

2020



EARTH SCIENCE
APPLIED SCIENCES

Applied Sciences
Program Communications

ANNUAL SUMMARY

TABLE OF CONTENTS

Introduction	3
The Communications Team	4
Where We've Been, Where We Are	6
Milestones	9
Redesigned Applied Sciences Program Website Launch	10
Applied Sciences Week	15
Success & Progress	16
Measuring Against Our Principles	17
Stories Are Our Building Blocks	18
Exploit Unique Assets	22
Make Earth Science for Everyone	23
Mature Communications Platform	24
Reflections & Looking Ahead	25
Website and Enhancements	26
NASA Communications Campaigns	26
Food & Drink Campaign	26
Signature Stories Campaign	27
ESD Inclusion in Storytelling	27
Program-wide Email Newsletter Strategy	27

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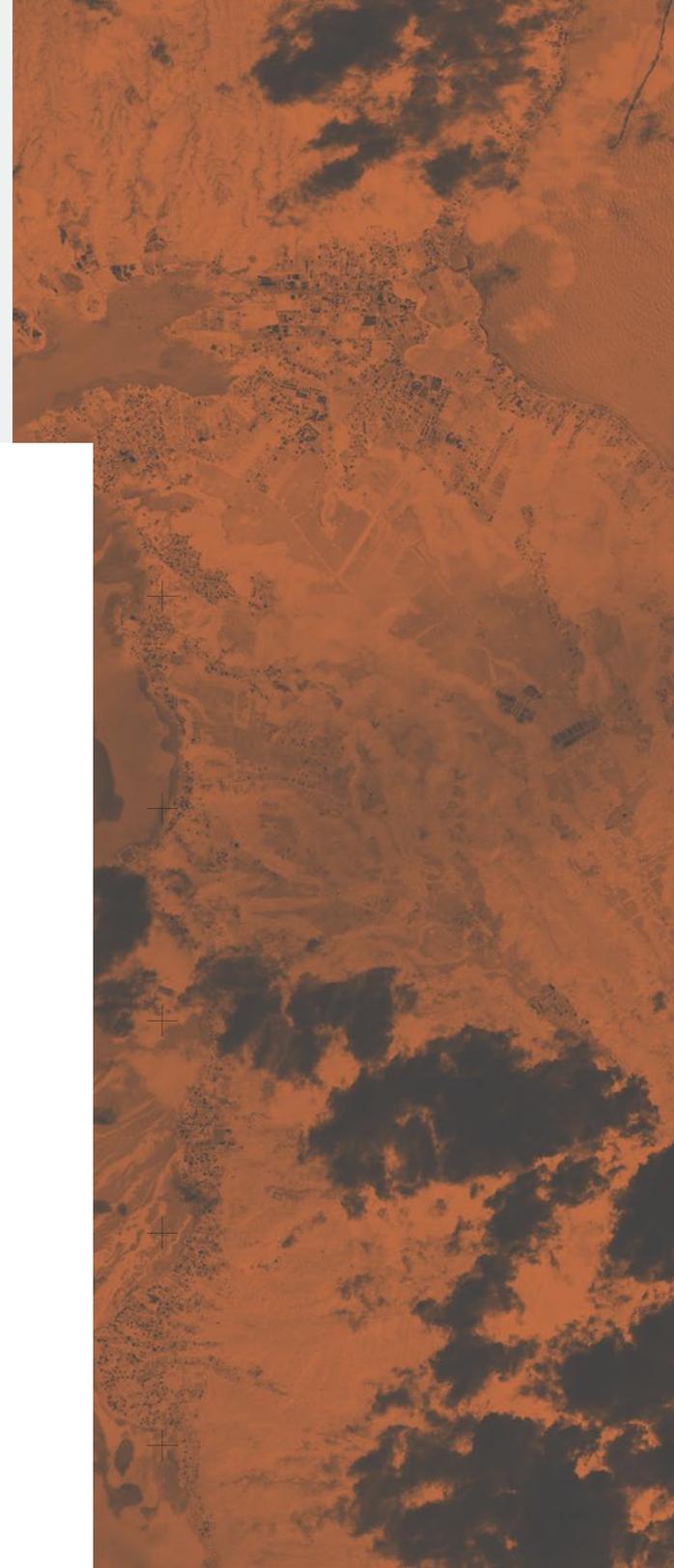
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INTRODUCTION

The NASA Earth Applied Sciences Program has a powerful story to tell about using satellite data to help solve challenges we face on Earth. Over the last 12 months, the communications team wrote profiles, stories and news articles, conducted trainings, led workshops and developed unique creative assets to share these stories with audiences around the world. And we've seen exciting progress and award-winning success from those efforts.

The communications team is an embedded, collaborative partner to the Applied Sciences Program including each of the six program areas and related program elements. The Applied Sciences Communications Strategy guides our work. With every opportunity, we strive to create awareness of and engagement with the Program through compelling storytelling that spotlights real people, celebrates partners' achievements and features fresh voices to reach new audiences.

Our goals are in alignment with the NASA Office of Communications (OCOMM), Science Mission Directorate and Earth Science Division (ESD). In 2020, we worked to make these goals a reality by introducing efficient processes and strengthening our relationships within the Program and with the larger NASA team. Our 2020 successes laid the foundation for future opportunities.



THE COMMUNICATIONS TEAM

The communications team has three full-time staff members:



McRae Lent
Project Manager

Leads the team in development of comprehensive, coordinated communications products and ensures that all efforts align with the Program's strategic plan and objectives.



Aries Keck
Communications Lead

Leads the management of communications products, ensures alignment with NASA priorities and advocates for Applied Sciences inclusion in all NASA efforts.



Lia Poteet
Communications Specialist

Specializes in storytelling to engage new audiences, ensures Applied Sciences program managers' involvement and review of communications products and works across teams to build long-term narratives.



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In addition to dedicated staff, U.Group designers, developers, copywriters and strategists round out the communications team providing full-service, integrated support across the Program.



BLOG ILLUSTRATION

I want only [your] help on this [project] because of all the people I've worked with—you seemed invested. You did your own research, you cared about telling these stories. Very different from anyone else.

