

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Program or Project Name

Communications Plan

Release Date: March 2017

Last Updated: March 2017

**Mission Directorate/Center/Program/Project Doc. No.:**

**Center or Mission DirectorateSIGNATURES**

Reviewed and Concurred:

Reviewed and Concurred:

**Prepared By:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Title*

*Center Name*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Title*

*Center Name*

**Concurred By:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*[Mission Name] Project Manager*

*Center Name*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Program Manager*

*[Program Name]*

*Center Name*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*[Mission Name] Program Executive*

*[SMD Division Name]*

*NASA HQ*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*[Mission Name] Program Scientist*

*[SMD Division Name]*

*NASA HQ*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Senior Public Affairs Officer*

*NASA HQ*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*[Program Name] Program Director*

*NASA HQ*

***Approved By:***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Principal Investigator*

*[Mission Name]*

*Center or Affiliation Name*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Director*

*[SMD Division Name]*

*NASA HQ*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*Director, Science Engagement and Partnerships*

*Science Mission Directorate*

*NASA HQ*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name

*NASA Associate Administrator for the Office of Communications*

*NASA HQ*

**CHANGE LOG**

Summary of revisions after initial approval

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The Communications Plan describes the planned and integrated set of efforts and activities to communicate with, and engage target audiences, the public and other stakeholders in, understanding the program, its objectives, elements and benefits, and how it relates to the larger NASA vision and mission.

This plan shall relate its content to NASA overarching messages and themes, and identify vital linkages to any relevant areas of the NASA mission. Elements of this plan shall also incorporate linkages to objectives, key messages and themes for the relevant Mission Directorate or HQ Office and any related science or technology area themes.

1. **Executive Summary**

The executive summary provides an overall summary of the plan including major points from each of the sections below. It includes a high-level, comprehensive view of the plan – its goals and objectives, audiences, partnerships, messages, activities and products, tools and infrastructure – as well as the metrics to be used to measure success.

1. **Overview**
   1. ***Goals***

This section defines the overarching goals for the entire program/project Communications effort. The program/project Communications goals should align with relevant goals defined in NASA’s Strategic Plan, and with any relevant Mission Directorate, Center and/or program (in the case of a project) goals, objectives and/or guidelines. The goals also should align with any relevant guidance from the NASA Communications Framework and the NASA Communications Strategic Implementation Plan. These goals guide the formulation of all activities and products and drive specific strategies and outcomes.

* 1. ***Strategies, Outcomes and Metrics***

This section defines the strategies, outcomes and metrics that support the Communications goals. For each goal, supporting strategies drive the content of the plan. The corresponding set of metrics establishes what will be measured to evaluate the effectiveness of activities and products and to measure progress and success. Metrics encompass impact in terms of quantity – how many NASA reaches – and quality – effectiveness of the activity or product and its impact on the audience.

|  |  |
| --- | --- |
| **NASA Strategic Goal/Outcome:** *Text here* | |
| **Agency and/or Mission Directorate Objective:** *Text Here* | |
| **Program/Project Communications Goal 1:** *Text here* | |
| **Strategies** | **Metrics** |
| * 1. Supporting strategy 1 text   2. Supporting strategy 2 text   3. Supporting strategy 3 text   1.4 | * Metric text |
| Outcomes   * Outcome text | |

|  |  |
| --- | --- |
| **NASA Strategic Goal/Outcome:** *Text here* | |
| **Agency and/or Mission Directorate Objective:** *Text Here* | |
| **Program/Project Communications Goal 2:** *Text here* | |
| **Strategies** | **Metrics** |
| 2.1 Supporting strategy 1 text  2.2 Supporting strategy 2 text  2.3 Supporting strategy 3 text | * Metric text |
| Outcomes   * Outcome text | |

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| **NASA Strategic Goal/Outcome:** *Text here* | |
| **Agency and/or Mission Directorate Objective:** *Text Here* | |
| **Program/Project Communications Goal 3:** *Text here* | |
| **Strategies** | **Metrics** |
| 3.1 Supporting strategy 1 text  3.2 Supporting strategy 2 text  3.3 Supporting strategy 3 text | * Metric text |
| Outcomes   * Outcome text | |

* 1. ***Operating Principles***

This section defines operating principles for the program/project Communications Team. Operating principles frame the conduct of the team and help to define the focus of the team’s scope of work. The guiding principles defined in the NASA Communications Framework should be considered in the development of the program/project Communications Plan and associated operating principles. In addition, any Mission Directorate guidance should be considered.

* 1. ***Measuring Success***

To ensure quality, impact, and effectiveness, measuring success will be a central part of Communications products and activities. Efforts will align with the project/program Communications goals and supporting strategies, with clear metrics to evaluate impact. Metrics will be built into activities and products so that their effectiveness can be assessed, and participants can provide feedback. This section defines the overall approach for measurement and specifically what methods will be used to analyze the quality, effectiveness and impact of the program/project’s Communications efforts, and specifically the activities and products, utilizing the metrics identified in section 2.2. This section should incorporate overarching metrics as defined by the Communications Coordinating Council.

* 1. ***Organization***

This section defines the elements and organization of the Communications effort, including the staff, their organizational structure, and how they fit in the overall program/project organizational structure. This section also includes organizational elements and staff from other NASA organizations and partner institutions as applicable. This section addresses the hierarchy of reporting and approvals as needed.

