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Workshop 13

Communications

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## Communication

### Abstract

Communication in its many forms is a critical component for an effective Space Grant Program. Good communication is needed within individual Space Grant College/Consortia, for example between consortium affiliates and the consortium program office. Effective communication between the several programs, NASA Headquarters and NASA field centers also is required. Further, communication among the above program elements, industry, local and state government, and the public also are necessary for meeting program objectives.

### Objectives:

To establish effective communication at all levels in the Space Grant Program. This includes the communication between a consortium and the other members of the consortia; and NASA, industry and other organizations in the region of the consortium. The consortium must also have effective communication between the university members of the consortium. Finally, it is necessary to establish two way communication between the personnel in the participating organizations to achieve meaningful and lasting relationships.

The workshop was also asked to address two specific questions.

- (e) How can the NASA Center/Consortium establish a permanent presence in the region?
- (i.e.) Should there be a standing Space Grant committee devoted to this issue?

### Approach

The proposed approach is to address the immediate communication needs of the program; and to also discuss the underlying communications required to change attitudes that will lead to permanent presence in the program. For example, developing effective communication with undergraduates to increase the U.S. citizen population in graduate programs or increase in industry funding of academic research programs.

The general steps required to achieve the long range goals include:

- (a) Identify specific communication requirements for the Space Grant Program.
- (b) Review communication programs in similar organizations and identify their attributes.
- (c) Identify mechanisms of effective communication that are applicable to the Space Grant Program.
- (d) Design a five year communication plan and implement.
- (e) Review plan annually and revise as appropriate.

#### Identification of some Specific Communications Requirements

To establish some of the short term needs, the general communication requirements were established.

First - The major parties that the Space Grant Program must communicate with include:

- Industry
- Government Research Laboratories
- Students and faculty
- The public
- Local, state, and federal governments
- Members of the program

Second - The major media for communication available to satisfy the requirements are:

- Telephone/fax
- Electronic/computer networks
- Published materials
- Meetings

Third - The communications program must also provide easy access to NASA and other data, be organized so as to avoid information overload, and must be convenient so it will be used.