



Outreach: SOFIA Websites

Recent directions from NASA HQ:

- Science Center website (<http://www.sofia.usra.edu>) should lean toward posting items & information of interest to the scientific community.
- NASA HQ mission pages (http://www.nasa.gov/mission_pages/SOFIA/index.html) should lean toward items & information of interest to the general public.

Status of Science Center website:

- Science Center has one webmaster (0.40 FTEs) who is effectively the only person who can post items to this site.
- Currently developing & testing a new ‘back-end’ Content Management System that will be more flexible and allow multiple approved users to update content.
- Webmaster is working on a new look/feel for the home page, to be shown to SMO management in December. Updating the entire website will take much longer.

Status of NASA HQ mission pages:

- NASA AFRC & ARC Communications personnel primarily responsible for posting items to this site; Science Center webmaster is backup.
- Many news features & announcements will be displayed on both sites.



Outreach: Airborne Astronomy Ambassadors

NASA SMD Education programs competitively selected starting w/ FY16

- Total of only 27 awards were made; SOFIA AAA program was selected.
- AAA selected despite over-arching policy that single-mission education programs would be discouraged.
- Our selection is probationary: only 3 years of funding instead of 5, with opportunity to re-apply.
- Funding for the AAA program is capped at FY15 level; program cannot expand beyond the current pace of 24 educators flying per year.
- SMD is mandating that we radically change both the selection process and the follow-up / evaluation process.
- Contract will be direct from SMD to the SETI Institute, 'around' the SOFIA Program & USRA. We have support from the Program Manager & SMO Director to continue using SOFIA facilities.
- Three staff members are part-time on AAA, full-time including other Outreach tasks.
- Guest Investigators and members of Science Instrument teams will be invited to connect with and help mentor the AAA educators.