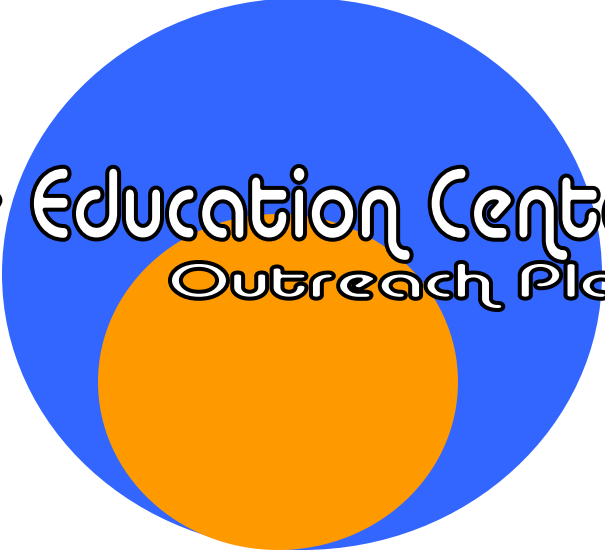

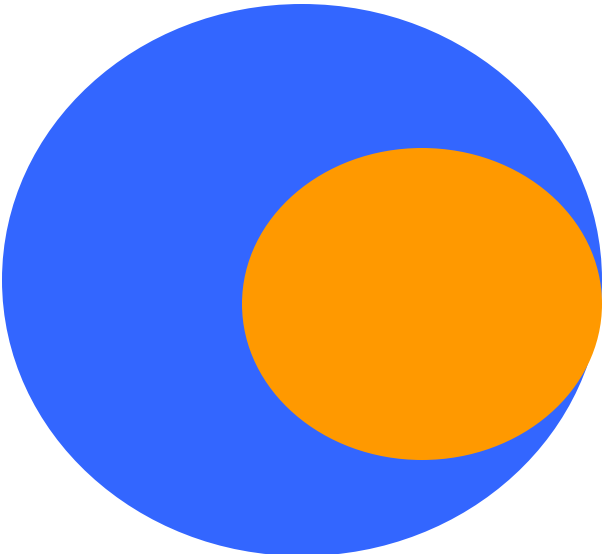




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# California Space Education Center Outreach Plan



by: Randall Echevarria

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The California Space Education Center Outreach Plan is a tool designed to assist with outreach and communications efforts. The California Space Education Center Outreach Plan provides options for communications based on individual project, program, goals and/or metrics.

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# Arrangement

## Executive Summary

- 1.1 CSA Communications/Outreach Landscape p.4
- 1.2 Objective and Target Audiences p.5
- 1.3 Components/Project p.6

## Outreach Components

- 2.1 California Space Education Center p.7



## 1.0 Executive Summary

The California Space Education Center Outreach Plan is a tool designed to assist with outreach and communications efforts. The California Space Education Center Outreach Plan provides options for communications based on individual project, program, goals and/or metrics.

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### **1.1 CSA Communications/Outreach Landscape**

The landscape of modern communications is viewed in conjunction with CSA's current communication toolbox that includes the following:

- *Spacebound* – tabloid Newsletter, circulation 14,000-15,000  
Major promotional tool used at conferences, symposiums, forums to display CSA range of activity.
- *Spotbeam* – email headliners, circulation 9,000-10,000  
Headline news rendered without the use of HTML to give more access and circulation via emails. Submissions come from staff.
- CSA Media List – press releases, circulation 550  
Directed primarily to parties that want to know about what CSA is doing and if there a newsworthy story to follow.
- Collateral Event Materials (brochures, fliers, etc.)  
Numerous items designed to promote specific events.
- CSA & CSEWI web site  
Primary portal for all matters related to CSA and CSEWI.
- California Innovation web site  
Primary portal for all matters related to WIRED (still in construction). Work on Success Stories is from Richard Mains from Mains & Associates.

