EPO UPDATE

STUC - May 2014

Hussein Jirdeh

STATUS OF SMD EPO

- For FY14 SMD projects are directed to continue all EPO activities in the approved EPO plans with the Missions paying for EPO
- Carry over funds from FY13 reserves are being used for approved FY14 EPO activities
- FY15 President's Budget Proposal has restored 1/3 of the EPO funds for SMD
- It also states that the funds should be competed

IMPACT

- Not enough funds to sustain current EPO programs
- The proposal may move EPO funds from the Missions to HQ
- It is not clear what the "compete" statement in the OMB language means
- Questions still remain about "Outreach" vs. "Education"

FY15 House Appropriations Committee report language on NASA EPO

- Provides an additional $15M above the President's Budget Proposal, but does not match last year's level of $42M.

- Proportionally reallocates funds among the SMD divisions, resulting in a dedicated budget line for each division's own EPO activities.

- Calls for competition among projects for the best use of funds but focus that competition among projects that are more easily compared to one another.

NEWS AND PUBLIC AFFAIRS

News of Hubble's discoveries

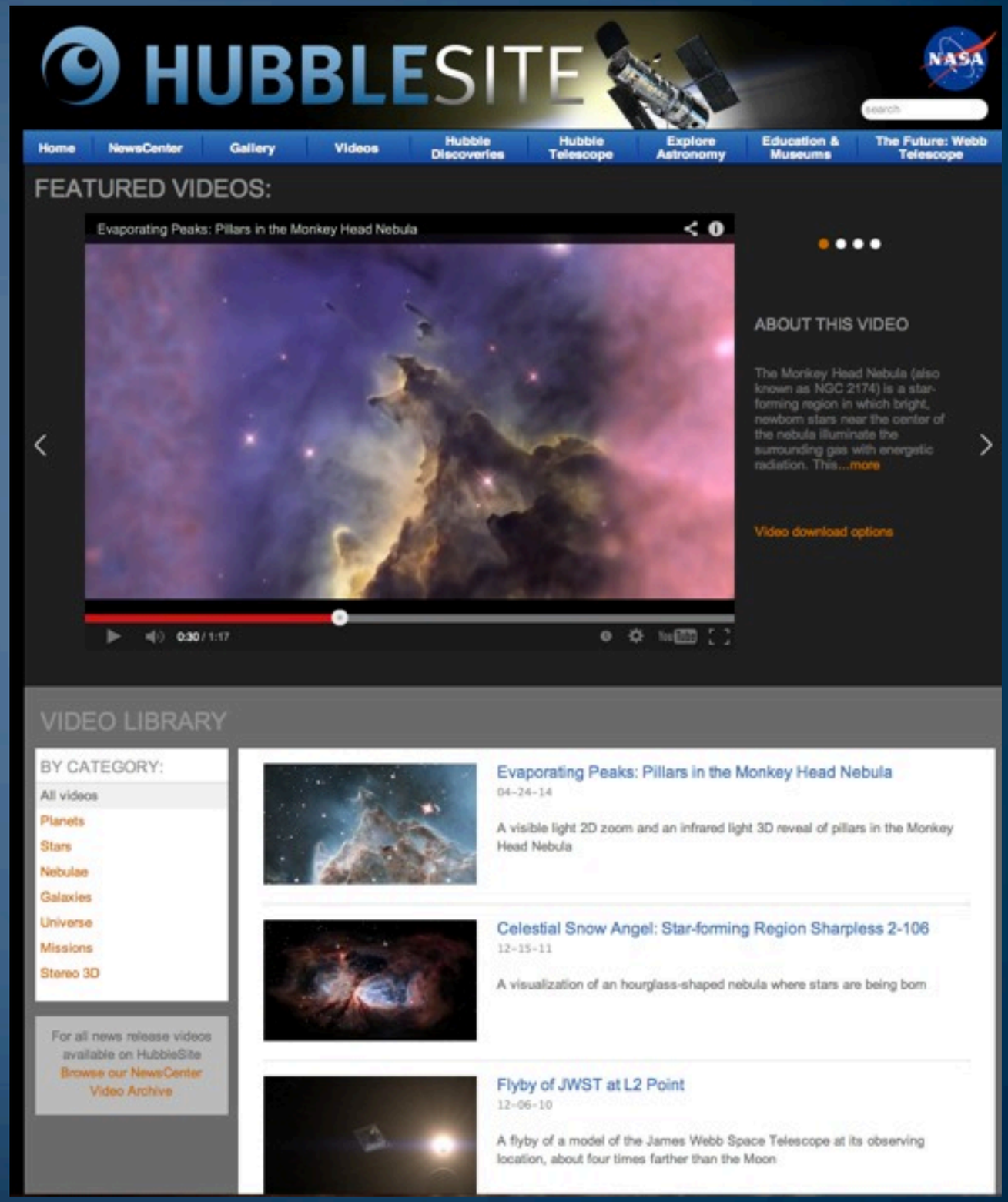
For 2014:

- 18 News Releases
- 2,900 online articles with total circulation ~ **2 billion***
- The average news release is exposed to **118 million potential readers**

* *Meltwater News*

NEW HUBBLESITE "VIDEOS" SECTION: ASTRONOMY VISUALIZATIONS

- A new video gallery added to HubbleSite
- Best of our astronomy visualizations produced for news, outreach, and education.
- Videos are available in full HD resolution (1920x1080) as well as stereo 3-D formats.
- YouTube views on the HubbleSite channel increased five times from the previous month

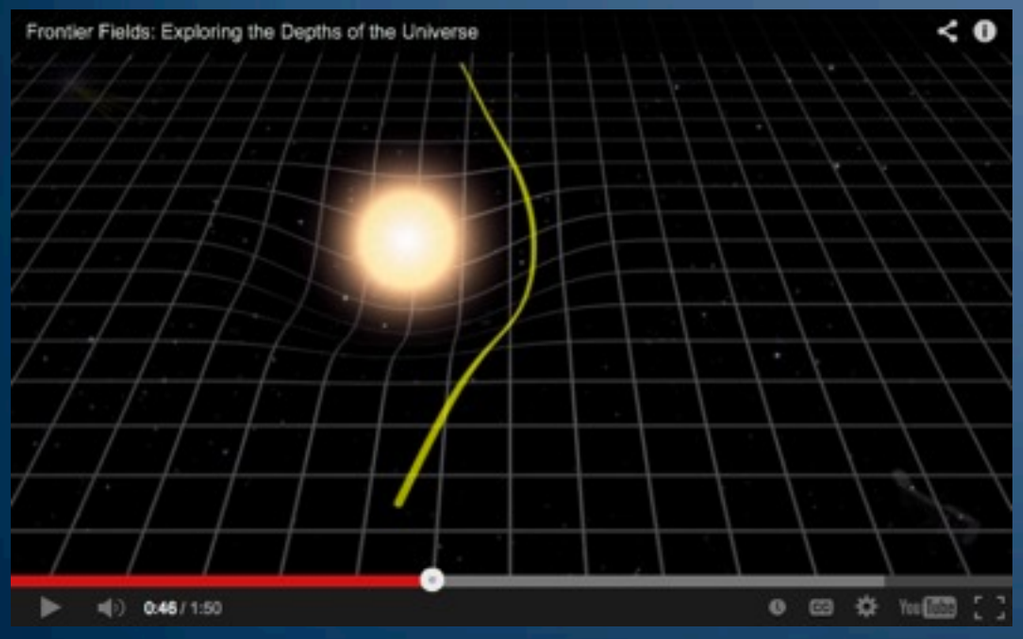


FRONTIER FIELDS PUBLIC OUTREACH

Build public interest for the Frontier Fields Project.