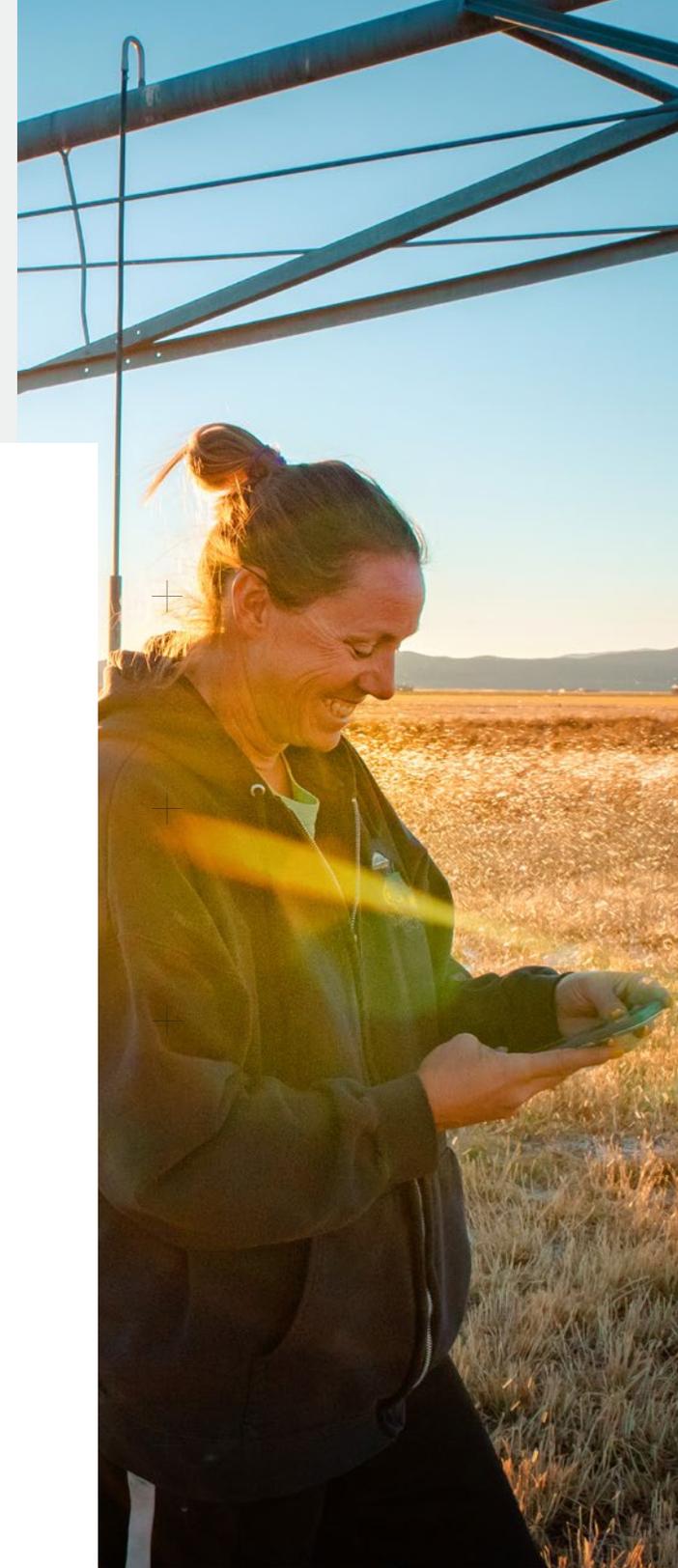
— CATHERINE NAKALEMBE
East Africa lead for NASA Harvest and a SERVIR Applied Sciences team scientist

WHERE WE'VE BEEN, WHERE WE ARE

2020 was no ordinary year. The COVID-19 pandemic changed life as we knew it — many of us began working remotely full-time and conferences, meetings and casual meetings over coffee went virtual. As a team, we had to rethink what communications looked like as the world shut down. While many outputs of our work are digital, we had to refactor meeting and conference logistics, reimagine collaboration sessions and create content that stood out as our lives became fully virtual.

This past year put the need for Earth science and communications into clearer focus as COVID-19 swept the globe. NASA Earth leapt into action, funding projects to help understand and address the virus. Our team supported and facilitated amplification efforts by writing stories and interviewing scientists who were on the ground floor of the global health community's response to the pandemic.

Despite the many unforeseen challenges of the past year, we still produced over 100 stories, hosted multiple events, completed a variety of impactful projects across the portfolio and even won a few awards along the way.





PHASE PROGRESS

The Communications Strategy outlines a phased approach to set communications milestones and challenging, achievable targets. We are concurrently making progress in the first two phases.

2019-2024: Putting Data to Use

Goal: Expand awareness of the Program among all audiences to facilitate greater use of Earth data and resources.

Approach: Craft stories that showcase societal benefits and feature individuals, communities, organizations and partners using Earth data to make a positive impact. Strengthen relationships across NASA and throughout the scientific community to build trust and audience engagement.

2019-2022: “NASA Does That?”

Goal: Shift expectations of NASA to drive new appreciation of and engagement with potential uses or benefits enabled by NASA and Earth data. Drive the use of Earth data and Program resources, emphasizing unique opportunities to work with data, especially among untapped potential user audiences.

Approach: Build upon storytelling success to amplify awareness of each program area.

PHASE GROWTH

In support of the phases listed above, the team focused on driving awareness of the Program and its six program areas. We created a unified website platform (appliedsciences.nasa.gov) to better educate the public — and our internal NASA audience — about the Program’s work and help them engage with available resources.

The new site demonstrates both awareness and engagement growth, which makes it the best resource we have to track and collect website performance metrics at the moment. When comparing website performance since launch (March – December 2020) to the same period in 2019 (March - December 2019) there were drastic improvements.



18%

1,268%

1,054%

1,713%

AWARENESS & ENGAGEMENT

Why do these metrics matter? The increase in pages per session and return visitors indicates engagement growth, as content is compelling enough to spend more time on the site and return. The increase in total website sessions and new visitors indicates awareness growth, as the site is now a unified platform for all Program content and is more visible than ever before.

