

National Space Grant Foundation 2.0

“The Next Generation”

Update



Kevin D. Freese

Chief Executive Officer

September 2019

THE ONES WHO ARE
CRAZY ENOUGH TO
THINK THAT THEY
CAN CHANGE THE
WORLD ARE THE
ONES WHO DO.

Steve Jobs



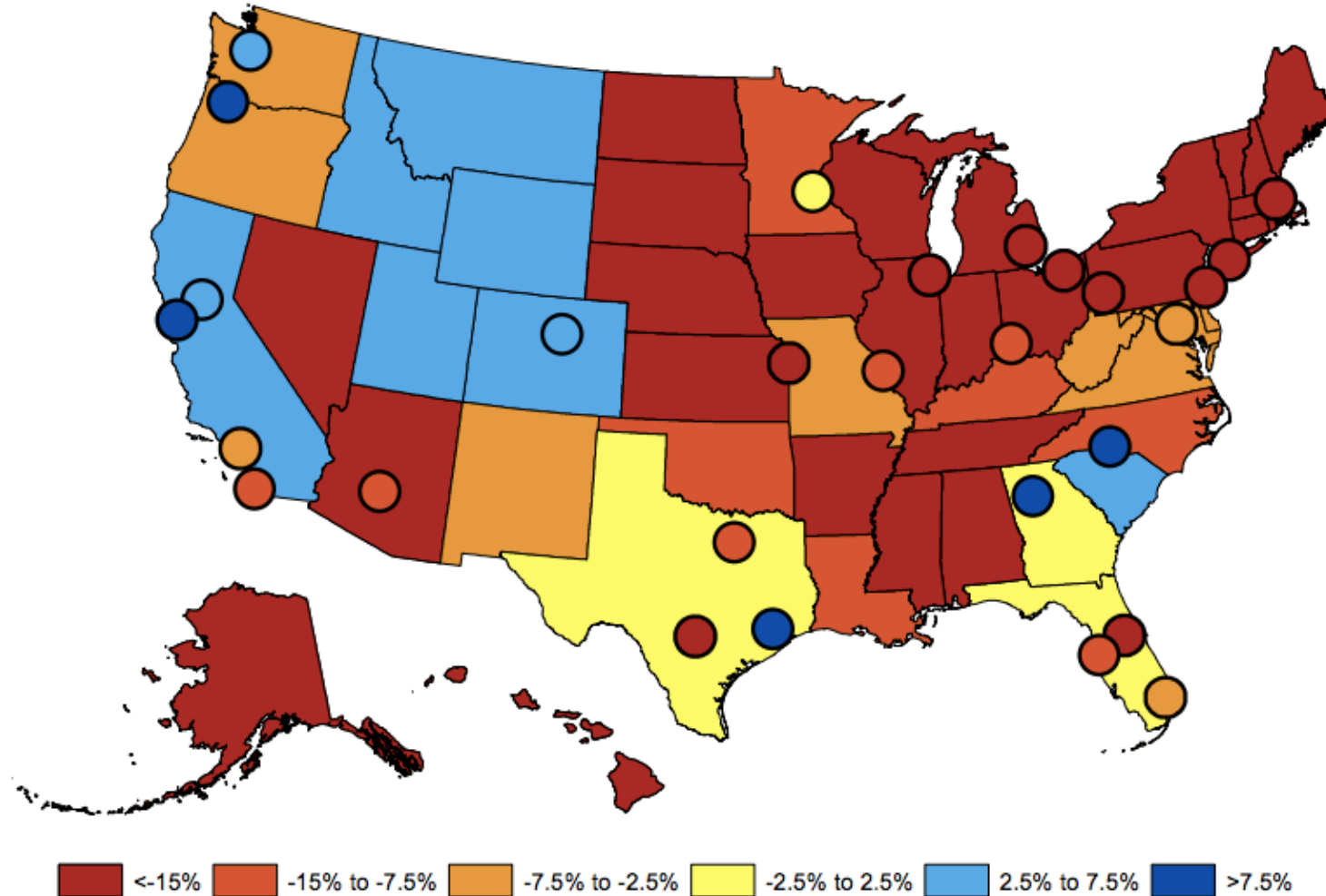
Vision

Inspiring the “next generation” to pursue education, research and careers in STEM and space related endeavors



“National” Student Population Highlights & Overview

College students predicted to fall by more than 15% after the year 2025!



