administrator approved the proposed strategy, subject to slight revisions made during the EC. Rollout of the Exploration Campaign later this summer will align with the new approach. Jacobs mentioned that the CCC will continue to refine the approach and may come back with a second iteration.

Decision: Based on this review, the EC decided to adopt an Agency Communications Strategy based on modifications to current six themes, and unified by a single “Explore” branding and common style elements. The EC approved the following six themes: “Earth”, “Moon to Mars”, “Humans in Space”, “Solar System and Beyond”, “Flight” and “Space Tech”; requested follow up to work to add the “why” into sub-titling and content; and requested increasing the size of the NASA meatball throughout.

The Communications Strategy will be used by all stakeholder management areas, including public outreach, legislative outreach, international and interagency relations, and STEM engagement.

Agency tactical communications priorities for the coming year will continue to be briefed annually to the Senior Management Council (SMC).

The Council ended its meeting at 4:30 PM.

Minutes prepared by:

(b) (6)

Dennis Boccippio
Executive Secretary, Senior Management Council

Minutes approved by:

(b) (6)

Tom Cremins, Acting Chief of Staff

Minutes approved by:

(b) (6)

Jim Bridenstine, Administrator

NASA Extended Executive Council Agenda

July 9 2018, 3:00-4:30 PM, Room TBD

Attendance: All SMC Members; JPL

Attendance Policy: Member or Approved Delegate only

3:00	<u>Introductory Comments (5 min, informational)</u>	Administrator, Jim Bridenstine
3:05	<u>Agency Communications Strategy Update (80 min, decisional)</u>	OCOMM, Bob Jacobs
4:25	<u>Closing Comments</u>	Administrator, Jim Bridenstine

EXECUTIVE COUNCIL (EXTENDED)
NASA Headquarters - 8Q40 and remote
9-Jul-2018
MEMBERS

Position	Name	Signature
Administrator	Jim Bridenstine	(b) (6)
Deputy Administrator	VACANT	
Associate Administrator	Steve Jurczyk	
Chief of Staff	Tom Cremins, Acting	
Deputy Chief of Staff	Gabe Sherman	
Deputy Associate Administrator	Melanie Saunders, Acting	
Associate Administrator, Strategy and Plans	Tom Cremins	
Chief Financial Officer	Andrew Hunter (for)	
- Director, OCFO/SID	Craig McArthur	
Chief Information Officer	Jeff Seaton (for)	
Chief Engineer	Ralph Roe	
Chief Health & Medical Officer	Vince Michaud (for)	
Chief Safety & Mission Assurance	Terry Wilcutt	
Chief Scientist	Jim Green	
Chief Technologist	Douglas Terrier, Acting	
General Counsel	Sumara Thompson-King	
Associate Administrator, Communications	Bob Jacobs, Acting	
Associate Administrator, ODEO	Steve Shih	
Associate Administrator, Office of STEM Engagement	Michael Kincaid	
Associate Administrator, OIIR	Al Condes	
Associate Administrator, OLIA	Rebecca Lee, Acting	
Associate Administrator, Small Business	Glenn Delgado	
Associate Administrator, ARMD	Robert Pearce (for)	
Associate Administrator, HEOMD	William Gerstenmaier	
Associate Administrator, SMD	Thomas Zurbuchen	
Associate Administrator, STMD	Prasun Desai (for)	
Associate Administrator, Mission Support	Dan Tenney	
Assistant Administrator, Human Capital	Bob Gibbs	
Assistant Administrator, Procurement	Monica Manning	
Assistant Administrator, Protective Services	Joe Mahaley	

OCFO/Approve

M. D. Kerwin

EXECUTIVE COUNCIL (EXTENDED)
NASA Headquarters - 8Q40 and remote
9-Jul-2018
MEMBERS

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Assistant Administrator, Strategic Infrastructure	Calvin Williams	(b) (6)
Executive Director, HQ Operations	Jay Henn	
Executive Director, NSSC	Anita Harrell	
Director, NASA Management Office	Marcus Watkins	
ARC Center Director	Carol Carroll (for)	
AFRC Center Director	David McBride	
GRC Center Director	Janet Kavandi	
GSFC Center Director	Chris Scolese	
JPL Center Director	Michael Watkins	
JPL Deputy Center Director	Larry James	
JSC Center Director	Mark Geyer	
KSC Center Director	Robert Cabana	
LaRC Center Director	David Bowles	
MSFC Center Director	Jody Singer (for)	
SSC Center Director	Rick Gilbrech	
SSC Deputy Center Director	Randy Galloway	
EC Executive	Dennis Boccippio	

Other Attendees

Position	Name	Signature
Presidential Appointments Team	Brandon Eden	(b) (6)
OACS Senior Analyst	Jeff Beyer	
Office of the Administrator, Senior Advisor, Technical	Lisa Guerra	
Principal Advisor for Enterprise Protection	Raynor Taylor	
OACS Council Exec	Robert Hanley	
OACS Support, Total Solutions, Inc.	Sophia Bogat	
OACS Support, Total Solutions, Inc.	Lisa Connell	