MORE PAGES PER SESSION

Average pages viewed for every website visit

MORE WEBSITE SESSIONS

Number of website visits total

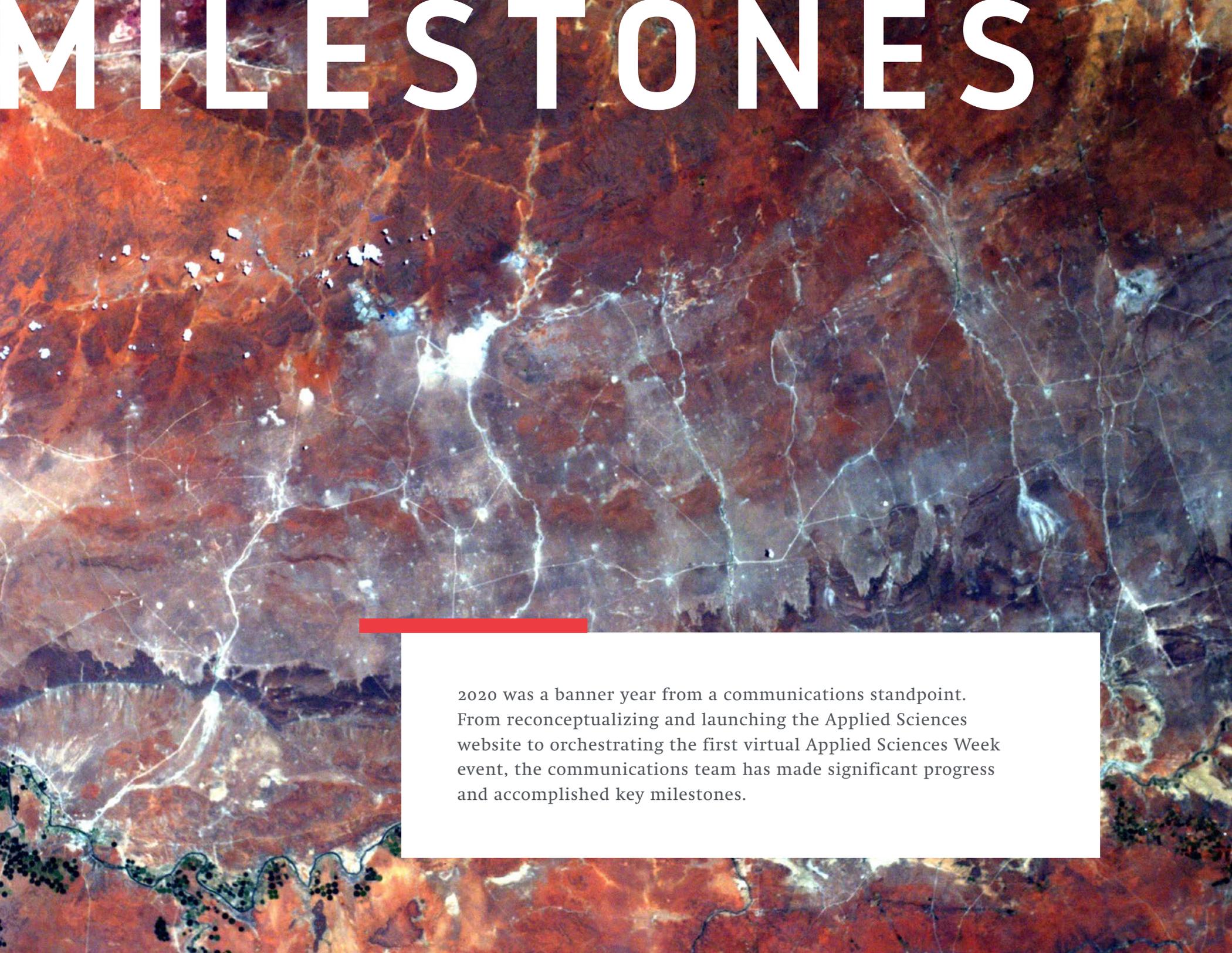
MORE NEW VISITORS

Website visits from new visitors

MORE RETURNING VISITORS

Website visits from returning visitors

MILESTONES

The background of the slide is an aerial photograph of a rugged, mountainous landscape. The terrain is characterized by deep, winding valleys and steep, rocky slopes. A prominent river valley is visible in the lower-left quadrant, with a river winding through a lush green valley floor. The overall color palette is dominated by earthy tones of brown, tan, and grey, with patches of green in the valley. A large, white, sans-serif title 'MILESTONES' is positioned at the top of the image. A white rectangular text box is located in the lower-right area, containing a paragraph of text. A thin red horizontal line is positioned above the text box.

2020 was a banner year from a communications standpoint. From reconceptualizing and launching the Applied Sciences website to orchestrating the first virtual Applied Sciences Week event, the communications team has made significant progress and accomplished key milestones.

REDESIGNED APPLIED SCIENCES PROGRAM WEBSITE

U.Group launched the redesigned (and now award-winning) Applied Sciences website in March 2020.

The website redesign addressed several challenges the previous site posed. It unified the disparate program area sites under the Applied Sciences Program “brand,” creating a more cohesive experience for Program audiences. In reimagining the site, the team developed a clear, streamlined navigation system and built a website that adheres to 21st Century IDEA, a law that requires federal agencies to provide better digital experiences for citizens by setting minimum standards for accessibility, user experience and security of government websites. The site won a platinum MarCom award in the Government Websites category.



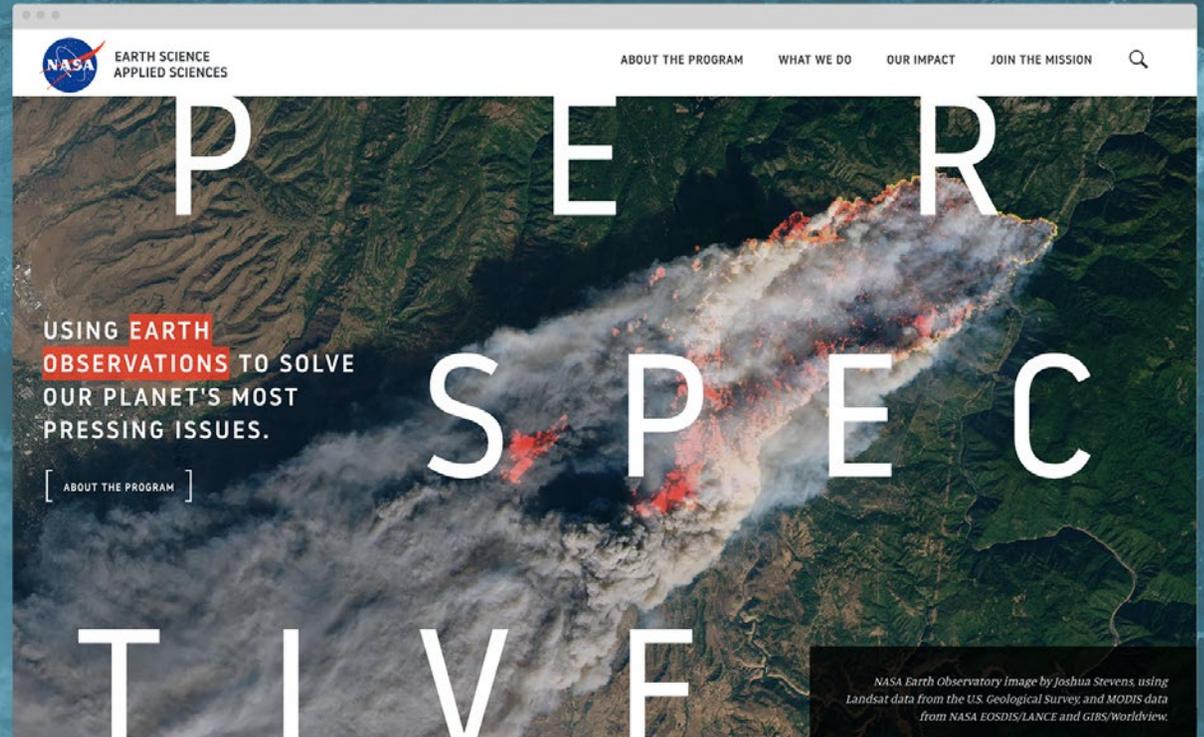
USING EARTH
OBSERVATIONS TO SOLVE
OUR PLANET'S MOST
PRESSING ISSUES.

[ABOUT THE PROGRAM]

Throughout 2020, the new site brought in 169,868 entrances, which surpasses all of 2019 by 1,277%.



MarCom Award Winner,
Government Websites



The updated site gave the communications team a platform to conduct communications activities and promote awareness of the Program.

The website was:

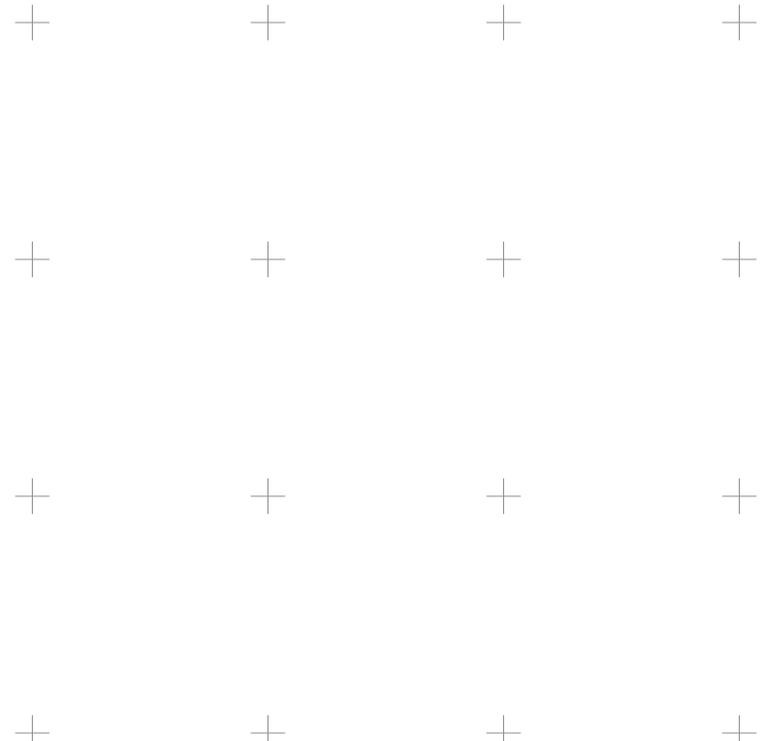
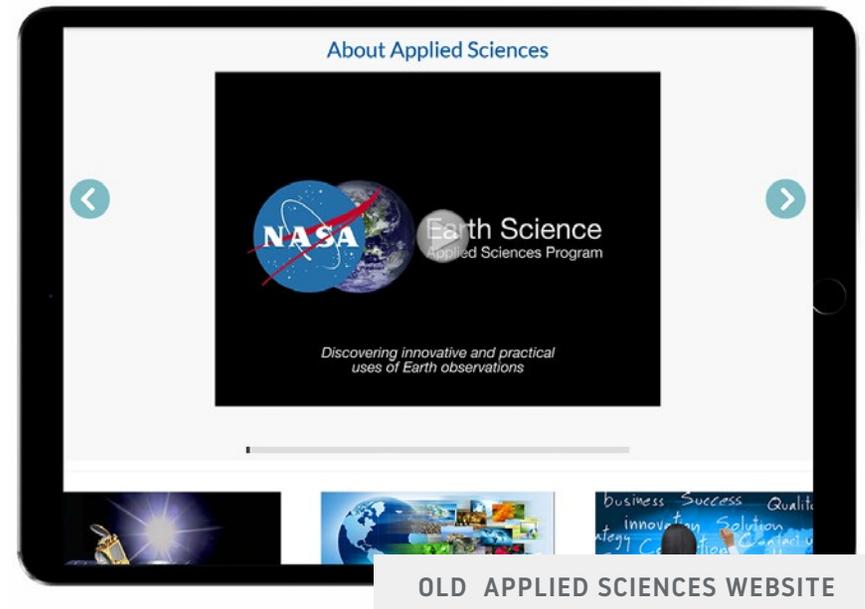
- Written for the general public with human-centered language, making the Program’s mission and activities clear to all audiences.
- Designed with a cohesive brand identity and web best practices, connecting NASA’s global identity with the Program’s web presence.
- Developed to feature resources, stories and news from across the Program, providing many opportunities for users to engage.

