

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.

Intent to Release Draft CAN for NASA Science Mission Directorate (SMD) Science Education

- 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.



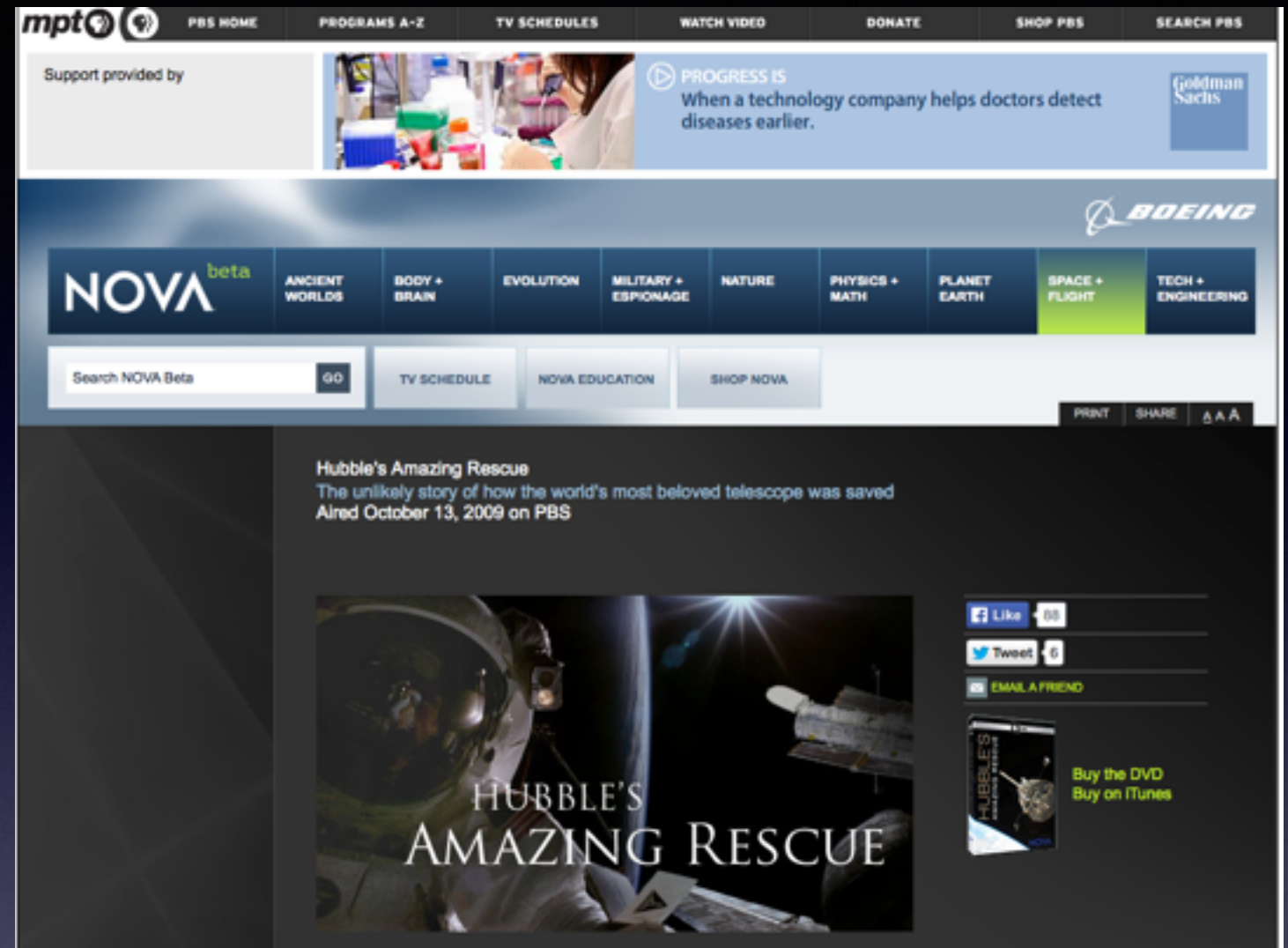
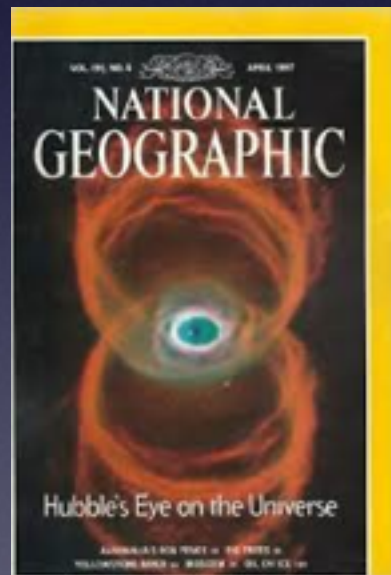
Products for Museums & Science Centers

