National Space Grant Foundation

National Space Grant Foundation 2.0 -*"The Next Generation"*
National Council of Space Directors' Spring Meeting
1 March 2019

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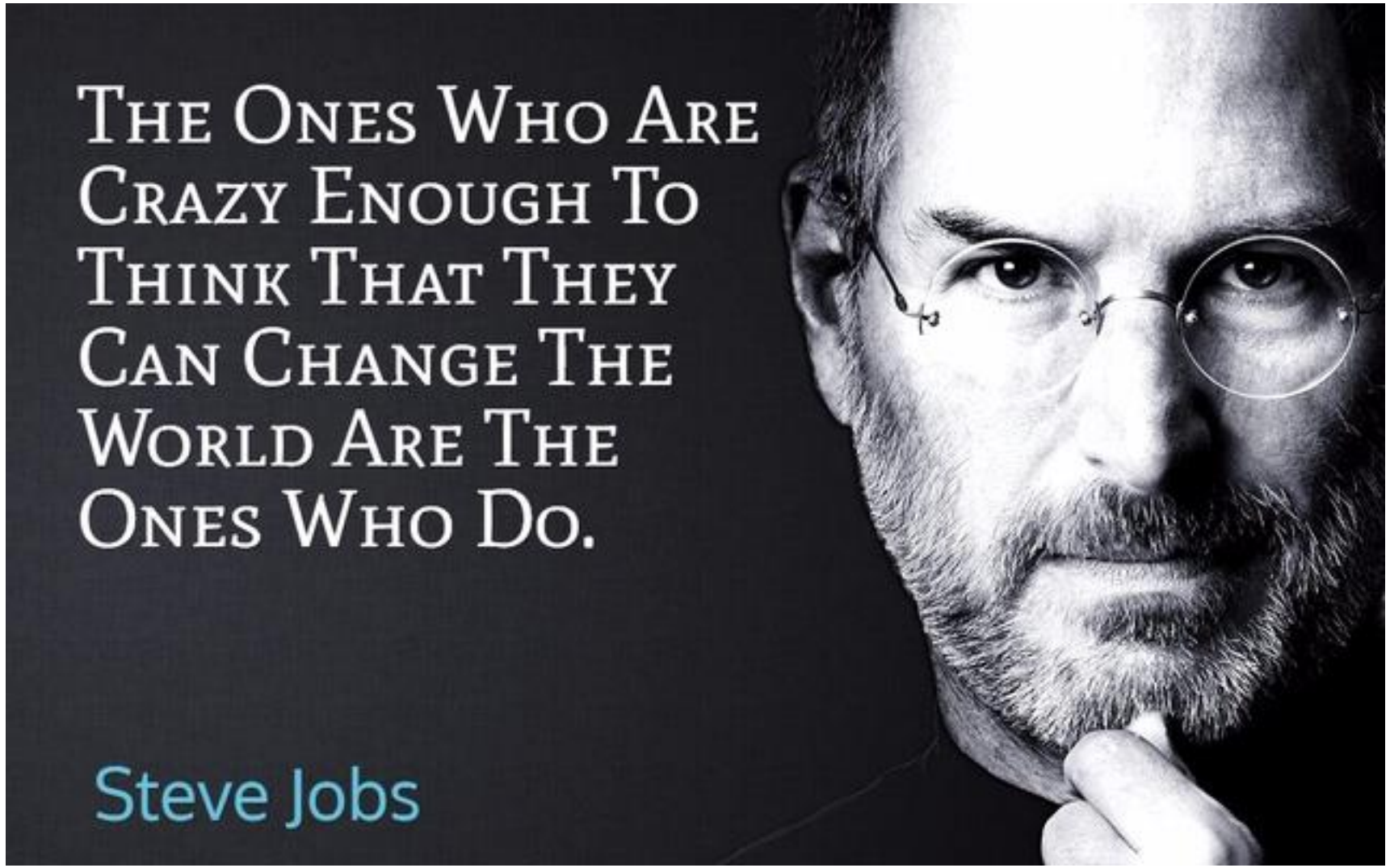

