

Proposal for a Codified Resources Document for NASA Earth Science Communicators

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Purpose

To quickly and efficiently introduce new Earth science communicators to existing communications protocols, practices and projects while increasing transparency and reducing barriers to access for the entire ESD communications community¹.

Challenge

Earth science communications at NASA is spread across multiple centers and conducted at many different levels. Often originating organically and in response to a pressing need, ESD communications positions and tasks are often difficult to keep track of and rely on individual reporting to be fully understood. However, there is currently no formal mechanism in place to collect this information. As a result, many resources and tools go unknown until an attempt is made to duplicate existing efforts, leading to confusion and an inefficient allocation of resources.

While some mechanisms currently exist to share information and bring these disparate groups together (e.g., weekly Earth Right Now telecons, monthly HQ-level ESD communications meetings, the annual ESD Communications Retreat), they often fall short of bringing new community members fully up to speed.

Proposed Solution

A codified resources document available on the internal [ESD Communications Portal](#) that contains pertinent information agreed upon by the ESD communications community to help quickly and efficiently introduce new hires to existing communications protocols, practices and projects. It will also serve to increase transparency and reduce barriers to access for all ESD communicators.

- Materials:
 - A codified resources document (either a PPT, PDF, Word Doc, etc—TBD) made available to new ESD communications hires and the existing ESD communications community
 - A small working group of individuals from across the ESD communications spectrum and NASA centers (PAOs, science writers, and specialists from internal communications, education and outreach, and digital communications) could work together to identify the most important information to include that would be relevant to all ESD communicators at all levels and across all centers
 - The document could be edited and updated annually ahead of the ESD Communications Retreat
- Proposed ESD Annual Retreat Session:
 - I propose a brief session during this year's ESD Communications Retreat to discuss a draft orientation document—circulated ahead of the retreat—to introduce the concept to the community and gather their feedback on the information contained and the overall onboarding process

¹ I broadly define “ESD communications community” as anyone who participates in internal or external communications and/or outreach of Earth science information in an official capacity, including, but not limited to: Earth science Public Affairs Officers, Education and Public Outreach officials, science writers, internal and strategic communications specialists, social media specialists, and digital communications experts, etc.