The refreshed content strategy has successfully made the website a hub where marketing efforts can drive traffic. Throughout 2020, the new site brought in 169,868 entrances, which surpasses all of 2019 by 1,277%.

Data from the new Applied Sciences website indicates that it is more discoverable through organic search than before. Organic search is free website traffic from search engines like Google and Bing. It’s a critical channel to any website’s success because it indicates that the site is an authoritative source and that the content aligns with users’ interests. Users who come from organic search have expressed specific interest for the content and are more likely to engage with it.

Due to the optimized content and design of the website, organic search metrics have drastically improved compared to the previous site.

- Website visitors from organic search grew by 480% (26,933 compared to 4,636 in 2019).
- Percentage of clicks that came through a search results page listing improved by 32% (3.8% compared to 2.5% in 2019).
 - The website is showing up 2501% more on search results pages than before (968,000 compared to 37,250 in 2019).
 - When the website shows up in search results, users have also clicked 284% more than before (3,620 compared to 942 in 2019).
- On average, our pages now appear up to three positions higher on search results pages than they did before.





9,674
16,989
2:09
2.12
65.9%

The website has proven its worth as a critical tool to better communicate and spread awareness. It has seen immense improvement across the board, and it gives us a better baseline to measure our success against in the future.

We will conduct a search engine optimization audit (SEO) to continue building on the website's success. Annual SEO audits are considered a best practice to maintaining a site's health. This audit will help us understand where the site is performing best for organic search and provide direction as new content is written.

AVG MONTHLY USERS

(+1,103% compared to 805 in 2019)

AVG MONTHLY SESSIONS

(+1,329% compared to 1,190 in 2019)

AVG TIME SPENT ON SITE

(+5.47% compared to 2:02 in 2019)

PAGES VIEWED PER SESSION

(+16.85% compared to 1.82 in 2019)

BOUNCE RATE

(+4.18% compared to 63.3% in 2019)



APPLIED SCIENCES IDENTITY GUIDE

We rolled out the Applied Sciences identity guide in February 2020. With its comprehensive writing and design guidelines, this guide was created to support Applied Sciences Program members in their communications efforts and ensure a cohesive communications approach. The communications team introduced and socialized the guide to ensure Program-wide acceptance of its use.

The identity guide established a framework for all Program communications and equipped Program members with writing and design guidelines as well as branded templates. This included program area icons, type treatments, fonts and recommendations for photography selection, ensuring consistency across all communications materials. With a cohesive look, feel and sound, our communications help reflect the Program's authority in the scientific community and beyond.

WEBSITE MIGRATIONS

In service of the larger web consolidation efforts, the team helped migrate Space for U.S., the Disasters website and the ARSET website into the new Program site. This effort consolidated related websites to ensure the comprehensive communications strategy could encompass all program areas. These three areas garner a considerable amount of website traffic, which is now coming to the main website to the benefit of all Applied Sciences activities.

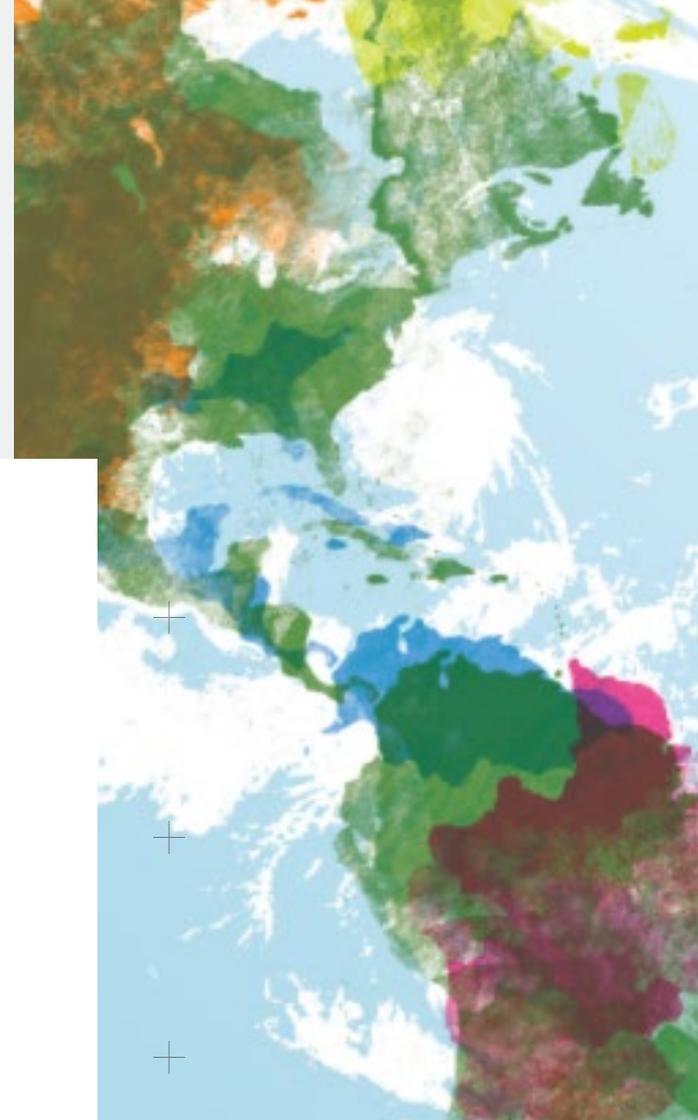
- Space for U.S. (released in August): The site located at nasa.gov/spaceforum was integrated into the back end of the appliedsciences.nasa.gov Drupal Content Management System in order to improve organic search performance of Space for U.S. content by leveraging the SEO capabilities of the updated site.
- ARSET (redirected in November): These pages received 31,480 pageviews at their new home in November and December. This is a 603% increase in pageviews from the previous two months.
- Disasters (redirected in December): By leveraging traffic to disasters.nasa.gov and migrating to appliedsciences.nasa.gov, we've seen an increase in pageviews of 193% and a 6% increase of time spent on site for these pages.