National Distribution

Documentaries, Books and Special Articles



Microsite HST interactive timeline,
public perspective, videos,
visualizations



TASCHEN



eBook

25 Images

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

Release Date

Week of April 24

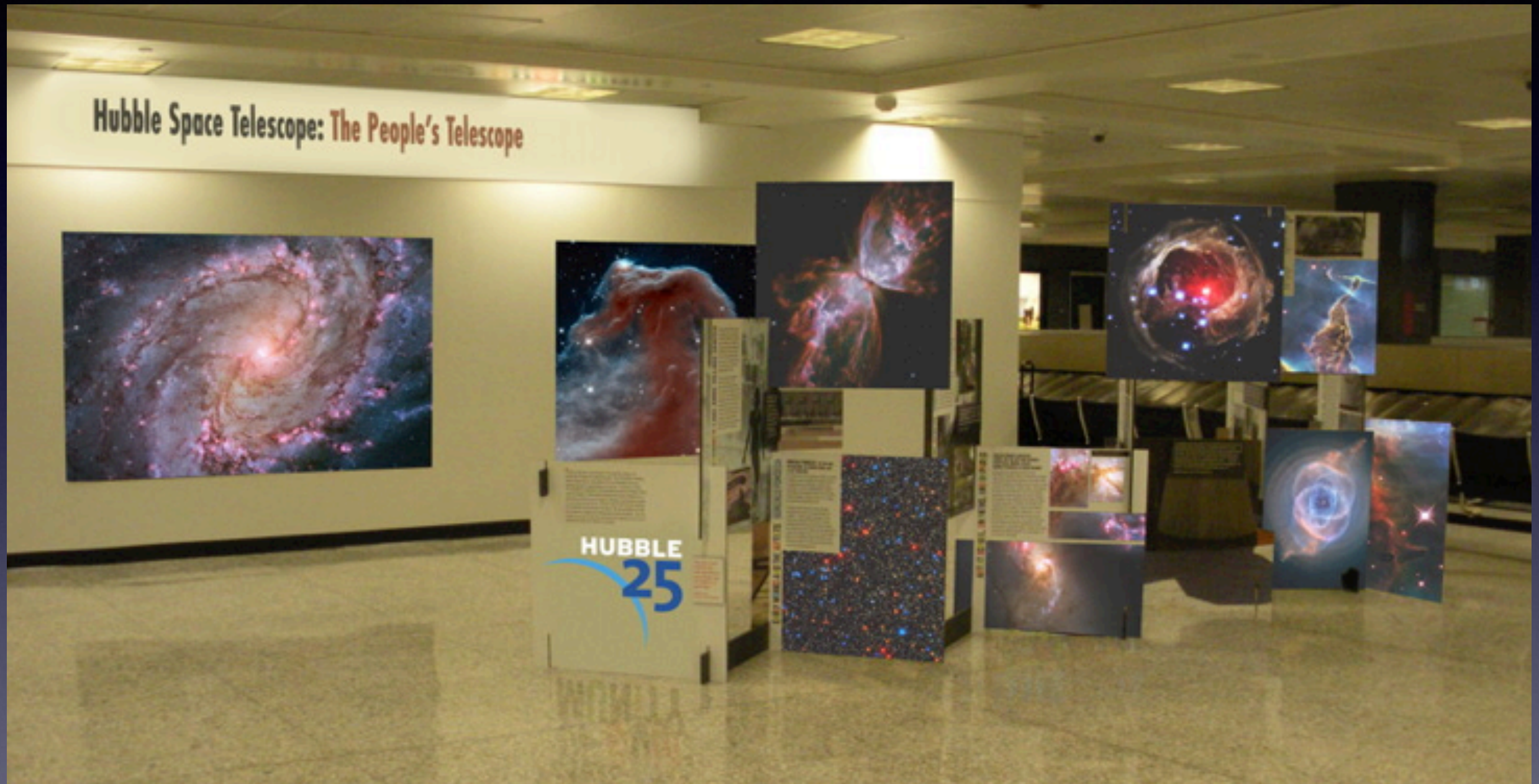
**2013 i-Books
Downloads to date
HST: 226,243
JWST: 24,267**