Agenda

- NSGF Board Composition Changes
 - Remembering the late Dr. Darren Hitt, Chair of NSGF, Director of Vermont Space Grant Consortium – Darren Hitt Memorial FUND
 - Dr. Shawna Mc Bride, Chair of NSGF, also Director of Wyoming Space Grant Consortium
 - Dr. Jed Marquart, Vice Chair of NSGF, also Director of Ohio Space Grant Consortium
- NSGF Imperatives
- NSGF Re-branding Initiative and Website Facelift Overview
- SpaceGrantStore.com Merchandising and Donation Management
- Ready to do “The National Ask” of Corporations, Foundations, High Net Worth Donors, etc
- Endowment Performance & Management
- NASA Internship Contract Award to NSGF
- Future Actions & Timelines

NSGF Imperatives

- The NSGF “Next Generation” Focus Areas!

- Imperative 1 - Build the “Case for Support” – Programming Impact & “Needs”

- Imperative 2 – Find & Advance Synergistic Partnerships

- Imperative 3 – Services Revenue Expansion
- Imperative 4 – Grant & Donation Revenue
- Imperative 5 – Event Revenue
- Imperative 6 – Merchandising Revenue



NSGF Re-branding and Website Facelift Initiative Overview

- Identity and Re-branding Efforts gives NSGF a Fresh, Hip Look focused on Outcomes and Constituent Needs
 - Cleveland Institute of Art (CIA) Design Competition for NSGF Logo yielded new NSGF Logo
 - CIA created current NASA logo in existence today
- New SpaceGrant.org Website implemented in 2Q2019 with High Impact Graphics focused on Outcomes
 - Ultimate Space Community News Source with Themes and Resources for Assorted Constituencies with weekly content augmentation
 - Weekly Content Refresh - Content Manager position Implementation – Selection of Caitlyn Nolby, Deputy Director for North Dakota Space Grant Consortium
 - Search Function to find information for various needs
- Facebook Facelift and Update with outreach efforts weekly to drive engagement, Social Media and SEO Initiatives to drive Traffic

Cleveland
Institute of Art
(CIA) Student
NSGF Logo
Competition



The Cleveland Institute of Art

April 10 • 🌐

CIA is proud of junior Graphic Design student Michael Hyla, who won a logo design competition for the National Space Grant Foundation! Here he is pictured with his winning design and Kevin D. Freese, the Chief Executive Officer of the foundation.



