

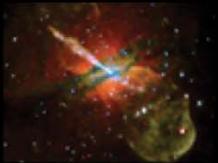
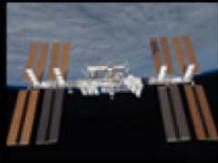
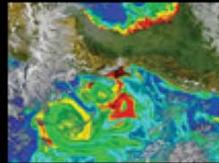
National Aeronautics and Space Administration



Leading the Public Face of Space



marshall



www.nasa.gov

**Daniel L. Dumbacher, Director
Engineering Directorate
NASA Marshall Space Flight Center**

Agenda

- Why Do We Explore?
- Global Plan: Exploration Themes
- The Space Stakes are High
- NASA Leadership Principles and Expectations
- Ares I-X Flight Test
- Hubble Space Telescope Servicing Mission
- Lunar Crater Observation and Sensing Satellite Impact
- Revitalizing the Space Infrastructure Through Clear, Consistent, Compelling Communications

Why Do We Explore?

Inspiration

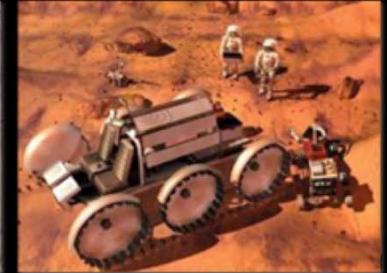
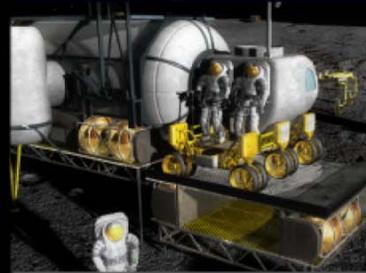
Inspire students to explore, learn, contribute to economic competitiveness, and build a better future

Innovation

Provide opportunities to develop new technologies, new jobs, and new markets

Discovery

Discover new information about ourselves, our world, and how to manage and protect it



Space exploration benefits life on Earth.

Global Plan: Exploration Themes

- Human Civilization
- Exploration Preparation
- Economic Expansion
- Scientific Knowledge
- Global Partnerships
- Public Engagement

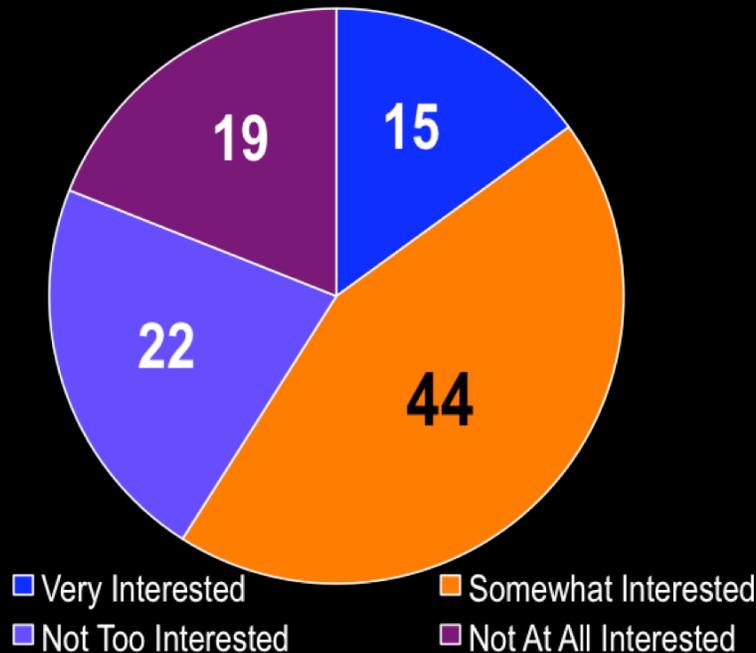


The space cadre comprises many nations from Planet Earth.

