

Agency Communications Strategy

Summary: The Extended Executive Council (Extended EC) met on July 9, 2018 and approved an update to the Agency Communications Strategy, as formulated by the Communications Coordinating Council (CCC) and recommended by the Office of Communications.

NASA maintains a top level Agency Communications Strategy to shape and structure all communications consistent with external policy direction and internal interpretation and implementation of policy. The Agency governance and implementation approach for the Strategy was approved by the Executive Council in February 2012.

The Strategy currently includes organization of Agency content into communications themes, common branding elements, and annual prioritization by the CCC of each next year's communications opportunities. The Strategy applies to all stakeholder engagement dimensions including public outreach, legislative outreach, interagency/international relations, and STEM engagement.

The Strategy is updated every few years, typically after an Administration change or significant change in policy or NASA portfolio/program direction. With the issuance of Space Policy Directive 1, passage of the NASA Transition Authorization Act, and completion of internal Strategic Planning activities, the Communications Strategy has sufficient clear guidance to be updated.

The Executive Council made the decision after consultation by the recommender with the following stakeholders, based on the data and analyses appended.

- CCC Members
- SMC members

Decision:

Based on this review, the EC decided to adopt an Agency Communications Strategy based on modifications to the 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 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).

(b) (6)

Decider:

Administrator

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Decision execution responsibility	Accountable for:
<p>Bob Jacobs, Acting AA, Communications</p> <p>Al Condes, AA, OIIR</p> <p>Rebecca Lee, Acting AA, OLIA</p> <p>Mike Kincaid, AA, Education</p>	<p>Maintenance of theme and branding elements of communications strategy, annual prioritization of each next year's opportunities, integration of communications strategy into all communications efforts.</p> <p>Integration and alignment of communications strategy with all stakeholder engagement activities.</p>
<p>Mission Directorate AAs</p> <p>Center Directors</p>	<p>Integration and alignment of communications strategy with all mission and Center-led stakeholder engagement activities.</p>

Execution milestone	Milestone Date	Responsible Party
External and internal rollout of Exploration Campaign	August 2018	Acting Chief of Staff with OCOMM, Mission Directorates
Annual SMC update of CY19 communications priorities	December 2018	Bob Jacobs, Acting AA, OCOMM

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Signatures represent 1) concurrence that this decision was reached in compliance with Executive Council procedures, and 2) ownership of amplifying comments relative to the decision.

Signature

Amplifying Comments

Deputy Administrator (vacant)

(b) (6)

Associate Administrator

(b) (6)

Deputy Associate Administrator

(b) (6)

Chief Financial Officer

(b) (6)

Chief Scientist

(b) (6)

Chief Technologist, Acting