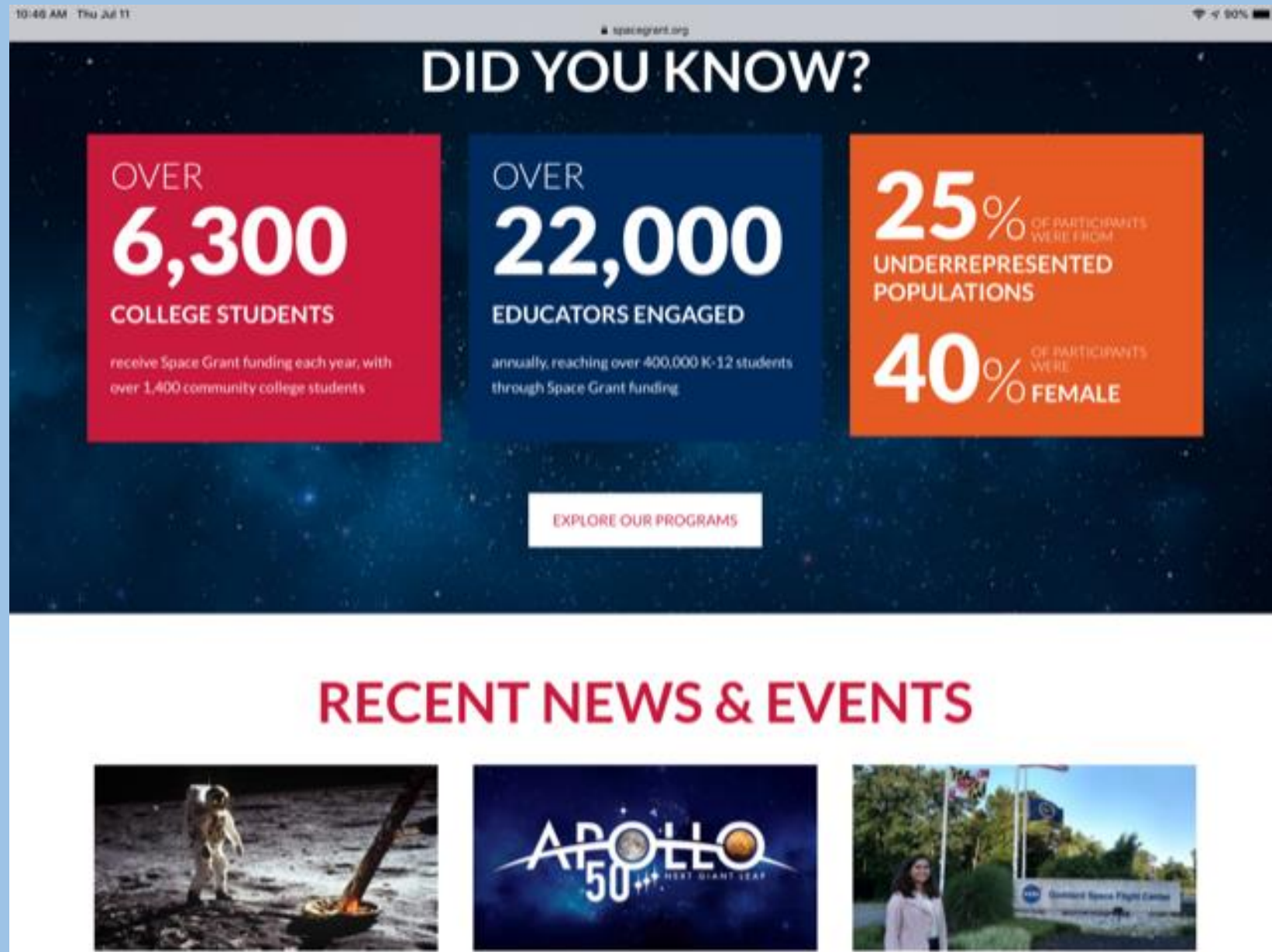
NSGF SpaceGrant.org Website “Facelift”