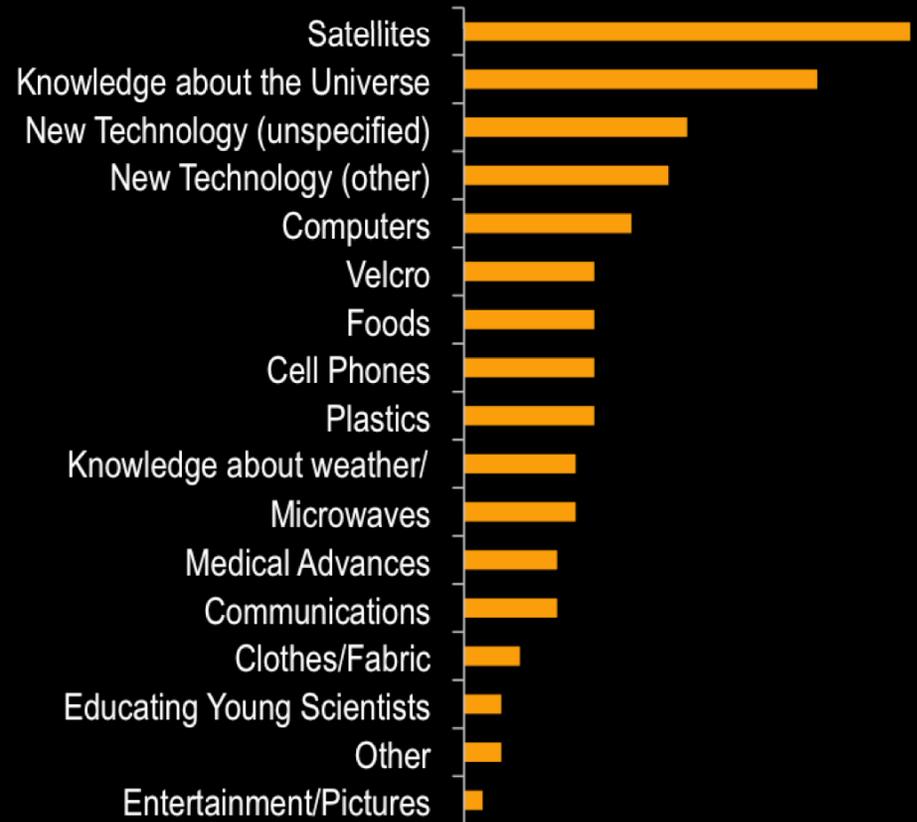
The Space Stakes are High

Surveys conducted annually point to similar conclusions about the general public's perception of space.

How interested are you in space?



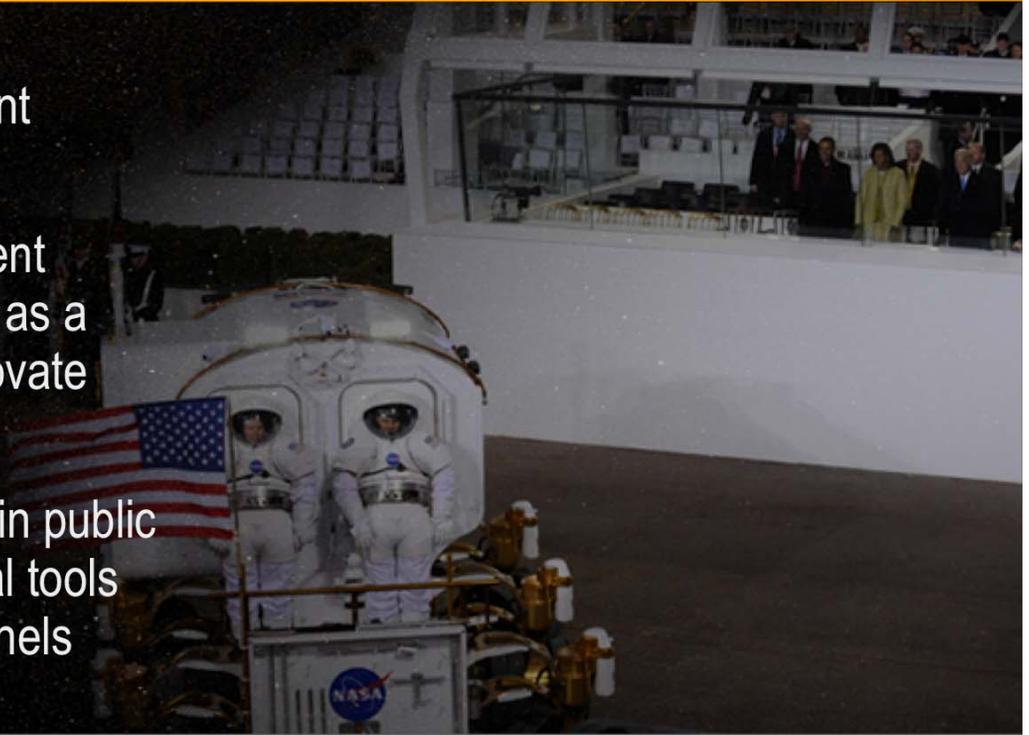
How has space benefitted you?