The Ones Who Are Crazy Enough To Think That They Can Change The World Are The Ones Who Do.
Steve Jobs

Vision

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

Some Kevin Background & Experience

www.GroovyCandies.com

A Little Fun……

Groovy Kevin invites you to enjoy some "GroovyCandies.com" 5200 + candy offerings and check out our cool, hip High Impact You Tube Videos by using Google and typing in You Tube Groovy Candies videos…….save 16% off retail prices (excludes other offers and shipping costs) at GroovyCandies.com by using coupon code spacegrant16 at checkout at any time

Click on https://youtu.be/FdUXdWYDe8Y as one of many videos

Agenda

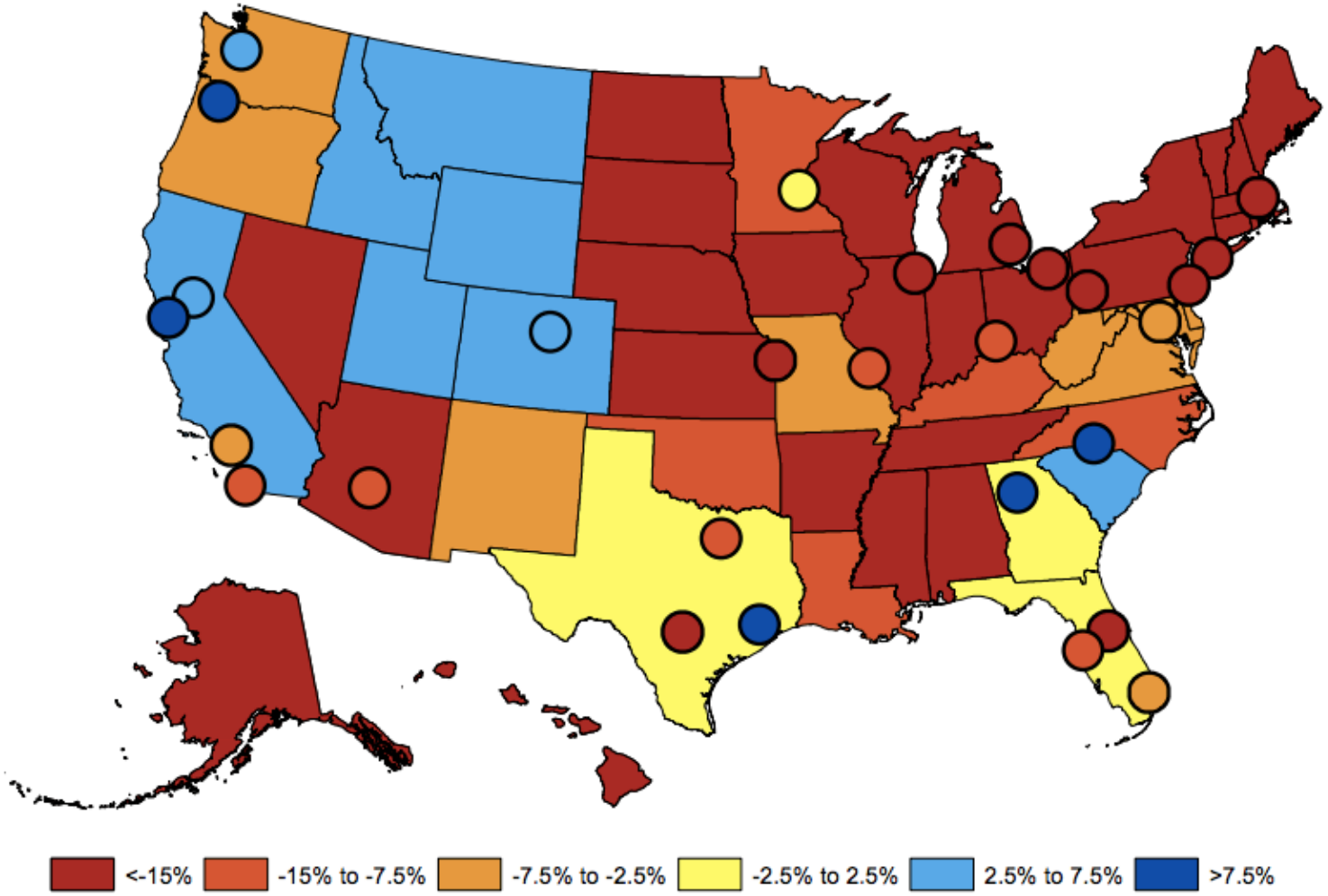
- NSGF CEO Highlights & Overview
- NSGF Re-Branding Initiative
- NSGF Six Key Imperatives
- NSGF Proposed Centralized Functions
- NSGF Future Resource Needs
- NSGF Friday Breakout Session
- CY2019 Tentative Calendar
- Other Topics, Closing, & Action Item Capture

