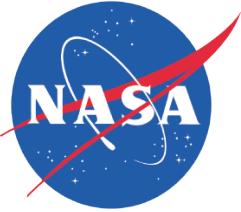




NASA achieves "out-of-this-world" results since launching multi-channel communications approach



Client Situation

The National Aeronautics and Space Administration's (NASA) vision is to reach new heights and reveal the unknown for the benefit all of humankind. NASA conducts its work in four principal organizations including Aeronautics, Exploration Systems, Science and Space Operations.

With a mission of sharing new learnings and an agency that is focused on research, there is a lot of new information coming out monthly, weekly and even daily. NASA is responsible for communicating with a variety of stakeholders including the public, educators, students, the media, and policymakers. The agency recognized a need for a communications solution capable of automatically delivering relevant updates to a large audience of individuals with unique interests.

Solution

In May 2008, NASA implemented GovDelivery, a comprehensive digital communication management solution that streamlines the process of communicating new information to all stakeholder groups. NASA Updates is a system that allows citizens to receive the information they want directly to their email inboxes through proven delivery infrastructure.

The system is designed to build a large audience for compelling content. Since launching the GovDelivery solution, NASA has chosen to leverage the GovDelivery Network by allowing NASA stakeholders to subscribe to other related government organizations, including the National Science Foundation, Environmental Protection Agency, and the National Institute of Standards and Technology, thereby broadening outreach for those organizations. Many partner organizations have, in response, begun to push their subscribers to NASA subscription topics. Network partners have a significant impact on NASA's stakeholder outreach-NASA has received 10% of new subscribers since January 2009 due to the GovDelivery Network.

Results

NASA brings the public accurate and relevant information in a timely manner for use in education, science and in appreciation of its overall mission. In February 2011, NASA was awarded the *Excellence in Communications Award* for the fourth quarter of 2010. The agency received the award for its innovative approach to communication and public service through effective channels, collaboration, and compelling content. NASA's use of digital communications engages the public each day with millions of messages about space exploration, research and weather.

In the fourth quarter of 2010 alone, NASA sent more than 100-million digital messages to its 244,000 subscribers, and more than 315-million messages over the entire year. NASA offers 40 unique subscription topics to subscribers. Popular subscription topics on the NASA website include: Image of the Day (175,000 subscribers), Breaking News (146,000 subscribers), and Moon and Mars Exploration News (143,000 subscribers).