Keeping space "sold" and expanding the sphere of influence are vital to sustainable exploration.

NASA Leadership Principles and Expectations

- Leaders set expectations for engagement in the new Age of Communication
- NASA Administrator Bolden and President Obama are role models for using space as a springboard to inspire students and innovate technologies that benefit life on Earth
- NASA employees are actively engaged in public education and outreach, using traditional tools and contemporary communication channels



“Leadership is the art of accomplishing more than the science of management says is possible.” — General (retired) Collin Powell

Ares I-X Flight Test

- Ares web traffic exceeded the 5,000,000 in 2009
- More than 1,500 new followers on Twitter due to Ares I-X launch
- More than 100,000 views of the Ares I-X blog in October alone

Engaging the public with social media.

Hubble Space Telescope Servicing Mission

- Using the Space Shuttle to do a unique job
- 3-D movie planned for release in March 2010
- Major press and social media coverage



Proving the value of human space flight in the science realm.

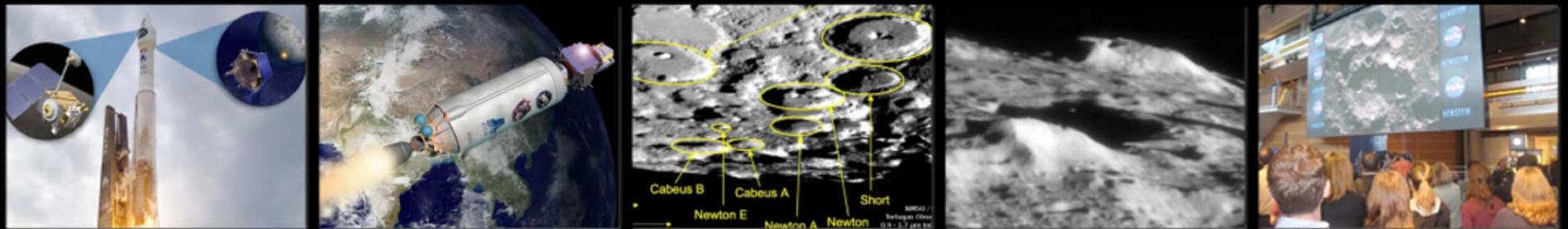
Lunar Crater Observation and Sensing Satellite Impact

Social Media Reaches New Heights

- 5th most viewed “live stream” in the history of the internet
- Highest Web traffic during an event in the history of NASA.gov
- Real-time posts to the New Moon Missions blog captured more than 300,000 views to date

Impact Events Targeted Education

- Washington, DC event at Newseum was attended by more than 300 students and teachers
- Huntsville, AL event at Sci-Quest Hands-on Science Center was a slumber party for 70 students and teachers who watched the early-morning event



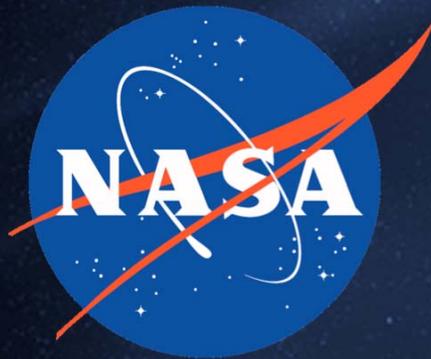
LCROSS made its mark on the Moon ... and history.

Revitalizing the Space Infrastructure Through Clear, Consistent, Compelling Communications

- Robust space exploration must reflect the will of the people
- Leaders are responsible for the good stewardship of taxpayer investments
- Helping citizens understand the benefits and inspiring new generations of explorers are the responsibility of the entire space community
- Sharing the risks and rewards of space exploration is paramount to success



“Sustainable space exploration is a challenge that no one nation can do on its own.” Global Exploration Strategy



For more information:

www.nasa.gov