NSGF CEO Highlights & Overview

- Assessment of NSGF Operations & Financial Performance Viability
- Re-Branding of NSGF
- Analysis and Expansion of Current “Services” Offerings and Target Customers
- Ownership of “Centralized” Value Add Functions
- Centralized Donor Database Compilation and maintenance
- Fundraising “Engine” through Six Key Imperatives to Augment Consortium base funding through Four Revenue sources
- Reduce costs through centralized NSGF Group Purchasing Organization for entire space grant community and Space Grant Store (www.SpaceGrantStore.com)
- Endowment and Banking Assessment and Capitulation
- Networking – Connect with Kevin Freese and 7100+ Connections on LinkedIn
- Student Population “Decline” in Next Decade Impacts

NSGF CEO Highlights & Overview

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



NSGF Re-Branding Initiative

- Logo Replacement to be Higher Impact
- Website Replacement – Overview of Draft Concepts
- Facebook/Social Media/LinkedIn Networking
- NSGF Network “Impact Focused” Marketing Collateral to resonate with Funders, Donors, Consituents

NSGF Six Key Imperatives

- 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

Imperative 1 - 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
- Space Grant National “Programming” of “High Interest/Impact Programs” is basis for “Case for Support” to present to Foundations, Corporations and High Net Worth Donors
  - National Program Impacts Thematic is critical to our “Grant & Donation” income stream to fund wider programming with donations from foundations, corporate donations, net worth individuals wanting to fund our cause
  - Need to identify and catalog out our menu of offerings to share abstracts of what we are offering, to whom, participation projections and costs, as well as learning outcomes and participation metrics with funding profiles
    - Need list of all state programs, outcomes, reach, costs per seat and budgets to build case for support
  - Impacts/Outcomes are the justification for our “Case for Support” needs to shine to drive our entire engine
  - Assimilating Consortium Outcome Reports for building “Global” case for support

Imperative 1 - 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

Imperative 2 - 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

Imperative 3 - 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
  - Enhancing NSGF participation and collection of Internship and job matching process with companies, NASA, etc. evolves donor cultivation and longitudinal tracking capabilities
  - 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 enhance and re-position “Offerings”
- Direct calls to Current Constituents about incremental Opportunities

Imperative 4 - Grant & Donation Revenue

- Categories of Grant & Donation Revenue
  - Foundations
  - Government
  - Corporate Donors
  - High Net Worth Donors

  } "The 80%"

  - 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"

Imperative 4 - Example Potential Top Foundation Grant Revenue

Opportunity Number	Foundation/Funding Source Name	Interest Areas	Submission Date	Dollar Amounts	Probability
1	Fluor Foundation	K-12 and Higher Ed STEM Programs	OPEN		High
2	National Science Foundation	Post Secondary Cyber Infrastructure	2nd Monday in October	$300K to $500K	Medium
3	Dunham Fund Grants	STEM Education and Workforce Development, Primarily in Aurora, IL "Area"	1st of June	No More than $1Million	Medium, if Illinois Space Grant partners
4	Lockheed Martin	National Initiatives for STEM initiatives in areas where Lockheed Martin Employees live and work	Open - Qtrly	TBD	High
5	National Science Foundation	Short Term STEM Education for HBCU	19th of November	$350K	Medium
6	National Science Foundation	ITEST Pre K-12 to participate in STEM and ICT	2nd Wed in August	TBD	Medium
7	National Science Foundation	EHR Core Research (ECR)	2nd Thursday in September	TBD	High