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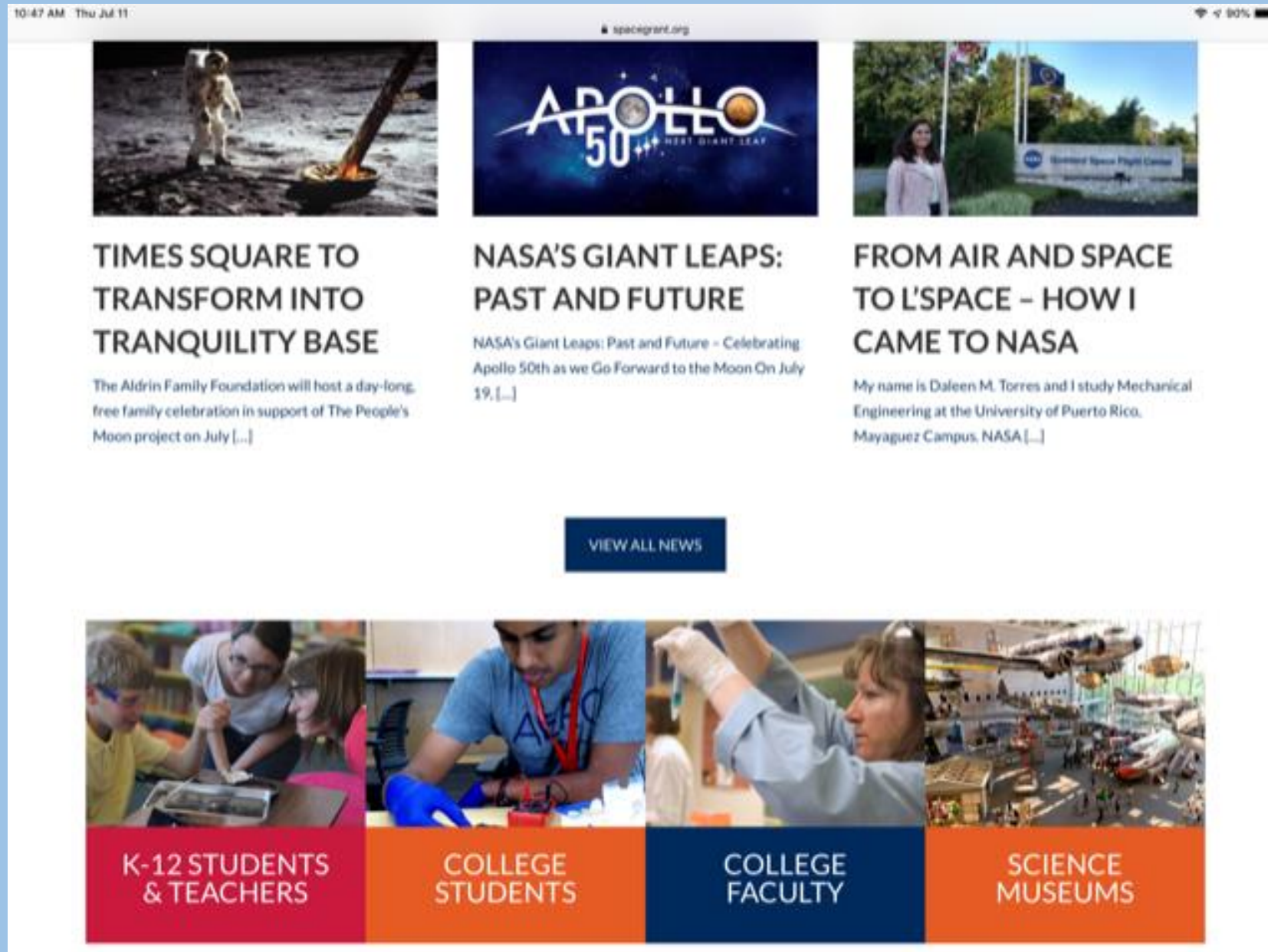
INSPIRING THE
**NEXT GENERATION
OF EXPLORERS**