Google Hangouts

Blog

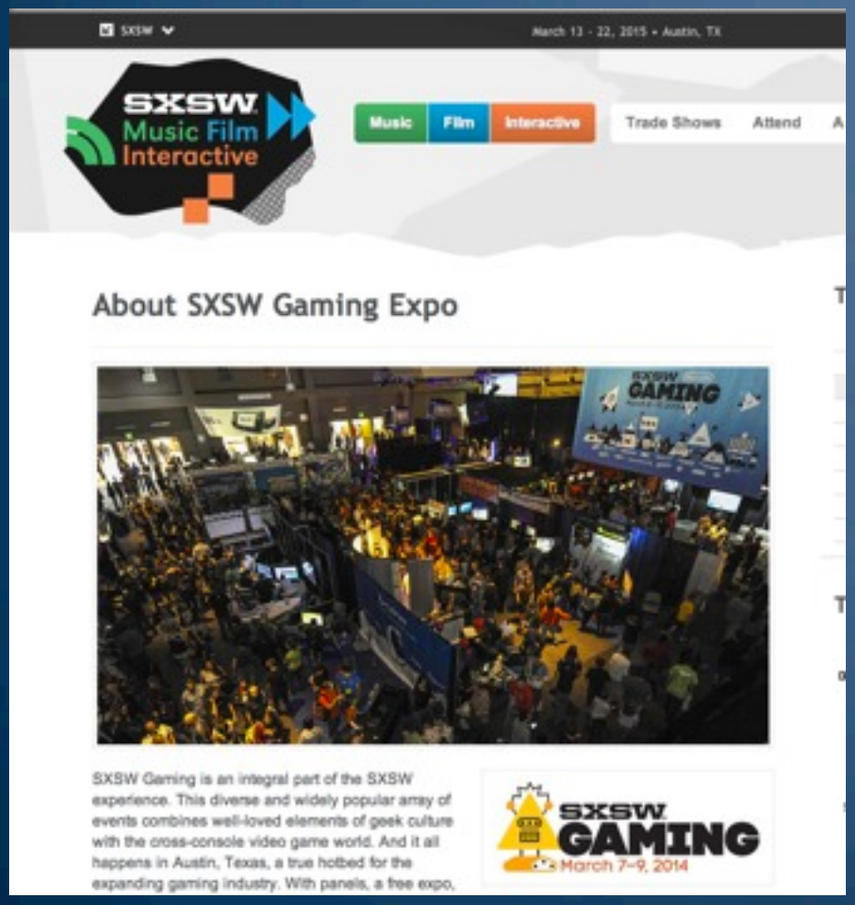


A two minute video

Education Products

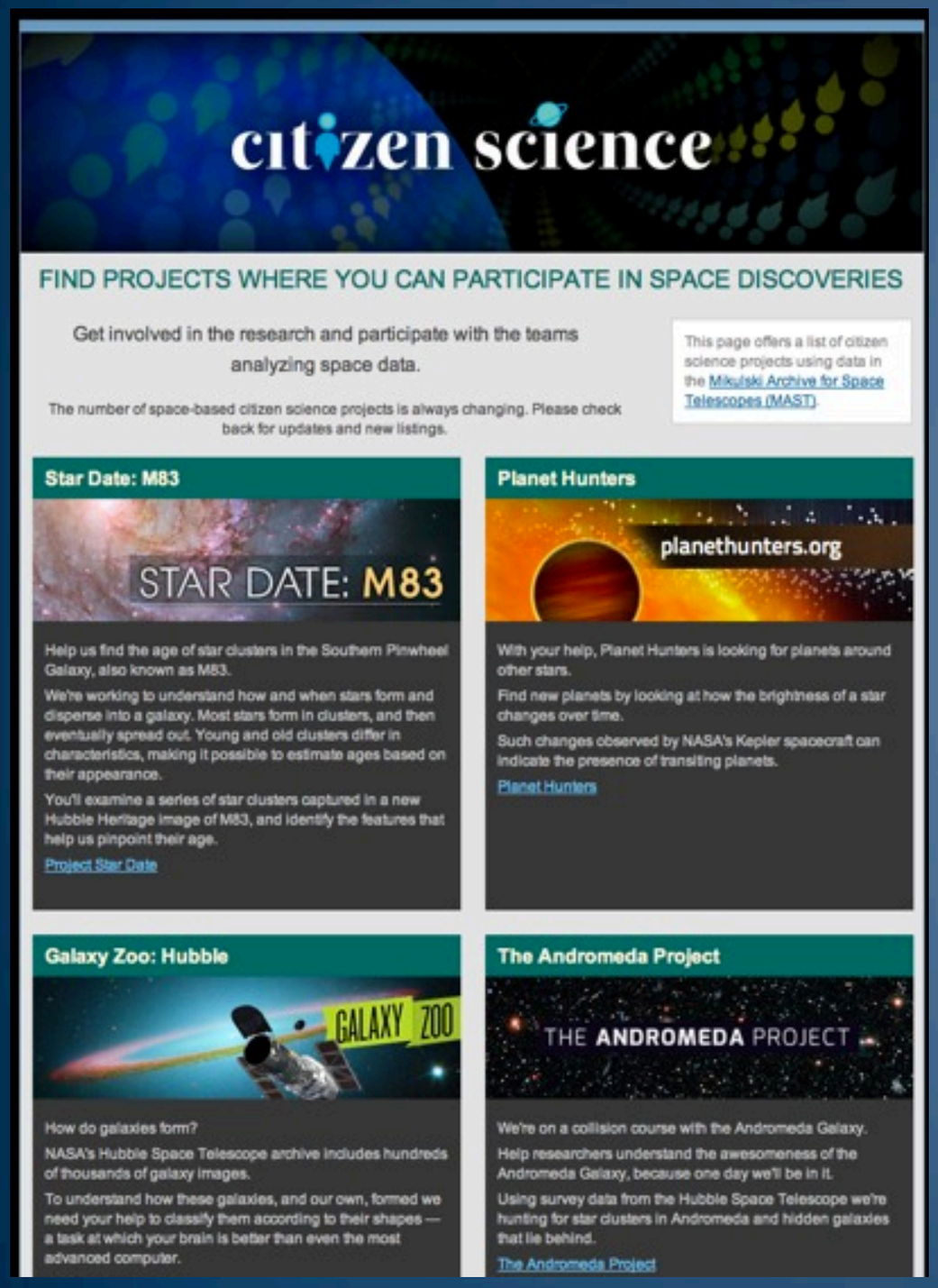
Outreach

Attendance over 400,000