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



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



- 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

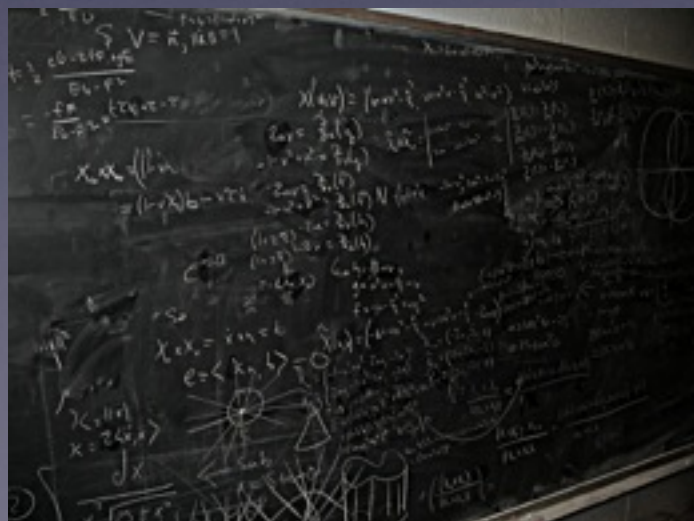
Major Outreach Events



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.



Planetarium short segments distributed nation wide



A National Geographic Documentary

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

Spring Symposium at STScI

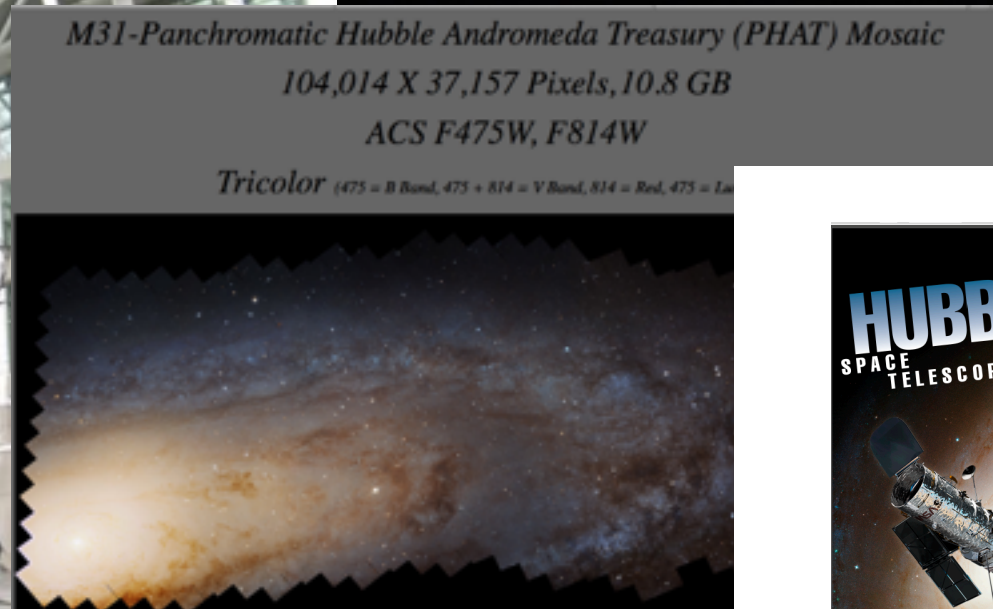
Bahcall Lecture

- NASM (April 22)
- STScI (April 23)
- GSFC (April 24)