Imperative 4 - Example Potential Top Foundation Grant Revenue

Opportunity Number	Foundation/Funding Source Name	Interest Areas	Submission Date	Dollar Amounts	Probability
8	Louis Stokes Alliances for Minority Participation	Community College Bride for Bacculaureate	1st Friday in November - 5 Year Projects	TBD	Medium
9	National Science Foundation	NSF Scholarships in STEM - focused on Top Five NASA Focus Areas	Last Wednesday in March	TBD	High
10	National Science Foundation	Advanced Informal STEM Learning	6th of November	See 6 Areas with Caps up to $3Mil	High
11	National Science Foundation	Improving Undergraduate STEM Education	30th of September	See Two Tracks	High
12	National Science Foundation	Alliances for Graduate Education	2nd Friday in December	$6Mil to $8Mil	High
13	National Science Foundation	Research Experiences for Teachers in Engineering & Computer Sciences	3rd Wed in Sep	TBD	Medium
14	National Science Foundation	Discovery Pre K-12	2nd Wednesday in November	TBD	Medium

Imperative 6 - Merchandising Revenue & “Group Purchasing Organization (GPO)” for Entire Space Community

- NSGF Space Grant Store Soft Opening – www.SpaceGrantStore.com
  - Donations made to NSGF as Percentage of all Net Sales tied to Space Grant Store site
- NSGF Group Buying for Economies of Scale for space grant community materials, experiments, products, toys and games, novelty items, apparel, etc. for better “Group” Pricing with discount to consortium, royalties to NSGF
- At appropriate time, need to do a space grant wide blast the Space Grant Store is Open for Business with value, selection and to a great cause at the same time (Products with a Purpose)

Imperative 6 - Merchandising Revenue & Group “Bulk Buying” Organization for Entire Space Community

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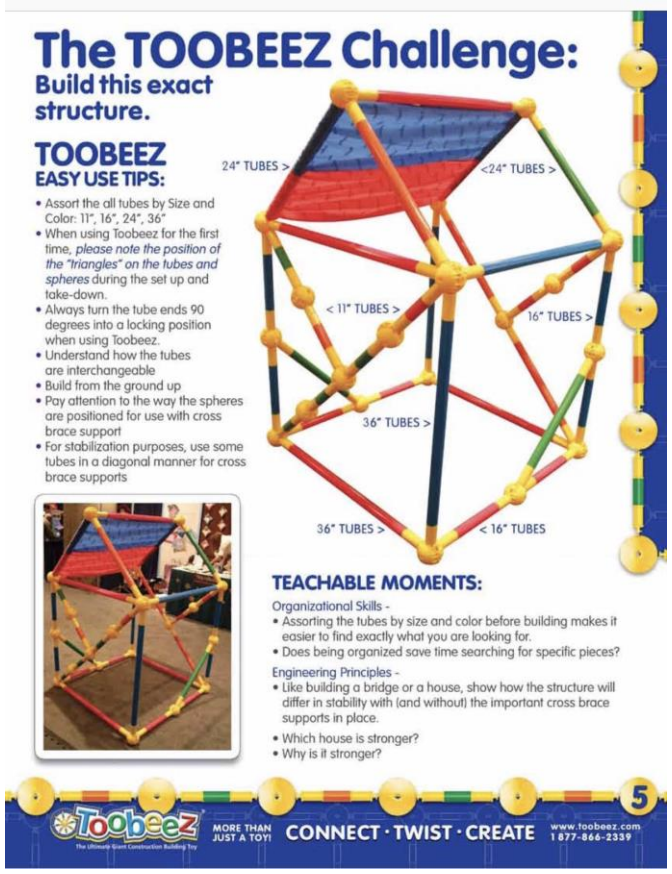

