E/PO Update
SMD EPO Update

• SMD Leadership:
  • Kristen Erickson has been appointed Director of Science Engagement and Partnerships. She will lead SMD communications and EPO programs.

• Education and Communication:
  • What used to be called Education and Public Outreach will now be called Education and Communications. The Education component of SMD’s work is what is being reorganized and what will be funded at the SMD level.

• Education:
  • Whatever funding Astrophysics spends on education in FY15 will come out of the SMD level funding.

• Communications:
  • Communications funding will continue to be embedded in the projects and programs going from FY15 and beyond.
The goal of the NASA SMD Science Education CAN is to meet the following NASA SMD Science Education Objectives:

- Enabling STEM education, improving U.S. science literacy; advancing National education goals; and leveraging science education through partnerships.

- NASA intends to select one or more focused, science discipline-based team(s). While it is envisioned that multiple agreements may be awarded, selection of a single award to support all of SMD science education requirements is not precluded.

- Awards are anticipated by - September 30, 2015.

**CAN schedule**

- Draft CAN Release Date (target).......................... October 2014
- Final CAN Release Date (target)........................... December 2014
- Selections Announced (target)............................. Summer 2015
- Projects Begin (target)......................................... October 1, 2015
Hubble Space Telescope 25th Anniversary
Hubble 25th Events & Activities

- Education
- Events at Museums
- Exhibits
- Media, Music and Videos
- Images & Posters
- Web & Social Media
- Seminars & Lectures
Special Events at Museums etc.

Products for Museums & Science Centers
National Distribution
Documentaries, Books and Special Articles

Microsite HST interactive timeline, public perspective, videos, visualizations
eBook

• Cover full range of HST targets
• Image description
• Scientific importance
• Video - depicting position of object in sky
• People profiles

25 Images

Release Date
Week of April 24

2013 i-Books
Downloads to date
HST: 226,243
JWST: 24,267
Dulles & Reagan Exhibits
Dulles & Reagan Exhibits

Exhibit concept for baggage claim area at Washington Dulles International Airport.
Dulles & Reagan Exhibits
Dulles & Reagan Exhibits

Gallery Walk Exhibit Concept – Hubble’s Scientific Discoveries
Education Programs

- Curriculum Support Tools and Projects
- Strategic Partnerships for the 25th
- Teacher Tube - HST scientific visualizations, animations (1.3 million member network)
- Professional Development
- Hubble 25th Library Traveling Exhibit
- Multimedia Exhibit Programming
- Out of School Time Student Activities
- Traveling Exhibits
- Source Material for Science Centers and Planetariums
- Hubble 25th Planetarium Show
- Professional Development Opportunities
- Community Events

"Teach In" in - All 50 states will be on a Google Hangout on April 24th
Major Outreach Events

Create a traveling exhibit like the Visions of the Universe for public libraries. The focus will be 25 years of HST.

HST Exhibit and a panel discussion at SXSW 2015

Engage all universities with HST science programs to have events and public lectures on campus.
Videos and Movies

IMAX will re-release the Hubble 3D movie for the anniversary year.

STScI to release a new 3-minute video every month for the anniversary year featuring science discoveries, culture, topics, etc.

Planetarium short segments distributed nation wide

A National Geographic Documentary
Spring Symposium at STScI

Bahcall Lecture

- NASM (April 22)
- STScI (April 23)
- GSFC (April 24)
Space Telescope Science Institute

Hubble Space Telescope
An Ongoing Legacy of Discovery

James Webb Space Telescope
Enabling Future Breakthroughs in Astronomy

New exhibit at the NASM

2015 AAS Meeting - Town Hall, Exhibit

2014 DPS Meeting
HST Cycle E/PO proposal submission process has been upgraded - proposals are now submitted electronically.