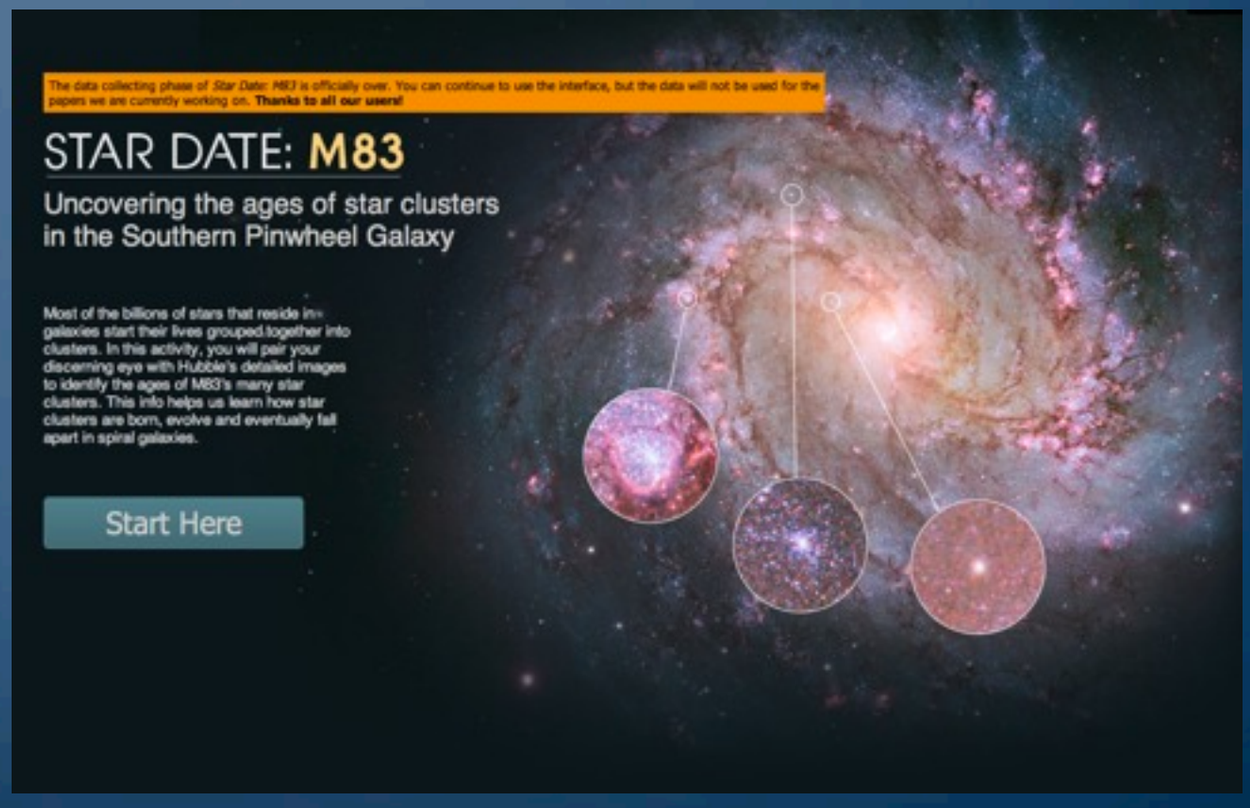
Attendance over 3 days ~ 40,000

Outreach



STAR DATE: M83

OPO designed and built a citizen science project entitled “Star Date: M83” in partnership with Zooniverse.