In addition, CSA's largest communication events are as follows:

- Space Day Sacramento (involving 65 or more participants and culminating in a reception attended by about 75-100 people)
- Space Week Washington, D.C., (involving 40-60 participants, numerous government speakers)



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- CSA Transforming Space Conference (involving more than 400 attendees mostly from the space and aerospace industries with a dinner that draws about 325 attendees)

## 1.2 Objective and Target Audiences

The objective of the California Space Education Center Outreach Plan from 2007 through the end of 2008 is to raise awareness, build collaborative support and gain participation including but not limited to, beyond traditional space and aerospace industries.

CSA & CSEWI target audiences are as follows:

- Aerospace
- Space Science
- Space Business Leaders
- Government Policy Makers
- Media Professionals
- Education Policy Makers
- College/University Students and Graduates
- New Space Professionals Working Group & Beyond
- General Consumers

The arrangement of the California Space Education Center Outreach and Plan is to convey the message that CSA & CSEWI have a built in mechanism of outreach and communication strategies.



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## 1.4 Components and Projects

1. California Space Education Center
  - 1.1. Regolith Excavation Challenge
  - 1.2. California Space Center
  - 1.3. NASA Education Center
  - 1.4. SEARCH
  - 1.5. STEM Inventory
  - 1.6. California Space Enterprise Speakers Bureau
  - 1.7. *Space Space* Blog
  - 1.8. New Space Professional Survey
  - 1.9. E-Mentoring
  - 1.10. XCSAT
  - 1.11. Moon ROx
  - 1.12. Zero North

## 2.1 California Space Education Center

The California Space Education Center was scheduled to go on February 24, 2008, but due to additional DOL requirements the project awaits approval to continue through with a launch date.

In late February, the management teams of CSA and CSEWI were invited to a webinar with web developer Karen Lau of Lau Designs where they learned about the features and uses of the website.

Strategy:

1. Promote the California Space Education Center through CSA/CSEWI traditional methods
2. Leverage the partnerships formed with the educational community from CSEWI to bring attention to the website
3. Develop partnerships with other educational organizations
4. Develop partnerships with other space-related organizations
5. Present the center to STEM Cap participants
6. Present the center to the EWD
7. Attend Yuri's Night Bay Area's educational expo to develop relationships with space and science-based educational projects.

### 2.1.1 Regolith Excavation Challenge

The Regolith Excavation Challenge (REC) is managed by Matt Everingham. We will have an informational booth to present CSEC and programs that are included.

### 2.1.2 California Space Center

The California Space Center (CSC) is managed by Janice Dunn. We will use the contacts from CSC to present information on CSEC. Future interviews, letters of support, etc. to include information on CSEC being the precursor to the physical center. We will also work with the current sponsors of the California Space Center to help create content for the virtual center.

### 2.1.3 NASA Education Center

Build a partnership with the NASA education center that builds on CSEC efforts. NASA education center displays will be at the Yuri's Night Bay Area event where we will learn about partnering opportunities.

### 2.1.4 SEARCH

Leverage the SEARCH program to include information on CSEC for future teachers to utilize.



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### **2.1.5 STEM Inventory**

Leveraging STEM Inventory contacts and the STEM Inventory website to distribute and host information on CSEC.

### **2.1.6 California Space Enterprise Speakers Bureau**

CSESBS speakers will include information on the CSEC and the future CSC.

### **2.1.7 Space Space Blog**

Utilizing the blog as a tool to benefit and funnel traffic to the CSEC. We will also use the blog to get additional ideas and concepts for both the virtual and physical centers.

### **2.1.8 New Space Professional Survey**

As we receive surveys and contact information from our new space professionals working group we will reach out to them regarding the CSEC. This will enable us to gain additional information on ideas and concepts for CSEC. Use this as an opportunity to grow the virtual center and expand the capabilities of the website.

### **2.1.9 E-Mentoring**

As curriculum becomes available and our programs expand, we will encourage E-Mentoring program participants to utilize CSEC programs and projects.

#### **2.1.9.1 XCSAT**

Use the XCSAT program as a way to attract attention to CSEC. Press releases, interviews, etc. should mention CSEC.

#### **2.1.9.2 Moon ROx**

The Moon ROx Challenge is managed by Matt Everingham. We will use MoonROx Challenge to advertise CSEC and programs that are included.

#### **2.1.9.3 Zero North**

Use the Zero North program as a way to attract attention to CSEC. Press releases, interviews, etc. should mention CSEC.