EXPOSE, EXPLORE, ENGAGE, & INSPIRE
SCIENCE, TECHNOLOGY, ENGINEERING, MATH, & SPACE

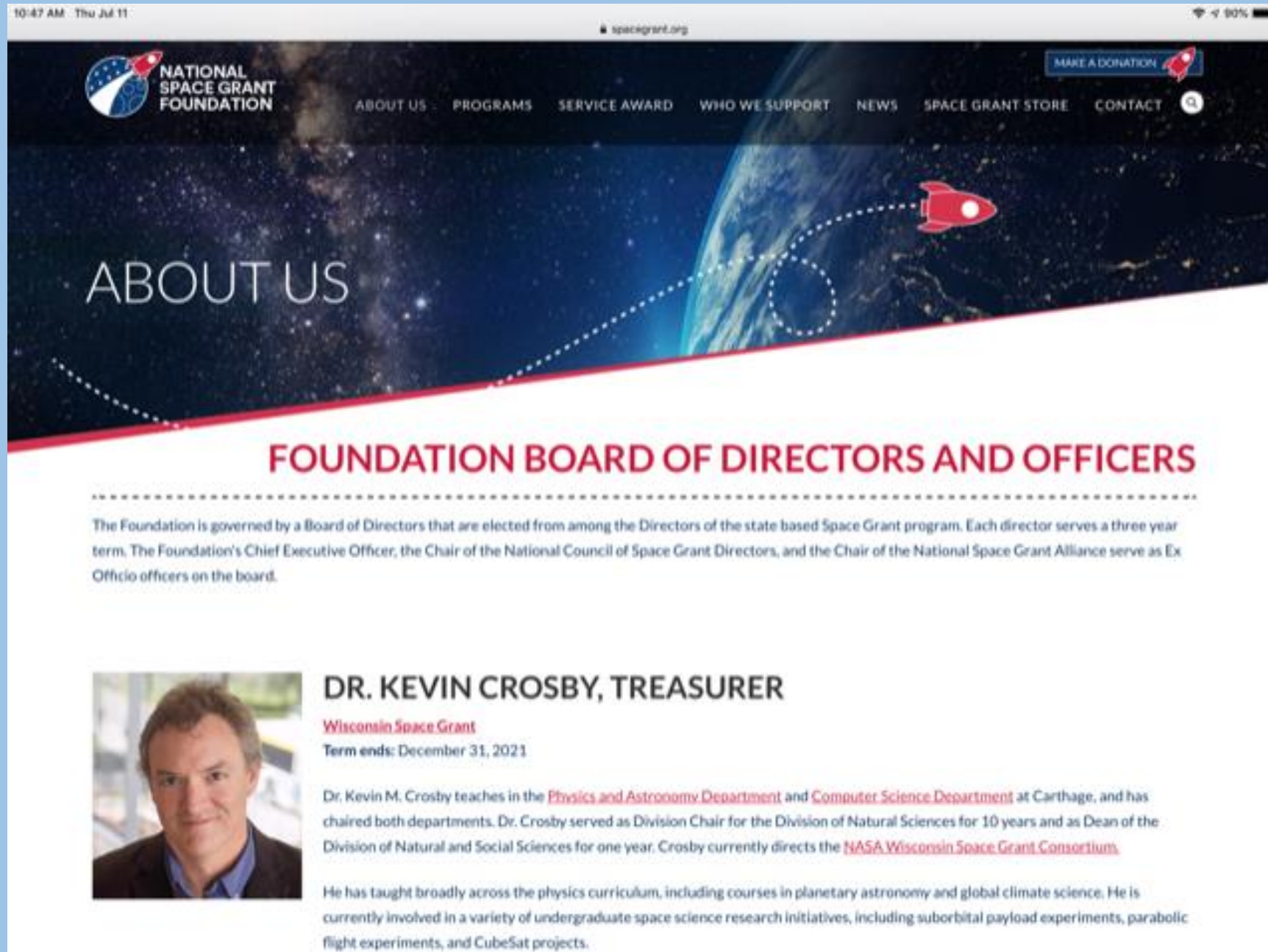
NSGF SpaceGrant.org Website “Facelift”



NSGF SpaceGrant.org Website “Facelift”



NSGF Website “Facelift”



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NATIONAL SPACE GRANT FOUNDATION


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MAKE A DONATION

ABOUT US

FOUNDATION BOARD OF DIRECTORS AND OFFICERS

The Foundation is governed by a Board of Directors that are elected from among the Directors of the state based Space Grant program. Each director serves a three year term. The Foundation's Chief Executive Officer, the Chair of the National Council of Space Grant Directors, and the Chair of the National Space Grant Alliance serve as Ex Officio officers on the board.



DR. KEVIN CROSBY, TREASURER

[Wisconsin Space Grant](#)
Term ends: December 31, 2021

Dr. Kevin M. Crosby teaches in the [Physics and Astronomy Department](#) and [Computer Science Department](#) at Carthage, and has chaired both departments. Dr. Crosby served as Division Chair for the Division of Natural Sciences for 10 years and as Dean of the Division of Natural and Social Sciences for one year. Crosby currently directs the [NASA Wisconsin Space Grant Consortium](#).

He has taught broadly across the physics curriculum, including courses in planetary astronomy and global climate science. He is currently involved in a variety of undergraduate space science research initiatives, including suborbital payload experiments, parabolic flight experiments, and CubeSat projects.