HUBBLE MADNESS 2014

You decided the best Hubble Heritage image.

Congratulations, **Pillar in Carina**

Click here to see a larger version!

Like Share 88k

Hypatia Division

Horsehead Nebula · Galaxy M66 · Jupiter's Aurora · Tarantula Nebula · Star Cluster NGC 3603 · Mars · Ring Nebula · Galaxy Group Arp 274

Cannon Division

Galaxy Group Arp 273 · Nebula NGC 2818 · Galaxy M106

Nebula NGC 5189 · Galaxy M74 · Saturn's Moons · Galaxy Group Arp 148 · Galaxy Gro Arp 142

Fleming

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A-HED

Hubble Madness Puts Images Taken by Hubble Space Telescope in Competition

Fans Vote for Favorite Pictures; Rooting for Hor

Email Print Comments

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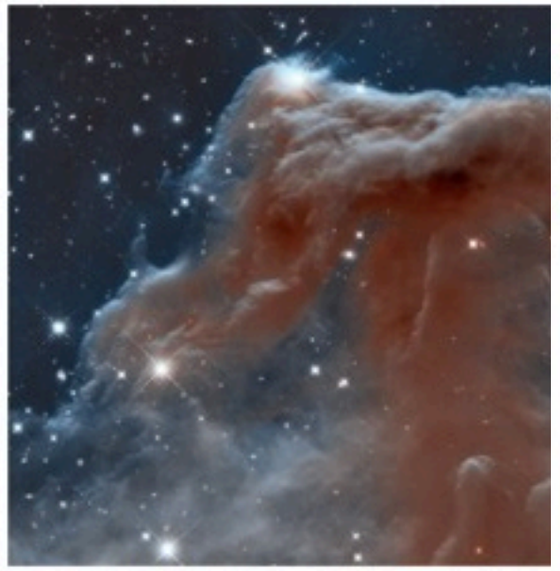
By LUCY CRAYMER CONNECT

Updated April 6, 2014 10:35 p.m. ET



Horsehead Nebula *NASA ESA / Hubble Heritage*

Ernie Ostuno had two big hopes recently: victory for his M

BloombergBusinessweek Technology

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Hubble Scores

'Hubble Madness' Picks a Winning Image, and Deep Space Never Looked So Good

By Justin Bachman | April 11, 2014

SEND TO kindle

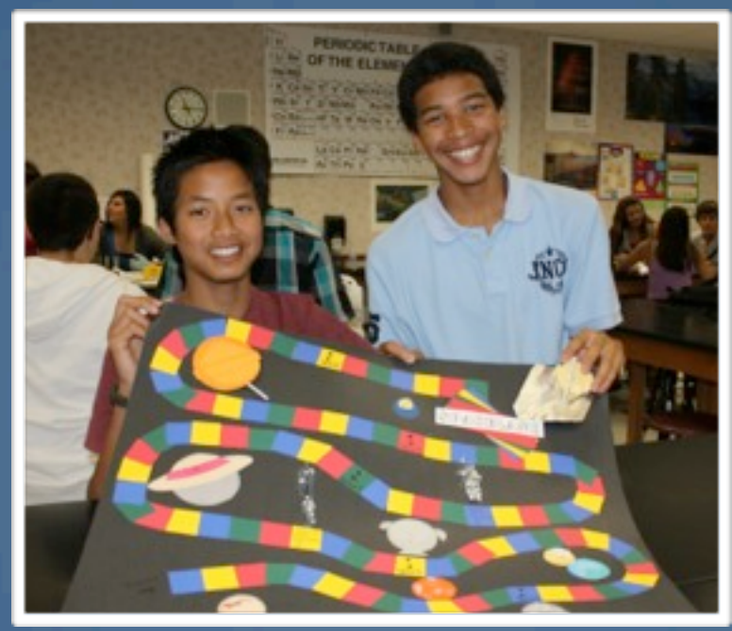
Photograph by ESA/W. Livin/NASA

Carina Nebula

With all due respect to University of Connecticut basketball fans, the outcome of this competition is a bit more impressive. A Facebook (FB) contest dubbed "Hubble Madness" that pitted 32 images taken by the space telescope has produced a winner: the Mystic Mountain. That area in the Carina Nebula is a pillar of gas, dust, and stars that measures more than three light-years tall, roughly 7,500 light-