APPLIED SCIENCES WEEK

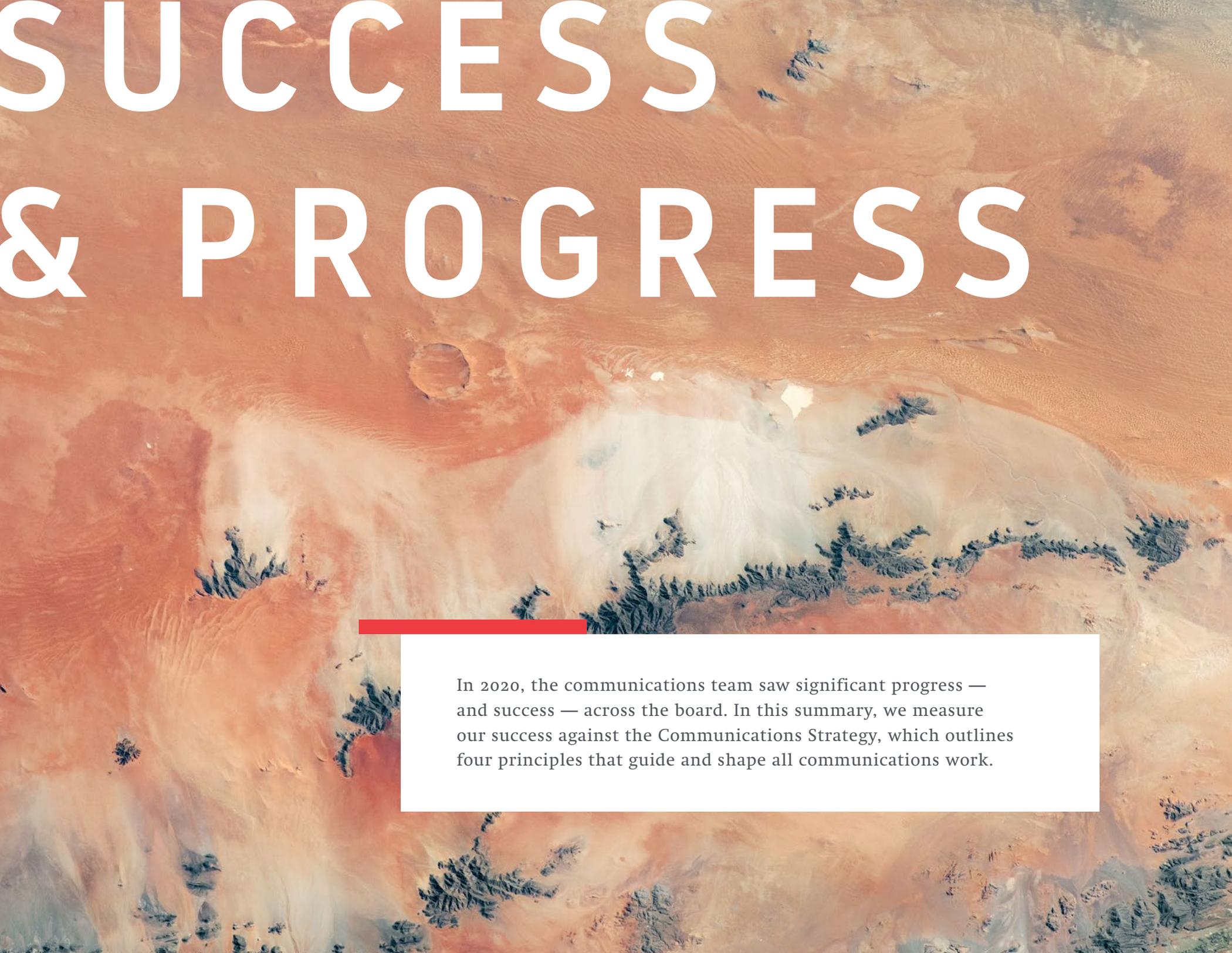
From developing the run-of-show and organizing speaker participation to live producing the overall event, we provided strategic and technical assistance to ensure the success of the first virtual Applied Sciences Week (August 2020). The event highlighted many ways that people use NASA Earth data to improve decisions, support the economy and improve the quality of life.

- Included 44 examples of work with partner organizations for Earth science applications, breakout sessions and a map-a-thon.
- Saw over 1,200 people tuned in over the week, with over 550 unique attendees and a daily average of 312.
- Served as the capstone event of the DEVELOP program's 2020 Summer Term, highlighting the work of 65 DEVELOP participants in 15 projects with 25 partners.
- Established a model for virtual conferences early in the pandemic.

Throughout 2020, our team achieved significant accomplishments to ensure the success of the communications strategy. We know there is still a lot of work ahead of us. In the "Looking Ahead" section, we outline recommendations to optimize our work moving forward.



SUCCESS & PROGRESS

An aerial photograph of a desert landscape, likely in the Southwest United States. The terrain is a mix of reddish-brown sandstone and a large, flat, white salt flat. There are some dark, scrubby bushes scattered across the landscape. A solid red horizontal bar is positioned above the text box.

In 2020, the communications team saw significant progress — and success — across the board. In this summary, we measure our success against the Communications Strategy, which outlines four principles that guide and shape all communications work.

MEASURING AGAINST OUR PRINCIPLES

We have organized the many opportunities, activities, events, trainings and products the communications team led and supported over the past year by these principles:

Principle 1: Stories are our building blocks

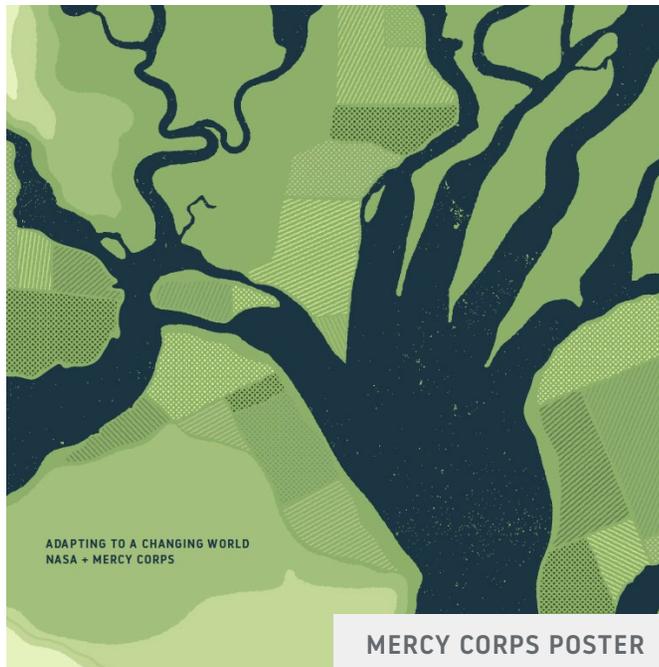
Principle 2: Exploit unique assets

Principle 3: Make Earth science for everyone

Principle 4: Mature communications platform

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STORIES ARE OUR BUILDING BLOCKS

Stories are at the center of our work. We've seen the magnetic effect of telling stories about real people and real issues. In 2020, four of the top 10 most read articles on the website were about people. By spending nearly double the amount of time on these articles as compared to the site at large, we know audiences are not only viewing this content but reading it. Our team's effort to find, write and amplify these stories translates to continued awareness and attraction to the site well beyond their individual publish date.