* 1. ***Roles and Responsibilities***

This section defines the roles and responsibilities of team members, including those from other NASA organizations and partner institutions as applicable.

* 1. ***Key Team Members and Points of Contact***

This section identifies key Communications team members, points of contact and contact information.

1. **Target Audiences and Levels of Engagement**

Understanding and meeting the needs of the public, and the broad and diverse set of audiences NASA serves is paramount to successful execution of a Communications effort. Characterizing the audience and targeting audience segments are vital to success. The audience characterization defined in the NASA Communications Framework should be considered in the development of the program/project target audiences and levels of engagement.

1. **Partnerships**

The program/project can leverage its Communications investments and extend its reach through strategic partnerships with other institutions. This section summarizes partnerships, including those with institutions executing specific program/project elements, and partnerships with external organizations focused on public outreach and education. These may include other governmental, academic, industrial and non-profit organizations at the local, regional, national and global levels.

1. **Overarching Objectives, Themes and Messages** 
   1. ***Objectives and Themes***

This section identifies the objectives of the program/project (including science or technology goals), and the primary themes that will be used to effectively convey the story. Themes should help characterize and articulate the message to give audiences an understanding of the program/project, its objectives, elements and benefits, and how the program/project relates to the larger NASA vision and mission.

* 1. ***Themes***

This section identifies the primary themes that will be used to effectively convey the story. Themes should help characterize and articulate the message to give audiences an understanding of the program/project, its objectives, elements and benefits, and how the program/project relates to the larger NASA vision and mission.

* 1. ***Messages***

This section summarizes the set of key messages to effectively convey an understanding of the program/project, its objectives, elements and benefits, and how the program/project relates to the larger NASA vision and mission.

1. **Activities and Products**

This section describes the comprehensive and integrated set of activities, programs, events and products to tell the story of the program/project, its objectives, elements and benefits, and how it relates to the larger NASA vision and mission.

* 1. ***Crosscutting Efforts***

Crosscutting efforts are those that span across the various Communications functions. Any campaigns to be developed and executed, where activities and products are delivered in coordination, should be within the scope of crosscutting activities. This section describes any crosscutting efforts.

* + 1. ***Activities*** ***and Events***

This section describes the approach and planned activities for crosscutting efforts.

* + 1. ***Products, Deliverables and Milestones***

This section summarizes the products, deliverables and milestones for crosscutting efforts.

* 1. ***Media Efforts***

This section describes the media efforts.

* + 1. ***Activities and Events***

This section describes the approach and planned activities for news and media.

* + 1. ***Products, Deliverables and Milestones***

This section summarizes the products, deliverables and milestones for news and media.

* 1. ***Multimedia and Web Efforts***

This section describes the multimedia and web efforts.

* + 1. ***Activities and Events***

This section describes the approach and planned activities for multimedia and web.

* + 1. ***Products, Deliverables and Milestones***

This section summarizes the products, deliverables and milestones for multimedia and web. Products include web features and content, video, animation, television, images, non-technical publications and other content.

* 1. ***Social Media Efforts***

This section describes the social media efforts.

* + 1. ***Activities and Events***

This section describes the approach and planned activities for social media.

* + 1. ***Products, Vehicles, Deliverables and Milestones***

This section summarizes the products, deliverables and milestones for social media.

* 1. ***Public Engagement Efforts***

This section describes the public engagement efforts.

* + 1. ***Activities and Events***

This section describes the approach and planned activities for public engagement.

* + 1. ***Products, Exhibits, Deliverables and Milestones***

This section summarizes the products, deliverables and milestones for public engagement. Products include exhibits and displays. Products for public engagement should be created in collaboration with the Office of Communications, Mission Directorate, and available Education staff to leverage resources and most effectively engage and educate the target audiences.

* 1. ***Internal Engagement and Communications Efforts***

This section describes the internal engagement and communications efforts.

* + 1. ***Activities and Events***

This section describes the approach and planned activities for internal engagement and communications.

* + 1. ***Products, Deliverables and Milestones***

This section summarizes the products, deliverables and milestones for internal engagement and communications.

1. **Master Schedule and Milestones**

This section outlines the schedule for Communications efforts and key milestones across the entire life cycle of the program/project.

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| **Date** | **Event, Activity, Product** | **Target Audience(s)** | **Outcome(s)** | **Measures of Success** | **Functional Area** | | | | |
|  |  |  |  |  | Media | Multimedia & Web | Social media | Public Engagement | Internal Comms |
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1. **Budget**

This section summarizes the resources required (FTE, WYE and funding, including travel) to implement the Communications efforts across the life cycle of the program/project.

1. **Tools and Infrastructure**

This section summarizes the tools and infrastructure required and any associated investments to implement the Communications efforts across the life cycle of the program/project.

1. **Launch and Guest Operations**

If applicable, this section outlines the procedures, roles and responsibilities the program/project launch and guest operations.

1. **Contingency Operations**

This section defines processes and procedures to follow in the event of an anomaly and/or safety incident, in order to ensure prompt, appropriate, accurate and comprehensive communications with the news media and the general public.

1. **Relationship to Program/Project**

This section addresses for a program, the relationship between the elements of this plan to those of the projects within the program; and for a project, the relationship between the elements of this plan to those of the program. In addition, where applicable, this section will address the relationship between the elements of this plan, to any relevant efforts within the Mission Directorate and/or Center.

1. **Applicable Documents**

This section identifies any applicable documents.