JWST Inspires

Science Technology Engineering Mathematics



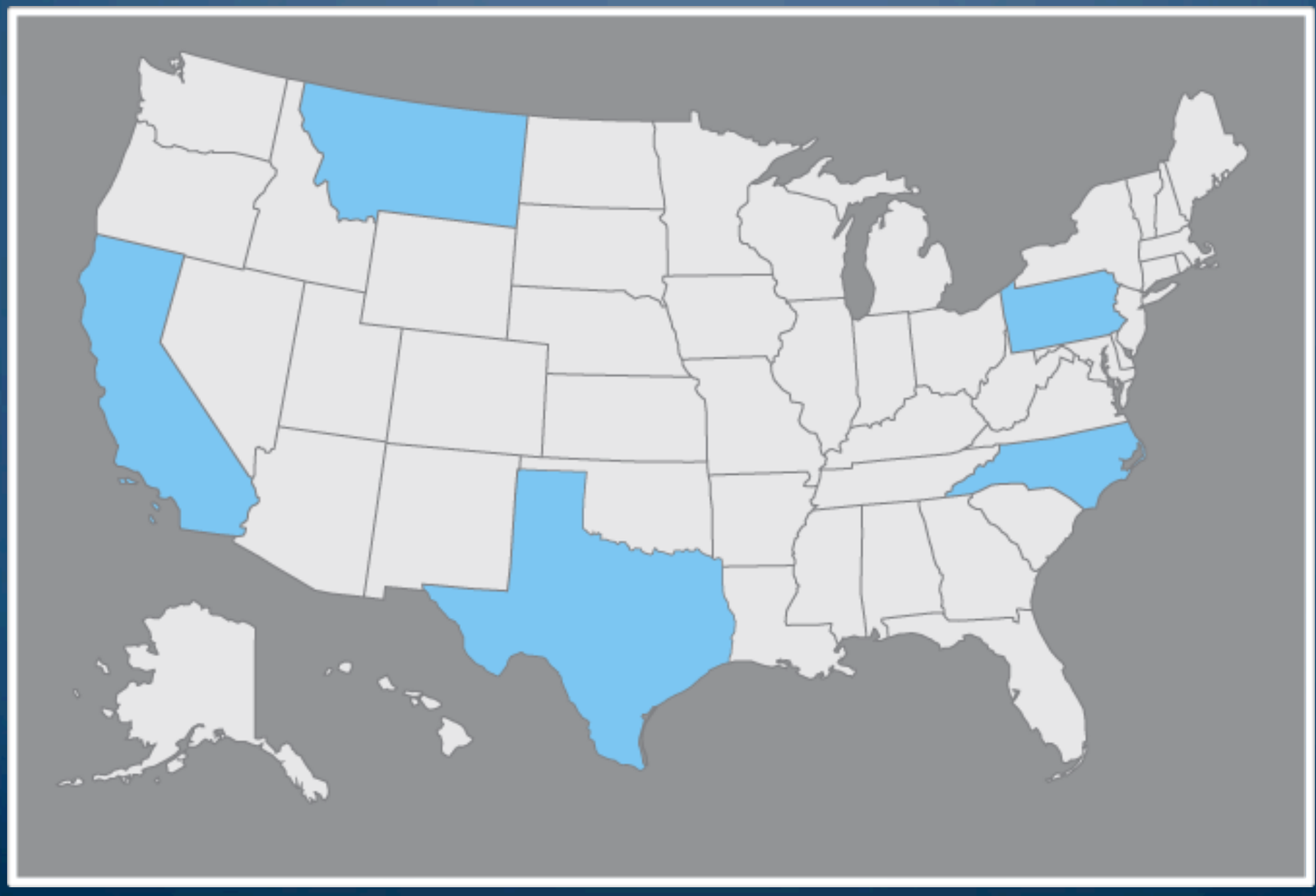
The Implementation