SERVIR-ing Up New Opportunities

Emil Cherrington (August)
Time on page: 4 min, 56 sec



Advancing Earth Justice by Way of Space

Danielle Wood (April)
Time on page: 4 min, 32 sec



Improving Disaster Response with Satellites that See Through the Clouds

Sang-Ho Yun (July)
Time on page: 4 min, 4 sec



Braving the Storms for Puerto Ricans' Health

(November)
Time on page: 3 min, 18 sec

In 2020, we strengthened relationships with Program members and partners, NASA interns and key personnel across the NASA community to better identify projects and people to highlight in our communications efforts. This led to a series of successful activities such as:

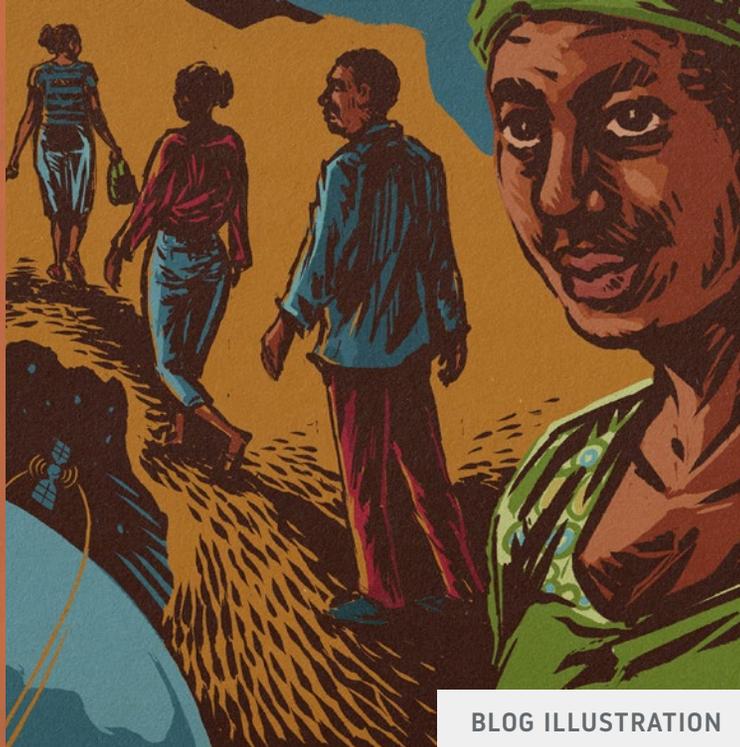
- Defined our storytelling approach to develop a package of communications products that together provide story information to the various internal and external audiences.
 - Part of this strategy is often pairing NASA.gov or Earth Observatory features with appliedsciences.nasa.gov stories to provide additional details about specific data sources, users and collaborating organizations. Examples: NASA.gov: A Steady Drip with NASA Satellites + appliedsciences.nasa.gov: Keeping a Dry Eye on Drought in East Africa
- Became a trusted and reliable resource for other NASA communications efforts across the agency, incorporating data users and details into other groups' written materials, providing content for larger NASA initiatives and sharing content for NASA Centers about Applied Sciences work. Communications collaborators include, but are not limited to, the ESD Research & Analysis Program (R&A), Earth Observatory, Earth Science News Team and NASA Marshall and Langley Center communication teams.
- Established a consistent cadence for publishing stories.
 - Published 100+ stories on the appliedsciences.nasa.gov site
 - Published 25+ stories on the NASA.gov site
- Incorporated visual assets to enhance storytelling.
 - Designed visual assets to enhance storytelling, including infographics and custom illustrations
 - Developed various Program-wide strategic reporting documents, including Annual Summary covers and the 2021-2026 Strategic Plan using the established Applied Sciences identity
 - Designed a set of custom graphics for NASA Global Partnership efforts with MercyCorps, in particular for their Resilience Roadshow series
 - Created additional brand elements for related activities, including iconography for DEVELOP and SERVIR, as well as the Earth.Science.Action. poster that was adopted by ESD leadership

It's amazing
how much rich
and accurate
information you
have. Excellent...
Thank you for
proposing this
article.

— PABLO MÉNDEZ-LÁZARO
Professor at the University of Puerto Rico
Medical Sciences Campus in San Juan

First, can I just say a huge thank you to you for all of your help, your great questions, and thoughtful perspective. Finally, everyone loves the artwork. That was a serious home run. Mercy Corps is excited about using it further... You have been helping me build all of the materials for this partnership from the ground up... can I continue to work on this with you after the event?

— SHANNA N. MCCLAIN
NASA Global Partnerships Manager,
Risk Reduction & Resilience Lead



BLOG ILLUSTRATION

- Migrated the USGEO Jazz Observatory experience into <http://us-geo.org/> to reach more audiences outside of the 2019 conference.
- Migrated Space for U.S. to appliedsciences.nasa.gov and provided about 100 enhancements as needed throughout the year.

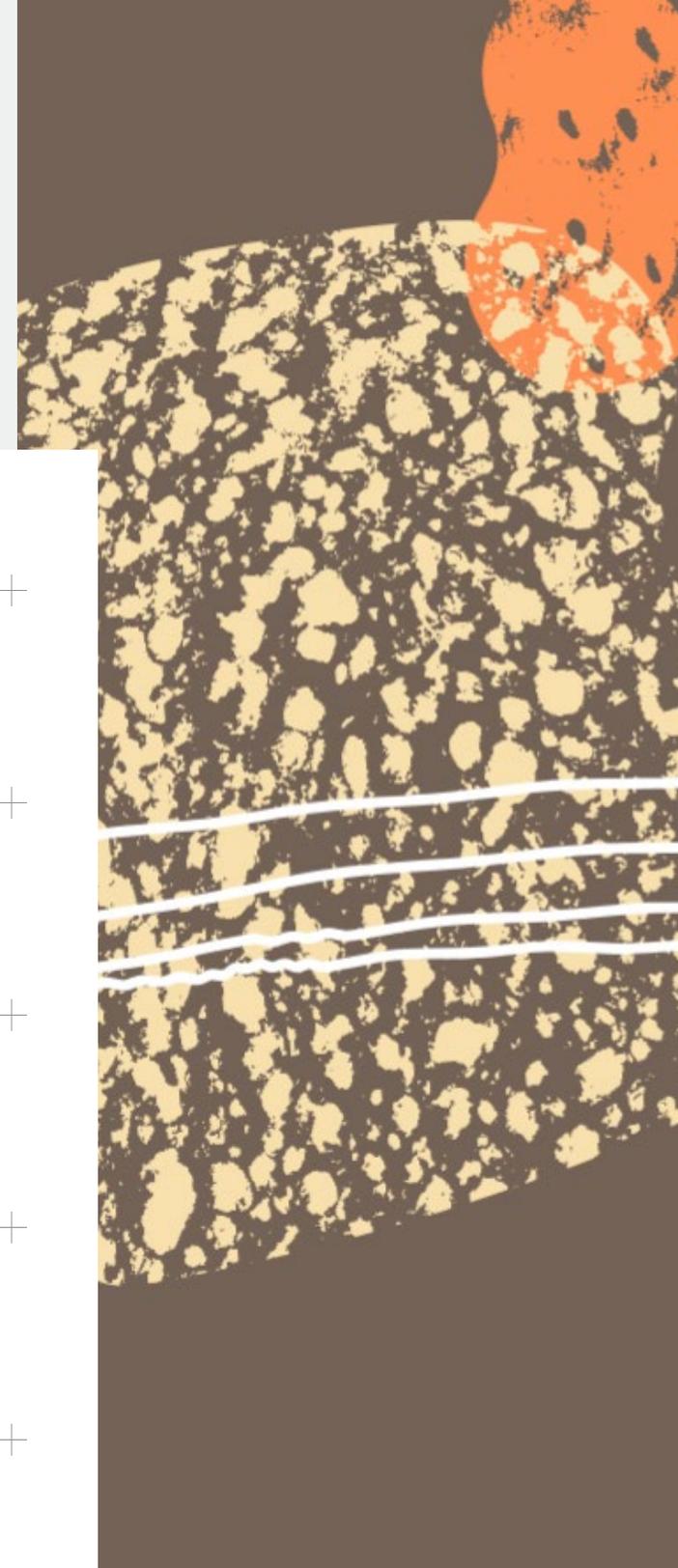
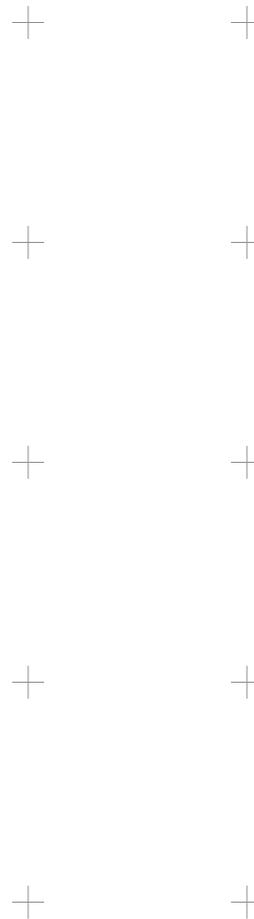
Stories are the foundation upon which we've built our strategy, and we've seen success. In 2021, we plan to continue identifying, developing and amplifying stories to promote awareness of the Program and the many uses of Earth data. We aim to produce more impact and user-focused stories, as well as find connections between Applied Sciences and other areas of ESD.