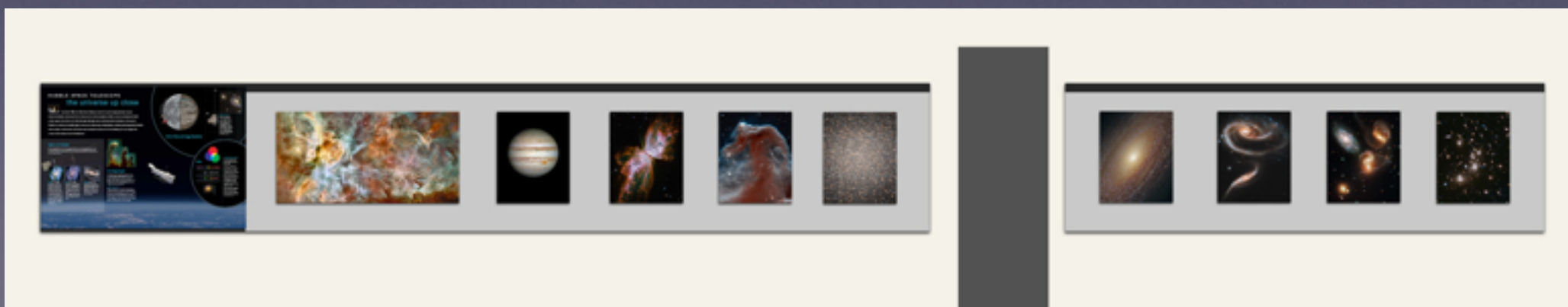




2015 AAS Meeting - Town Hall, Exhibit



2014 DPS Meeting



New exhibit at the NASM

Welcome to the HST Cycle E/PO Grant Program Website

Deadline for submission is Wednesday, 27 August 2014, 5pm Eastern Daylight Time (EDT)

The National Aeronautics and Space Administration (NASA) and its Science Mission Directorate (SMD) have established a comprehensive approach to providing education and public outreach (E/PO) to enhance the public's understanding of space science. NASA and the SMD have incorporated these objectives as integral components of all missions and research programs. The documents that establish the basic E/PO policies and guidelines for NASA and the SMD are as follows:

- [Strategic Coordination Framework: A Portfolio Approach](#)
- [Explanatory Guide to the NASA Science Mission Directorate Education & Public Outreach Evaluation Factors \(Version 3.1, updated November 2010\)](#)
- [SMD Education and Public Outreach Program Strategy](#)

These documents can also be found at the [NASA Science > For Researchers > Education & Public Outreach site](#).

In accordance with NASA SMD E/PO policies, 2% of the Hubble Space Telescope (HST) Cycle 22 budget has been allocated for E/PO funding. Space Telescope Science Institute (STScI) is announcing the opportunity for accepted HST Cycle 22 General Observers, Archival and Snapshot (GO/AR/SNAP) researchers and current Hubble Fellows to submit a proposal for an E/PO supplement to the parent research program. HST Cycle GO/AR/SNAP programs from previous cycles and Guaranteed Time Observers (GTO) are not eligible for an HST Cycle 22 E/PO supplement.

The spirit of the HST Cycle E/PO Grant Program is to encourage collaborative efforts between professional astronomers/space scientists and professional educators that would broaden the knowledge and understanding of the latest discoveries of the Hubble Space Telescope. The HST Cycle 22 E/PO proposal must have clear intellectual linkage to the science and/or science theme of the parent research program(s).

There are three HST Cycle 22 E/PO funding categories:

- **Individual** -- An HST Cycle 22 GO/AR/SNAP Principal Investigator or Co Investigator may request up to \$20,000 for an E/PO program. A current Hubble Fellow may also request up to \$20,000 for an E/PO program.
- **Teamed** -- A maximum of three (3) science research programs can team together, including current Hubble Fellows, at \$20,000 each, for up to \$60,000. (See Exceptions and Previous Funding in the CFP)
- **Treasury** -- Programs may request up to \$50,000 but are not able to request a larger funding amount through a teamed effort.

The HST Cycle 22 E/PO Call for Proposals is now available. Please review the [Call for Proposals](#) page for more details and information about how to complete and submit your proposal.

Submission deadline is Wednesday, 27 August 2014, 5pm Eastern Daylight Time (EDT).

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