2011-2012 – pilot project

8 CA schools

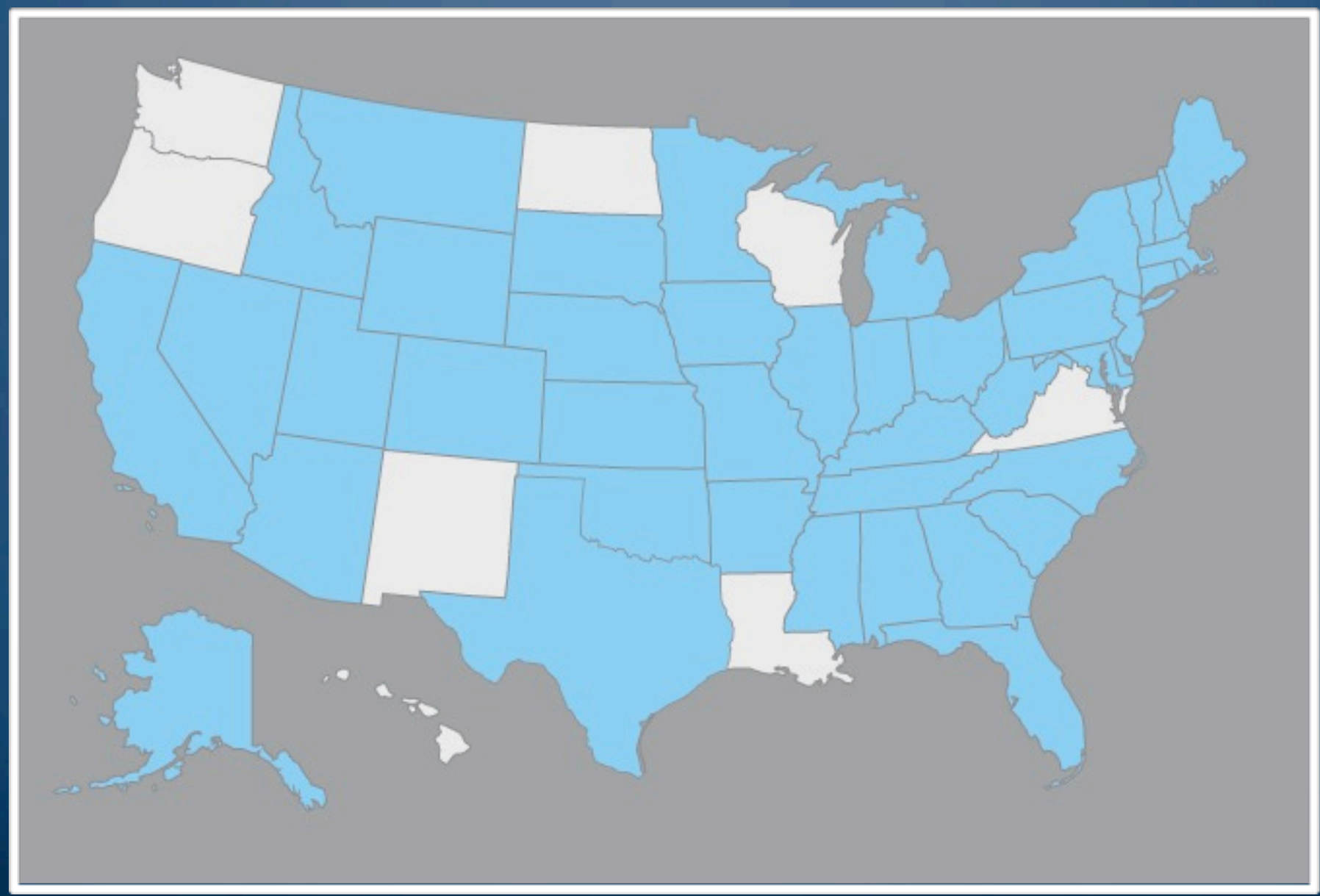
2012-2013 – 12 schools are participating

