

JOUR 676 Client Briefing

January 19, 2010



According to its Web site (www.spacecoalition.com), the mission of the Coalition for Space Exploration is “to promote the importance of space exploration to the national agenda via cost-effective, high-yield public outreach activities that include both traditional and new media to help secure political support and budget resources for NASA and space exploration.”

The future of space exploration is, quite literally, in the hands of today’s college generation and those who follow. Not only will the young people of today provide the political support necessary for the continuation of this effort, but they will also become the men and women who will comprise tomorrow’s aerospace industry. President Obama launched an “Educate to Innovate” campaign last November designed to improve the participation and performance of America’s students in science, technology, engineering, and mathematics (STEM). This campaign will include efforts not only from the Federal Government but also from leading companies, foundations, non-profits, and science and engineering societies to work with young people across America to excel in science and math. According to the White House Web site (www.whitehouse.gov), “We have many great schools, excellent teachers, and successful students in America. But there are also troubling signs that, overall, our students should be doing better in math and science:

- In the *2006 Programme for International Student Assessment (PISA)* comparison, American students ranked 21st out of 30 in science literacy among students from developed countries, and 25th out of 30 in math literacy.
- On the *2009 National Assessment of Educational Progress (NAEP)* math tests, 4th graders showed no signs of progress for the first time in many years, and 8th graders tallied only modest evidence of progress. We are not advancing as we must.”

With this as a backdrop, the Coalition for Space Exploration has asked our class to focus on two primary communication goals: To encourage the nation’s pre-college aged youth to aspire to STEM-related aerospace industry careers and to build public support for an ongoing program of space exploration.

The integrated marketing agency of record for the Coalition is Griffin Communications Group of Seabrook, Texas (Houston metropolitan area). Gwen Griffin, the managing director, has 23 years of marketing experience. It includes service as director of marketing for the Kennedy Space Center Visitor Complex in Florida and as manager of public relations and promotions for Space Center Houston. She founded and grew the GCG to become one of the top five firms in Houston. It is recognized as one of the top aerospace marketing communications firms in the country. Ms. Griffin will speak to our class on Thursday, January 28. Arrangements for discussions with other pertinent officials are pending.

Eileen Hawley, whom many of you may know as an instructor in JOUR 301 or JOUR 435, is former Communications Director for NASA's Johnson Space Center and serves as a consultant to Griffin Communications Group. Her husband, Steve, is a former astronaut, a member of the Coalition's Board of Advisors and a professor and associate chair of physics and astronomy at his alma mater, the University of Kansas. Ms. Hawley will serve as the client contact. Her campus office is 2067 Dole. Telephone: (785) 864-7272. E-mail: eileenhawley@ku.edu.

Each group's plan should be based upon a budget of \$100,000. However, Ms. Griffin welcomes additional recommendations beyond that amount which groups feel are justified. (To put it another way, when it comes to imagination, the sky is the limit.)

Your client has graciously provided funds to help defray your costs. Professor Guth will discuss the specifics and the procedures to be followed at a later date.

Professor Guth will discuss the six-step planning process you will follow in class. Each group will determine most of the deadlines it will face in this process. The final plans book, collaterals and previously graded drafts are due in Professor Guth's office, 2056 Dole Humanities Center, by 5:00 p.m. Friday, April 23. Each group will present its recommendations to the client at 7:00 p.m. Thursday, May 6, in the Big 12 Room of the Kansas Union. (For *Trivial Pursuit* fans, that will be one day after the 49th anniversary of Alan Shepard's suborbital flight that made him the first American to travel in space.) Family and friends are invited.

In the meantime, live well and prosper.