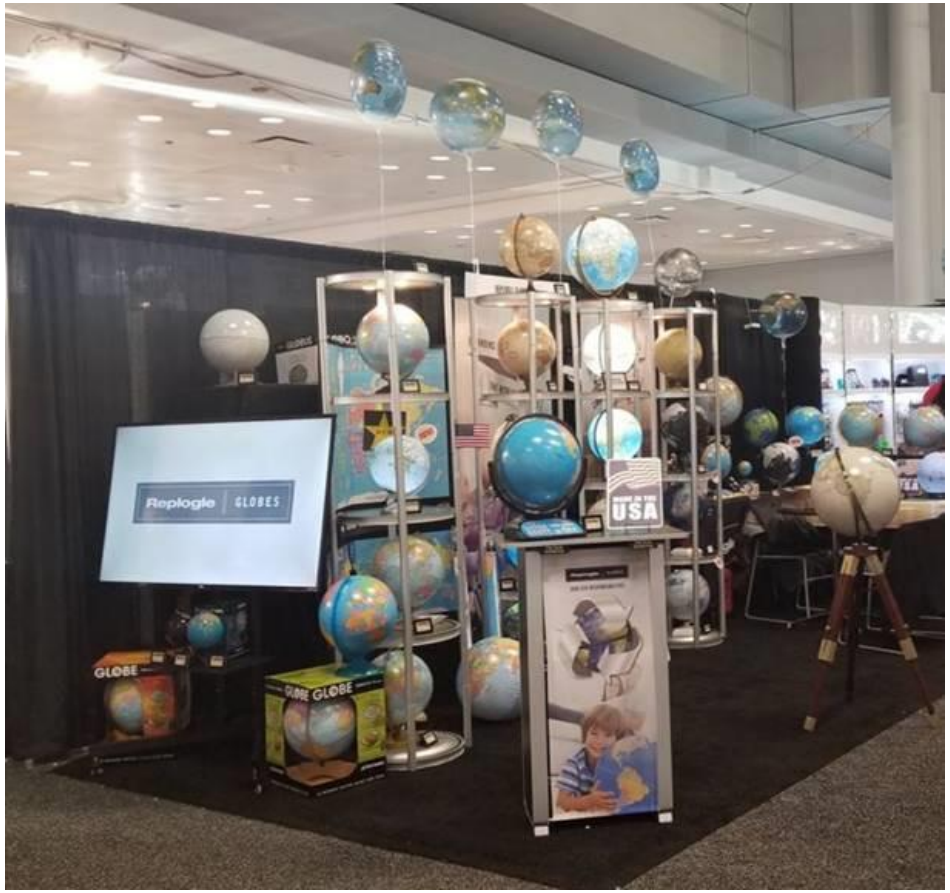

NSGF Potential Centralized Functions

- Centralize National “Functions” to Benefit entire Space Grant Community
  - Centralized Fundraising – “National Fundraising Powerhouse”
  - Centralized Marketing
  - Centralized Social Media and Content Management
    - Website Re-Tooling
    - Brand Management & Positioning
    - Frequent Refreshed “Content” on Website
    - Content Positioning and Reach
  - Centralized Programming Compilation and Impact Positioning
  - Enhanced Involvement in Internship and job matching
  - Longitudinal Tracking of Continuation Impact Results
  - Continue Financial Disbursement, Contract Services Program Management, Registration
  - Endowment Management
  - Compilation and Maintenance of “National” Space Grant Community Donor Database
  - Group Buying Organization for All Space Grant Educational Materials, Novelties, Program Needs
  - Centralized Merchandising of STEM and Space Themed Product Offerings

NSGF Future Resource Needs

- Build NSGF Organization Structure to Build and Sustain National “Fundraising” Powerhouse for National "Needs”
  - Marketing, Web Development, Social Media & Content Management
  - Creative Director
  - Grant Writing
  - Major Gifts & Planned Giving Development Officer
  - Program Management
  - Special Events Manager
  - Donor Database Development and Management, Razor’s Edge Experience?
- Drive Cost Per Dollar Raised to twenty to thirty cents per dollar as industry best practice at stabilization
- Resource Sharing – NSGF Contracting of Consortium Part Time Resources with Needed Functional Expertise for initial and on-demand Labor Pool
- Submit Letters of Interest, Experience and Functional Expertise to **freese@spacegrant.org**