NSGF Website “Facelift”

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spacegrant.org

89%

EX OFFICIO OFFICERS




DR. ANGELA DES JARDINS, CHAIR OF THE NATIONAL COUNCIL OF SPACE GRANT DIRECTORS

[Montana Space Grant](#) | [National Council of Space Grant Directors](#)

Dr. Angela Des Jardins grew up in Bozeman and graduated from Montana State University with a solar physics doctorate degree and began putting her training to use in a very short time. This is the story of a local kid working hard from the beginning, having a passion for NASA programs, achieving her personal goals and then giving back to Bozeman, Gallatin County and Montana. She is now impacting the space grant program at the national level. She received the National Space Grant's Special Service Award in 2017 for her leadership on the Eclipse Ballooning Project. Fifty-five teams across the country launched balloons equipped with an MSU-designed system for livestreaming aerial video of the eclipse, which had never been done before. Des Jardins is currently the chair of the Council of Space Grant Directors. She is respected by her peers and brings a passion to NASA STEM outreach that is contagious. Des Jardins has had an impact on thousands of students studying STEM fields across Montana and the nation. Because of her programs and projects, many students have changed career paths.

[Read more >](#)



DR. JOHN KOSMATKA, CHAIR OF THE NATIONAL SPACE GRANT ALLIANCE

[California Space Grant](#) | [National Space Grant Alliance](#)


Dr. John Kosmatka, professor of composite and aerospace structures, holds the Callaway Golf Chair in Structural Mechanics at UCSD. Before coming to UCSD in 1991, Kosmatka was an assistant professor at Virginia Polytechnic Institute and State University, and held senior engineer positions at TRW and the Aerospace Corporation. He was named Jacobs School Structural Engineering "Teacher of the Year" in 1998, and has been honored with numerous professional distinctions and was named Associate Fellow of the American Institute of Aeronautics and Astronautics, as well as a NASA/ASEE Fellow. Kosmatka has authored more than 100 papers on composite structures, holds 24 U.S. patents, and is a technical reviewer for several companies and government laboratories.

Merchandising Revenue


- SpaceGrantStore.com “Soft Opening” – in operation in 2Q2019 with about 400-500 +/-SKUs
 - Royalties paid to NSGF as Percentage of all Net Sales from SpaceGrantStore.com
 - Special 50th Anniversary Products created and available NOW
- Eventual Space Grant Community blast promoting Space Grant Store – the (soon to be) ultimate STEM and Space Themed Store - is Open for Business (Products with a purpose)
- Space Grant Store to evolve in 2H2019 with thousands of products

SpaceGrantStore.com Merchandising Site

National Space Grant Foundation Official Store

Log in or Create account  Cart


THE OFFICIAL STORE




NATIONAL SPACE GRANT FOUNDATION

The Ultimate STEM Education SuperStore


HOME SPACE GRANT GEAR STEM PRODUCTS OPTICS GLOBES & MAPS TOYS & GAMES SPACE CANDY DONATE NOW




SPACE GRANT GEAR




STEM PRODUCTS & SCIENCE KITS




TELESCOPES MICROSCOPES BINOCULARS



GLOBES & MAPS



TOYS & GAMES



SPACE CANDY

SpaceGrantStore.com Merchandising Site

Space Grant Gear

Browse by ALL Sort by BEST SELLING



Collector Edition 50th Anniversary Moon Balloon
From \$4.99



50th Anniversary Moon Landing Apollo 11
From \$26.50



50th Anniversary Lunar Landing Mug
\$14.50



Morning Blastoff
\$12.00



Pure Genius Element Mug
\$15.50



Earth Coffee Mug
\$14.50



Pi Pie Unisex T-Shirt
From \$13.00



Astronaut Space Backpack
\$47.00



Space Shuttle Tribute Unisex Hoodie
From \$29.50



STEAM POWERED Retro Style Vintage T-Shirt
From \$26.50

SpaceGrantStore.com Merchandising Site


Space Grant Gear

Browse by

ALL


Sort by

BEST SELLING




Big Dipper Unisex T-shirt

From \$18.50




Sorry Pluto Planet Unisex T-shirt

From \$20.50




Solar System Youth T-shirt

\$18.00




Lunar Eclipse Unisex T-shirt

From \$20.50




National Space Grant Foundation Drawstring Bag

\$22.00




Robert Goddard Rocket Patent Unisex T-shirt

From \$20.50




Albert Einstein Theory of Mathematics Unisex T-shirt

From \$20.50



50th Anniversary Moon Landing


\$17.00



Space Grant Hoodie

From \$29.50

FRONT



BACK

Space Grant Lunar Landing 50th Anniversary Unisex T-shirt

From \$26.50


SpaceGrantStore.com Merchandising Site



SpaceGrantStore.com Merchandising Site

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National Space Grant Foundation Official Store


