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Earth System Science Pathfinder Program Office

Strategic Communications Plan

Earth System Science Pathfinder Program Office
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Change Log

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1.0 INTRODUCTION

The ESSP Program is developing a comprehensive approach to Strategic Communications. This includes communication with the projects/investigations, stakeholders, and the public. There are a number of initial elements in work. This will evolve and grow as these initial focus areas become standard.



Figure 1. ESSP Strategic Communication Framework

2.0 PROJECT COMMUNICATION PLANNING

The intent is to strengthen the dialog between ESSP, Projects, and agency communication experts. In addition, a mistake was made when Communication Plans were removed from EVI AOs with little clarifying information. ESSP is doing two things to address this moving forward: 1. working with AO authors to clarify that all communication activities/investments required for projects to engage their team and stakeholders (e.g. a website) should be part of their proposal and in the cost cap. (working to get this addressed in the EVI-5 AO) 2. address this gap by offering a modest amount of funding to those EVI projects with no website because they interpreted the AO statement of “No Communication Plan” as direct guidance not to do any communication. If a project accepts our offer, they are committing to operate and maintain the website with their own cost-cap funding.

3.0 ESSP PERIODIC NEWS OF INTEREST

This is specifically designed to be brief summary (current EV news of interest) for stakeholders and HQ. Feedback will be solicited from the targeted community in 2018.

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4.0 SMD COMMUNICATION

We are partnering with SMD Communication to provide communication support for the EVS-2 investigations as part of the Earth Expeditions initiative. We will continue this collaboration for future EVS investigations. We are also partnering with SMD to engage communication expertise to provided support for specific communication events/items for EV Instrument projects.

5.0 COMMUNICATION PIPELINES

ESSP is identifying the right venues to share news/progress with target audiences. One intent is to start engaging potential future PIs/researchers.

One activity to support this was the ESSP Program Forum. The goals of the forum are to strengthen the sense of community across ESSP, leverage experience and lessons learned, and identify opportunities for collaborating, sharing and promoting efficiencies across the program. The two way communications, sharing of ideas, discussions, work on challenging topics and general camaraderie experienced at the first Program Forum are building blocks for continued success. Some of the discussion from the first Program Forum has already led to improvements in project and program success. For example, the ESSP PO has put a Strategic Communications Framework into place and has begun working with projects on defining the commitments for communications support from ESSP PO and NASA’s Earth Science Communications office. The structure of the EVS-3 NRA was influenced by discussions at the first forum with the intent of making the EVS opportunity more accessible to PIs at academic and other non-NASA institutions.

6.0 STAKEHOLDER NEEDS ASSESSMENT

ESSP is exploring ways to increase the value we provide to you and to our stakeholders.

Table xx indicates the types of activities that ESSP has agreed to support. ESSP will provide funding to ESD Communications for implementation and execution.

ESSP Planned Communication Events by Project Type (dependent on funding availability)

	Year 1	Year 2	Year 3			
EVS						
Media Day (4 people + social media reporting)						
Field Reporting						
Small Brochure						
Project Video						
Key Concept Video (2)						
Social Media Video Series						
EVI	L-4 Year	L-3 Year	L-2 Year	L-1 Year	Launch	
Launch EVI (at launch)						
Small Brochure						
"Mission in Orbit" Animation*						
Project Video						
Key Concept Video (2)						
Social Media Video Series						
*assumes LV role is not that important						
EVM	L-4 Year	L-3 Year	L-2 Year	L-1 Year	Launch	
Launch EVI (at launch)						
Media Day**						
Small Brochure						
"Mission in Orbit" Animation*						
Project Video						
Key Concept Video (2)						
Social Media Video Series						
** cost is \$0 if done at a NASA Center						

This funding is \$0 if Comm is part of proposal.

Table 1. ESSP Planned Communication Events

No project is required to accept our offer to support/invest in these activities. There is a requirement, currently unfunded, that the Projects/investigations provide the relevant data to the ESD Communications team.

Table X+1 should the specific activities that ESSP and ESD Communications are planning for each project/investigation. The ESD Communications team will develop Communications Plans that address implementation, using the standard Agency Communication Plan template. Plans may address one or more projects.

The current ESD Communications Plans for ESSP projects are:

Xx

Xxx

This overarching plan will be updated annually to reflect any changes in future activity projections. The ESD Communication Plans (“implementation plans”) will reflect current year changes.

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ESSP Strategic Communication Plan - Activity/Year										
selection	2016	2017	2018	2019	2020	2021	2022			
<p>all years are Fiscal Years</p> <p>*** Events with associated costs are detailed in the "Events by Mission Type" Tab ***</p> <p>assumption: placeholder for each EVS group is for 6 selections. assumption: placeholder for future EVs is 2 selections per cycle.</p> <p>Comments: TEMPO AO included E/PD in the cost cap (proposal budgeted \$1.1M). Assume that the "comm" events are part of this. CYGNSS AO include funding for Communications Plan, so no ESSP funding is allocated</p>										
EVI-1 TEMPO	2012									
EVM-1 CYGNSS										
EVI-2 GEDI	2014		"mission in orbit" animation, project video, 2 key concept videos, small brochure, and social media video series	launch event						L-1 and L-2 activities will all occur in L-1 year.
EVI-2 ECOSTRESS	2014		"mission in orbit" animation, project video, 2 key concept videos, small brochure, and social media video series	launch event						L-1 and L-2 activities will all occur in L-1 year.
OCO-3			"mission in orbit" animation, project video, 2 key concept videos, small brochure, and social media video series	launch event						L-1 and L-2 activities will all occur in L-1 year.
EVS-2 Group	2014	Media Day (4 people + social media reporting), a small brochure, a project video, 2 Key Concept Videos, and a Social Media Video series	field reporting	field reporting						ESSP funded Earth Expeditions activities for all 6 projects
EVI-3 MAIA	2016		"mission in orbit" animation, project video, and 2 key concept videos	small brochure and a social media video series	launch event					Assume Launch is within 1 year of instrument delivery
EVI-3 TROPICS	2016		"mission in orbit" animation, project video, and 2 key concept videos	small brochure and a social media video series	launch event					Launch date based on proposal; EVM-2 AO included Communication in the cost cap; GeoCARB allocated funding and indicated that APL will be their partner OU will be responsible for this.
EVM-2 GEOCARB	2017				"mission in orbit" animation, project video, and 2 key concept videos	small brochure and a social media video series	launch event			
EVI-4 - EMIT	2018				"mission in orbit" animation, project video, and 2 key concept videos	small brochure and a social media video series	launch event			
EVI-4 - PREFIRE	2018				"mission in orbit" animation, project video, and 2 key concept videos	small brochure and a social media video series	launch event			
EVS-3 Group	2018		Media Day (4 people + social media reporting), a small brochure, a project video, 2 Key Concept Videos, and a Social Media Video series	field reporting	field reporting					lump sum funding to Earth Expeditions for all Y1 events (see "Events by Mission Type"). This estimate is based on 6 projects. Delayed all planned expenditures by 1 year due to delayed AO release.
EVI-5	2020						"mission in orbit" animation, project video, and 2 key concept videos			
EVI-5	2020						"mission in orbit" animation, project video, and 2 key concept videos			
EVS-4 Group	2020				Media Day (4 people + social media reporting), a small brochure, a project video, 2 Key Concept Videos, and a Social Media Video series	field reporting	field reporting			

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APPENDIX A: ACRONYM LIST

ESSP	Earth System Science Pathfinder
HQ	Head Quarters
PPBE	Program Planning and Control
WBS	Work Breakdown Structure