National Space Grant Foundation

NSGF Friday Breakout Session

• Current Services to the Network	7 Min
• What we do and how are we doing?	
• What could we do new and different?	
• Fundraising - Cooperative Grant Opportunities & Donations	25 Min
• Joint Grant Opportunities Identification	
• Build Case for Support	
• Collection of Information – What is needed and why	
• Donor Cultivation, Tracking, Closing	
• Resource Needs for Centralized Functions	10 Min
• Space Grant Store and Centralization of “Sourcing” Functions	8 Min
• Open Discussion and Closing	10 Min

FY 2019 Calendar of Key Action Items & Plans

- First Quarter
  - Compile Case for Support Information
  - Event Planning Considerations
  - Sourcing for Space Grant Store
  - Space Grant Spring Meeting
  - Virtual Day of Giving Technology Needs Assessment
- Second Quarter
  - Build Case for Support
  - Sourcing for Space Grant Store
  - Advance Strategic Partnerships with Audience and Fundraising Capacities
  - Build out the Virtual Day of Giving Technology Platform & “Test” Schedule
  - Event Planning Action Plan and Roll-Out
- Third Quarter
  - Test the “Ask” Process using Case for Support
  - Advancing Foundation Grant Submissions using Case for Support Needs
  - 50th Anniversary of Moon Landing Event(s)
  - Space Grant Community Regional Meetings
  - Space Grant Store Visual Merchandising Optimization
- Fourth Quarter
  - Day of Giving Roll Outs for Select Markets
  - Space Grant Store “Live” and Ready
  - Grant Requests Advancements
  - Major Donor and Corporation “Asks”
  - Day of Giving “Ready” for Tuesday after Thanksgiving

Other Topics, Closing, & Action Item Capture

Thoughts & Constructive Feedback

Thank you for Your Support and Your Dedication to inspire the Next Generation!

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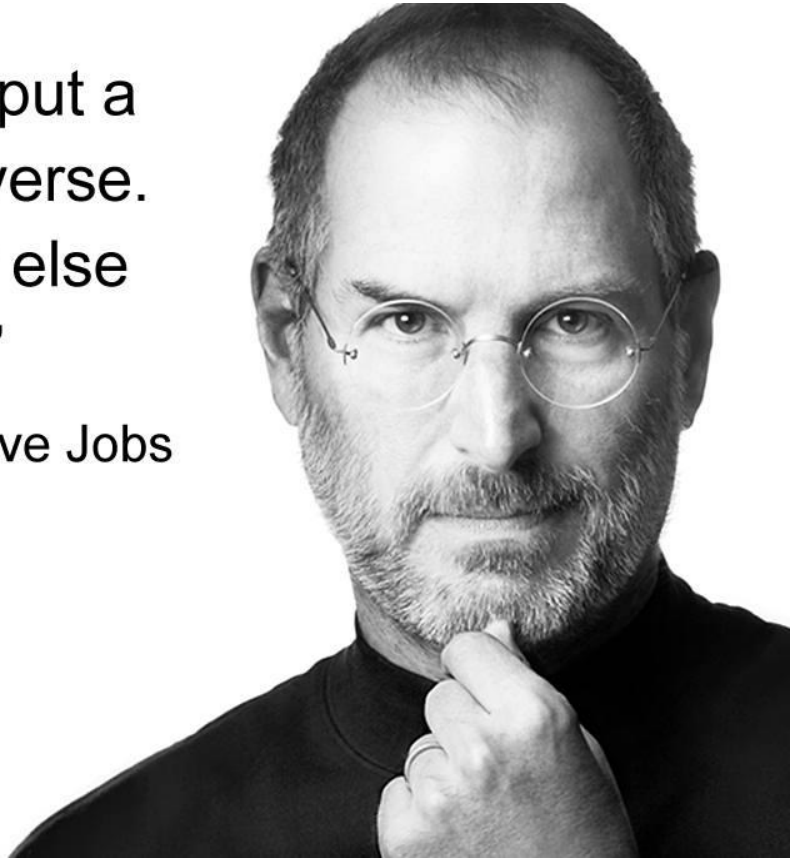
"We're here to put a dent in the universe. Otherwise why else even be here?"

~ Steve Jobs



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