This year, we want to build on our success in marshalling NASA resources to share our stories by increasing our outreach efforts to non-NASA resources, connecting with external media outlets and story development stakeholders. We seek to clarify our requests for internal and external partners to better maneuver around competing priorities that slowed progress last year and limited media connections.

EXPLOIT UNIQUE ASSETS

The Applied Sciences Program community is expansive — and it's also the Program's most unique asset. With passionate scientists, local stakeholders and global partners using Earth data to solve problems around the world, the Program's story is a compelling one to tell.

Over the past year, the communications team has worked to identify, establish and maintain relationships with members of this community. These relationships have helped us surface story leads and embedded us deeper in the Program.



In 2020, we've:

- Organized monthly communications meetings with each program area, which in addition to discussion of the communication team's efforts, also facilitates discussion and collaboration within the program area.
- Staffed various virtual NASA events and helped maintain connections during the pandemic.
 - Applied Sciences retreats
 - American Geophysical Union's storytelling event Ignite@AGU
 - Applied Sciences Week
 - SERVIR content analysis
 - SERVIR digital communications workshop
 - Story Slam
 - Esri Fed GIS conference
 - Program area annual meetings
- Used a variety of communication tools to vary the format and focus of storytelling efforts.
 - Focused on telling stories from the point of view of a data user
 - Promoted Space for U.S., connecting with NASA OIIR and Legislative Affairs to see where we can fill gaps and tailor content
 - Employed communication team's established relationships across NASA to promote Program work on various social media platforms, resulting in 82 Facebook posts, 139 tweets and six Instagram posts
 - The exhaustive list of accounts that featured the Program's work include:

NASA: NASA Earth, Women@NASA, NASA Goddard, DEVELOP National Program, NASA Hurricane, NASA es, NASA DEVELOP, NASA Landsat, NASA Ames, Dr. Thomas Zurbuchen, BZGeo (Emil Cherrington), NASA Kennedy, USDA_ARS, SERVIR Global, NASA Marshall, NASA Exhibit, NASA Globe, NASA Ice, NASA Harvest, Karen St. Germain, Bradley Doorn, NASA People, NASA HAQAST, Africa Science (Africa Flores) and Sandra Cauffman

- External: MIT Media Lab, Trout Unlimited, UW Engineering, NBSAP Forum, OpenET, Fred Krupp (EDF President), DRI Science, ODU Fishing, TU Science, UNDRR and American Geophysical Union

These relationships are a facet of another unique asset at our disposal — the Applied Sciences Program identity. The “brand” uses plain language, spell-binding visuals and stories about real people. By consistently applying the Program brand across everything we do, the communications team creates a seamless, welcoming experience for the audience.

People are one of the Program's strongest assets. Throughout this summary, we've reiterated the importance of human-centered stories, which is recognized in the Communications Strategy. These stories, the people they feature and the way we write articles are all unique assets we use daily. The communications team harnesses Program members' notoriety by connecting their stories to the Program brand, tapping into new audiences that may not have engaged with the Program before. This can be seen by the fact that specific people are being searched for by name and driving people to the Applied Sciences website, growing the awareness of the connection between NASA and people.

Examples of specific names found within the website's organic search data include:

- Helena Chapman: Identifying Opportunities with Helena Chapman
- Emil Cherrington: SERVIR-ing Up New Opportunities with Emil Cherrington
- Ricardo Quiroga: Ricardo Quiroga: Building Disaster Resilience Throughout the Americas
- Nancy Searby: Nancy Searby Receives GEO Excellence Award

In 2021, we see an opportunity to further develop key relationships, amplify awareness of the Program brand and grow our repository of human-centered profiles.

MAKE EARTH SCIENCE FOR EVERYONE

The Applied Sciences Program community is expansive — and it’s also the Program’s most unique asset. With passionate scientists, local stakeholders and global partners using Earth data to solve problems around the world, the Program’s story is a compelling one to tell.

From monitoring air quality after volcanic eruptions to understanding how Earth data helps make a more sustainable cup of coffee, we write stories that appeal to a large general audience — an audience that may not realize they’re reading a NASA story until they end up on the appliedsciences.nasa.gov site.

When searching the web, many users include “NASA” in their search queries. Queries like “nasa applied sciences,” “nasa arset training” and “nasa applied remote sensing training” are just a few examples of many that bring the Applied Sciences website to the top of search results pages. It is crucial for the site to show up in NASA-related searches — something that the site is successfully doing.

More importantly, many users get to the site when searching unbranded keywords, which indicate unfamiliarity with NASA Earth’s work until seeing NASA appear in search results. Examples of unbranded keywords driving these new audiences include “remote sensing in agriculture,” “recent oil spills 2020,” “fundamentals of remote sensing” and even Spanish keywords like “radar de apertura sintética.”

Clearly, the site is attracting both a scientific audience that is aware of NASA and one that is newly acquainted with the Program.

Additionally, while we continue to leverage NASA’s network of social media accounts to amplify stories and garner page views, the growth in content and topics are now securing these new and recurring visitors organically through keyword searches. For example:

- Sang-Ho Yun: Improving Disaster Response with Satellites that See Through the Clouds, which was published in July, saw more traffic from organic traffic (35%) than from social (23%).
- Managing the Navajo Nation’s Water Resources with NASA Data, which launched in December, saw more organic traffic (31%) than social (18%).

These examples have relied less heavily on social media compared to articles that were published as the site gained its newly launched momentum. For example, the article Danielle Wood – Advancing Earth Justice by Way of Space, launched in April and saw less organic traffic (12%) compared to social (35%) and referral (12%).

This trend demonstrates that the site has reached the point where it can stand on its own and let the content sing. Additional marketing and communications outreach efforts will certainly continue to boost awareness, but it is clear that the communications team has been successful in building bridges between the Applied Sciences Program and the many audiences we hope to reach.

MATURE COMMUNICATIONS PLATFORM

From a Program-wide Story Slam event in April to development of Program Area Communications Plans, the communications team has seen exciting growth, progress and success in maturing communications skillsets across the Program.

We've developed communication tools, like an editorial calendar, a Communications Strategy and identity guide, to equip communicators with everything they need to write for the Program. We've conducted trainings and assessments, like the PM communications measurement matrix, to help program managers assess their storytelling capabilities. We've provided mentorship to NASA interns, like Lisette Melendez, to assist in their growth and success as communicators.

Wherever there is an opportunity to support the Program community in learning how to better communicate their work and explain the impact of Earth data — the communications team is there.