CA, PA, NC, TX, and MT



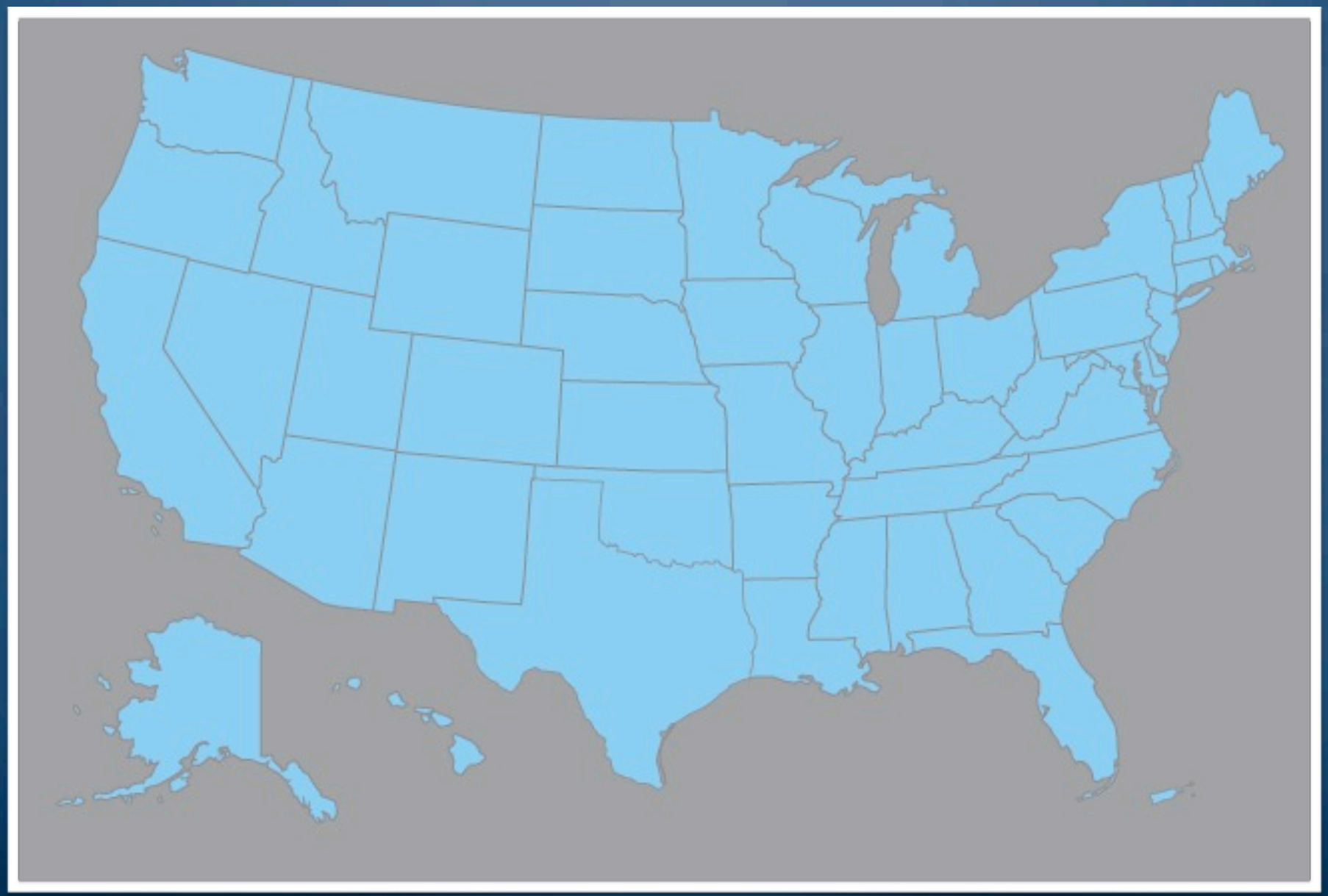
2013-2014 – 135 schools are participating

AL (1), AK (1), AZ (3), AR (1), CA (40), CO (1), CT (1), DE (1) DC (1), FL (3), GA (6), ID (2), IL (2), IN, IA (2), KS (1), KY (1), ME (1), MD (10), MA (2), MI (2), MN (2), MS (0), MO (1), MT (2), NE (1), NV (3), NH (3), NJ (1), NY (2), NC (8), OH (1), OK (1), PA (3), RI (1), SC (3), SD (1), TN (4), TX (3), UT (8), VT (3), WV (1), WI (1)



2014-2015 – 248 schools are participating

AL (7), AK (3), AZ (3), AR (10), CA (51), CO (2), CT (2), DE (1) DC (1), FL (8), GA (8), HI, (1) ID (2), IL (3), IN (5), IA (3), KS (1), KY (1), LA (5), ME (1), MD (14), MA (5), MI (2), MN (2), MS (5), MO (1), MT (4), NE (1), NV (3), NH (4), NJ (1), NM (2), NY (25), NC (10), ND (3), OH (1), OK (1), OR (2), PA (4), PR (1), RI (1), SC (3), SD (1), TN (4), TX (7), UT (10), VA (1), VT (3), WA (2), WV (1), WI (1), WY (3)



JWST STEM Innovation Project
Bryant Middle School
Bryant, Arkansas

Student Quote: "...we actually get to use our AutoCad program to **design the telescope like the professionals**."
– Erin Chappel

Educator Quote: "...specific parameters were in place incorporating a **real life project**. The students exceeded my expectations and created projects far beyond eighth grade capabilities." – Mr. Jason Price