

National Space Grant Great Ideas #8

Space Grant Strategic Planning Workshop

March 2, 2012
Arlington, VA

Background

There were two previous Space Grant strategic planning workshops:

- a) 1990 in Woods Hole, MA
- b) 2000 in Denver, CO

Great Idea: Hold a new Space Grant strategic planning workshop this year, during the National Space Grant Fall 2012 Meeting in Seattle, WA.

Workshop Purpose

All of the SG Directors and Coordinators, along with NASA HQ personnel, together will examine the direction, role, objectives and plans of the National Space Grant program for the next decade.

Workshop Particulars

- a) Examine SG Congressional mandate as expressed in 1989 Authorization bills and subsequent years.
- b) Review accomplishments of SG in the past 22 years.
- c) Examine the structure of the SG organization.
- d) Evaluate strengths and weaknesses of the program.
- e) Review SG program goals and objectives.
- f) Discuss where SG should go in the next 10 years (e.g., improvements, new targets in conjunction with NASA HQ directions).

Workshop Particulars Expanded

3. Examine the structure of the SG organization.
 - Is the current structure of the 35 Designated or 17 non-designated jurisdictions ideal or fair?
 - Is the current formulae for funding effective in assuring the best results for taxpayers (?)
 - Are the 5-year or annual evaluations rigorous enough to identify under-performing states?
 - Is there a mentoring procedure for new Directors or for ineffective programs

Workshop Particulars Expanded

4. Evaluate strengths and weaknesses of the program.
 - After over 20 years we should be able to clearly and unequivocally justify the expenditure of half a billion dollars and demonstrate that this has been and still is an excellent investment for tax payers. How do we do this?
 - How can we re-adjust or re-align our areas of emphases (in conjunction with any new directions from NASA HQ) and leveraging possibilities to enhance the ROI?
 - Be brutally honest regarding our strength and weaknesses

Workshop Particulars Expanded

5. Evaluate strengths and weaknesses of the program.
 - SWOT Analysis at the consortium level and at the national level
 - A committee comprised of the state's affiliates can do the SWOT Analysis at the state consortium level, while at the national level the analysis can be done by a group comprising of a few SG directors and representatives from NASA and industry
 - Work with NASA personnel to learn more about their considerations, organization-wide priorities and their expectations.

Workshop Particulars Expanded

5. Evaluate strengths and weaknesses of the program.
 - Offer our sincere pledge of collaboration with the NASA managers to accomplish the goals of the program (as outlined in the Act) within the framework of NASA Education priorities.

Workshop Particulars Expanded

6. Discuss where SG should go in the next 10 years (e.g., improvements, new targets in conjunction with NASA HQ directions).
- Inform NASA that the SG Directors are serious about bringing out a new era of achievements and cooperation with NASA.
 - Change in the management at NASA HQ has provided us with an excellent opportunity to offer our hand in friendship and full cooperation with Mr. Carl Person.

Workshop Particulars

Realize the following constraints during this workshop:

- a) Congressional directions
- b) NASA HQ objectives
- c) Fiscal limits
- d) Program expansion
- e) Needs of 1,000 affiliates