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**NATIONAL SPACE GRANT FOUNDATION**
The Ultimate STEM Education SuperStore

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[Home](#) > [Science Kits](#)

Science Kits


Browse by Sort by




Pressure Lab
\$19.00




Electric Whiz
\$19.00




Solar Cell Science Fun
\$12.00




72+ Science Workshop
\$54.00




388+ Science Center
\$85.00




Solar Balloon



Black Light






★ Cosmic Rewards

SpaceGrantStore.com Merchandising Site




SpaceGrantStore.com Donation Management

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THE OFFICIAL STORE


The Ultimate STEM Education SuperStore

HOME SPACE GRANT GEAR ▾ STEM PRODUCTS ▾ OPTICS ▾ GLOBES & MAPS TOYS & GAMES ▾ SPACE CANDY **DONATE NOW**

Home > Donate to the National Space Grant Foundation, a 501(c)3 Corporation






National Space Grant Foundation
Donate to the National Space Grant Foundation, a 501(c)3 Corporation
\$10.00
Donation Amount

State

Quantity

ADD TO CART

Make a donation **NATIONAL SPACE GRANT FOUNDATION**

Guaranteed SAFE Checkout

PROCEEDS BENEFIT  **NATIONAL SPACE GRANT FOUNDATION**

THE NSGF Next Generation Focus Areas

- Transform NSGF from Contract Services Revenues towards Third Party Funding of NSGF Organizational Operational Needs & National Space Grant Community Programming Needs
- Centralize National “Functions” to Benefit entire Space Grant Community
 - Centralized Fundraising – Be the National Fundraising Powerhouse
 - Centralized Marketing
 - Centralized Social Media and Content Management
 - Centralized Programming Compilation and Impact Positioning
 - Pre-K-12 Programming Development and Roll--Out
 - International Space Station Experiments Clearinghouse
 - Internship and job matching
 - Longitudinal Tracking of Continuation Impact Results
 - Continue Financial Disbursement, Contract Services Program Management, Registration
 - Endowment Management
- Build NSGF Organization Structure to Sustain National “Fundraising” Powerhouse for National "Needs" – Drive Cost Per Dollar Raised to twenty to thirty cents per dollar as industry best practice at stabilization
 - Marketing, Web, Social Media & Content Management
 - Creative Director
 - Grant Writing Manager
 - Major Gifts & Planned Giving Development Officer
 - Program Manager
 - Special Events Manager
 - Accounting & Administration Manager
 - CEO

Build the “Case for Support”

- Case for Support for entire Space Grant Community Themes APD Reporting – What, Who, Participation, Cost, Impacts
 - Scholarships & Fellowships
 - Internships
 - Drive Diversity of Underserved Demographic Capture – Female, Minority, underserved populations etc
 - Connections to NASA research and other NASA opportunities
 - Informal Programs with alternative channels such as museums, science centers, etc
 - Pre-College educational outreach for faculty and students
 - Good Stewardship and Strong Alliances with Synergistic Organizations
- Donations need successful National “Programming” of “High Interest/Impact Programs” as basis for “Case for Support”
 - Develop Menu of Offerings” to present to Foundations, Corporate and High Net Worth Donors in CY2018
 - Need to identify and catalog out our menu of offerings to share abstracts of what we are offering, to whom, participant projections and costs, as well as learning outcomes and participation metrics with funding profiles
- Soliciting and building a “National Programming” Case for Support Committee to review, revise, augment existing National Programs (preK-12 outreach and undergraduate/graduate level) is critical in the near term for our success

Build the “Case for Support” Program Information Collection

- Program Name & Description, Learning Outcomes and Objectives, Target Impact
- Location(s) of Programming
- Categorization
- Target Demographic Audience
- Base Target Participation Size
- Total Base Program Cost
- Incremental Cost Per Seat
- First Year of Implementation
- Cost & Impact by Participants, STEM Persistence Since Implementation Start Date