And to ensure we're providing equal and exceptional support across all program areas, we've looked at our own tools and processes to optimize our workflow and enhance efficiencies. We've employed tracking tools like Trello to maintain our editorial calendar that spans across all six program areas. We've scheduled recurring weekly meetings to track our progress and chart next steps. We've established a monthly reporting cadence to capture compelling statistics that help us understand the results of our communications efforts. And our team's collaboration has continued remotely through tools like Mural, a virtual whiteboard that inspires brainstorming sessions.

Great job hosting
[Story Slam] today!
What a wonderful
event. Besides
prepping folks
for better
communication,
it was a nice event
to inform each
other about what
we are doing in our
individual silos.

— KEITH GADDIS
Deputy Program Scientist for the
NASA Earth Science Biological Diversity and
Ecological Forecasting program areas

An aerial photograph of a coastline, showing a mix of teal and brownish-green colors. The water is a deep teal, while the land and some shallow areas are a darker, more textured brownish-green. The coastline is irregular, with many small inlets and peninsulas. The overall tone is somewhat somber and reflective.

REFLECTIONS & LOOKING AHEAD

In 2020, we used the Communications Strategy to guide our approach for every activity and opportunity to amplify awareness and understanding about the Program. While we did see areas of success, we want to acknowledge that there were some activities that didn't go exactly as planned.

Timing

As we identified more stories and enhanced our storytelling training efforts, we increasingly found that factors outside our control affected our deadlines. For example, scientists in the field would understandably need weeks of time to review materials. Looking ahead, having a robust pipeline of stories will allow us to hit pause when needed and turn our attention to other articles on different subjects. We are also clear about deadlines and expectations on our subjects and reviewers so they can take their own work schedules into account.

Media Outreach

Our previous efforts to conduct media pitching and outreach were often stopped at the ESD level and within OCOMM for a variety of reasons. Now, building on the increased trust and goodwill the Program has with ESD, OCOMM and NASA Center communications offices, we have a path forward for media outreach. We are already seeing benefits in being asked to supply possible interview subjects when media make inquiries to OCOMM. Our ongoing “Meet and Greet” meetings with Center communications staff have led to a better understanding of the materials and contacts Center media offices have in their locales. As evidenced in the upcoming Food and Drink communications campaign, there is also now an increased effort in ESD and OCOMM to include and embed media outreach as an integral part of a communications plan whereas in the past, it was often an afterthought.

Program Communications Plans

While the monthly communications meetings with each program area have become a clear success, developing program-specific communications plans has been a challenge. This is predominantly due to the demanding schedules of the program managers and their associates. We have continued with our efforts and have seen success in moving forward.

In 2021, we hope to apply lessons learned and take our storytelling and communications efforts to the next level with the following activities:

WEBSITE AND ENHANCEMENTS

To build on the momentum we’ve seen with appliedsciences.nasa.gov in 2020, we hope to continue focusing our efforts on this owned space by migrating additional Applied Sciences content to the domain, first with the DEVELOP site. We also hope to develop a baseline from our 2020 findings to continue assessing future communications products, as well as creating program area dashboards in the Google Analytics platform to guide teams in content creation.

NASA COMMUNICATIONS CAMPAIGNS

Building on the 2020 success of fully embedding Applied Sciences communications efforts into NASA Earth science communications, in 2021 the Applied Sciences communications team is co-leading one of the ESD-wide campaigns, Food and Drink.

In 2021 there are three ESD-wide communications campaigns, Earth Day, Landsat-9 Launch and Food and Drink. The Applied Sciences communications teams are also integral in the Earth Day and Landsat-9 campaigns, providing stories for NASA.gov and concurrent Applied Sciences website content, as well as collaborating with other communicators to provide information on specific users of NASA data, information from the VALUABLES consortium and other inputs.

FOOD & DRINK CAMPAIGN

The communications team is excited to co-lead this campaign, which has already seen enthusiasm and excitement from people across NASA ESD. Until 2021, ESD communications campaigns were solely led by the Earth News Team. Along with Earth Science News lead Ellen Gray, we support the weekly F&D Working Meetings, collecting stakeholder feedback, editing content for the campaign and strategizing next steps.

To kick off this campaign, we onboarded copywriting and design support to create effective messages and branded visuals. This helped set a foundation for the larger group to work from, providing inspiration for discussion and ideas. As NASA developed the themes and messages, our expertise provided crucial phrasing and consolidating of a vast number of inputs from ESD staff and leadership. The team is embedded in all aspects of this campaign, from helping produce content to identifying audiences and strategizing media outreach efforts.

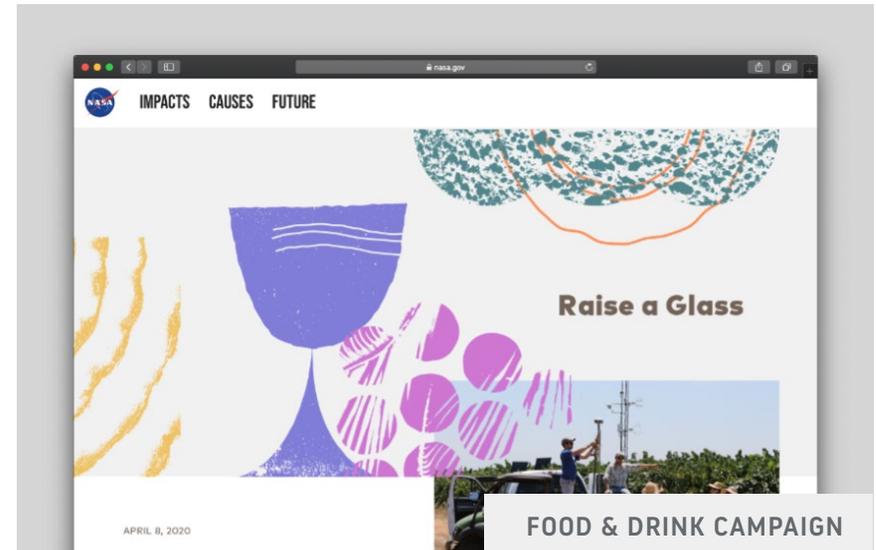
SIGNATURE STORIES CAMPAIGN

This effort focuses on having each program area program manager select one story as a premier example of their program, ensuring that we have a well-developed and vetted story that anyone can confidently use to describe the actions of the Program. Each Signature Story will be used as the jumping off point for a variety of products, including a video, written story, presentation and as the topic for each program manager's storytelling effort.

ESD INCLUSION IN STORYTELLING

Now that we've created a sustainable cadence for stories, we are expanding the content within those stories to show the connections between the Applied Sciences Program and other parts of ESD, particularly the R&A program. This effort is also a priority with our communications partners in R&A, and we've already seen success in communicating with them to understand the R&A aspects to our stories and include it in our materials.

This effort is currently underway. We recently developed a news article about how the World Health Organization updated their guidance on potentially harmful algal blooms to include Earth data. We reached out to the R&A team to ensure their work and perspective were part of our storytelling, providing a holistic overview of how the Applied Sciences Program and R&A work together across ESD.



PROGRAM-WIDE EMAIL NEWSLETTER STRATEGY

At every internal and external Program communication touch point, we want to ensure brand consistency. Program newsletters are one such opportunity.

We are currently developing a strategy to consolidate all program area newsletters onto one email marketing platform and provide a branded newsletter template. We see this strategy as a yet another chance to solidify the Program's identity and ensure brand continuity between the Program and each program area, as well as the communities they support.





In closing out 2020, we appreciated the opportunity to reflect on the success and progress of our communications activities. We're excited to charge into 2021 with a renewed understanding of where we are and what we're setting out to accomplish.



LET'S GET TO WORK