Focused on Impact that will Resonate with Donors and Funders

Forge and Advance Synergistic Partnerships


- Example Fundraising & Educational Partnerships – Focused on “The 80%”
 - ***National Science Foundation***
 - Other Foundations and Grant Organizations
 - Corporations
 - High Net Worth Stakeholders and Constituents
 - AIAA Foundation
 - Smithsonian Institution
 - National Geographic Society
- Example Organizations with Target Audiences & Fundraising Capacity
 - Boy Scouts of America
 - Girl Scouts of America
 - Masonic Fraternal Organizations

Services Revenue Expansion

- “Thinking Bigger” Initiative to think outside the box on bigger and bolder service offerings NSGF can offer in the months ahead
- Explore/Plan to “Own” Functions & Processes for Space Grant Community
 - Internship and job matching process would be time well spent where we could own the relationship with companies, NASA, and the students applying
 - Tracking and influence on future “Alumni” to give back and pay forward with donations
- Contract Services Offerings Review and Expansion
 - Registration, Fiscal Management, Endowment Management, Disbursement Management, etc.
 - NSGF Staff reaching out to the entire space community to re-position what we offer
- Direct calls to Current Constituents about incremental Opportunities

Grant & Donation Revenue

- Categories of Grant & Donation Revenue
 - Foundations
 - Government
 - Corporate Donors
 - High Net Worth Donors
 - General “Ask” to the Global Community
- Develop “Menu” of Programming & Outcomes for Donor/Funder Options
 - Testing Case for Support
- Compiling Donor Base Initiative
- Donor Management System – Razors Edge, etc.
- Getting on with the Ask and When and Who and Timeline(s)
- Recognition Strategy to Keep Donors “in the Game”
- NSGF Fundraising overhead forecasted needs at 30% for first \$2Mill, 25% for \$2 Mill + for All NSGF initiated Fundraising incremental to any Consortium efforts
 - National Best Practice for Cost/Dollar raised is 20-30 cents with 25 cents being world class



“The 80%”

“Virtual” Event Revenue

- Virtual State Consortium Day of Giving for each State - focus on staggering dates each month/week and do a virtual fundraiser for each state consortium database of contacts
- Proposed “Virtual Day of Giving Space Grant Events” has an opportunity for a six-figure amount of fund raising for each Virtual Fundraising Event or each state
 - Database of Donors needed to implement
 - At \$100K/Consortium - \$5 + Mil Annual Opportunity
 - At \$200K/Consortium - \$10+ Mil Annual Opportunity

NASA Internship Contract Award to NSGF

- Contract Performance Spring 2020 and Fall 2020
- Population Based Award of Internships ~ \$1.3 Mil
- Projected Number of Internships for FY 2020 ~ 92 +/-
- Flow Chart of Internship Process currently in development will be shared with all Consortiums when complete
 - Rack and Stack of Candidates by Consortiums
 - Rack and Stack of Candidates by NASA
 - Reconciliation of Candidate Pool

FY 2019 Calendar of Key Action Items & Plans

- Third Quarter
 - Space Grant Store “Live” and Ready
 - Sourcing for Space Grant Store
 - Advance building of Case for Support
 - Advance Strategic Partnerships with Audience and Fundraising Capacities
 - Virtual Day of Giving Technology Needs Assessment
 - Build out the Virtual Day of Giving Technology Platform & “Test” Schedule
 - Event Planning Action Plan and Roll-Out
 - Test the “Ask” Process using Case for Support
 - Advancing Foundation Grant Submissions using Case for Support Needs
 - Space Grant Community Regional Meetings
 - Space Grant Store Visual Merchandising Optimization
 - Roll Out of SpaceGrantStore.com to Space Grant Community
- Fourth Quarter
 - Day of Giving Roll Outs for Select Markets
 - Grant Requests Advancements
 - Initiate Major Donor and Corporation “Asks”
 - Day of Giving “Ready” for Tuesday after Thanksgiving and Holiday Season
 - Intense Merchandising of SpaceGrantStore.com Merchandising of STEM and Space related products