

Science Outreach Activities

Ravi Sankrit
(SOFLA/USRA)





SUG Comment



o There appears to be little cognizance of how the mission web presence appears in search space. For example, when one searches the terms: SOFIA NASA on Google, the USRA page is #5 on the list rather than #1. The higher ranked pages look real but are devoid of useful info or obvious links to the USRA page.

- This page should not be #1 in its current state and should contain a prominent link to the USRA page: https://www.nasa.gov/mission_pages/SOFIA/index.html
- This page is #2 and adds zero value: https://www.nasa.gov/mission_pages/SOFIA/index.html
- This page is #3 and should be incorporated into the main mission page: http://www.nasa.gov/mission_pages/SOFIA/multimedia/imagegallery/
- This page is #4: https://en.wikipedia.org/wiki/Stratospheric_Observatory_for_Infrared_Astronomy
- Researchers who have not given up by this point may eventually discover the Project page as #5: <https://www.sofia.usra.edu/>





Response to SUG Comment



Other examples where the search results are not adequate would have been useful. For just “SOFIA”, the USRA page is #2, and for “SOFIA Observatory” and “SOFIA Astronomy” it is #1.

“SOFIA NASA” search results in the USRA page at #4 (ahead of the wikipedia entry).

The #1 page, https://www.nasa.gov/mission_pages/SOFIA/ links to several pages of interest on the USRA website - and most of those contain relevant links to the USRA pages. Policy decisions governing NASA webpages may restrict what they are able to link to directly.

The #2 page, <http://science.nasa.gov/missions/sofia/> contains a link to the “Mission Project Home Page” right at the top. (Unfortunately their use of “index.html” makes the URL incorrect, but we are working to have this resolved.)

The #3 page, <http://www.nasa.gov/feature/nasa-selects-educators-to-fly-with-astronomers-on-sofia-airborne-observatory> links to a specific feature (based on popularity, presumably) and there are links to other pages including the USRA page at the bottom.

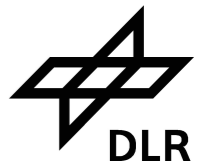
(The above are based on searching using Google.)





Response to SUG Comment, continued

(slide added May 31, 2016)



One of the main concerns is that potential users who navigate to the NASA pages that show up as top-ranked in the searches may not be able to easily find a link to the SOFIA Science Center pages.

We will enquire about whether such a link can be included in all the top-ranked NASA pages. We will also highlight the Science Center page on any features prepared by us that are featured and linked to on the NASA pages.





Search Examples

SOFIA NASA - Google Search

https://www.google.com/?gws_rd=ssl#q=SOFIA+NASA

Google SOFIA NASA

All News Images Videos Shopping More Search tools


About 614,000 results (0.63 seconds)

SOFIA | NASA
https://www.nasa.gov/mission_pages/SOFIA/ NASA
 Jul 30, 2015 - Upgraded Far-Infrared Spectrometer Enhances **SOFIA's** Capabilities. The German Receiver for Astronomy at Terahertz Frequencies (GREAT) ...

Missions - SOFIA - NASA Science
science.nasa.gov/missions/sofia/ NASA
SOFIA is the largest airborne observatory in the world, and makes observations that are impossible for even the largest and highest of ground-based telescopes.

NASA Selects Educators to Fly on SOFIA Observatory | NASA
www.nasa.gov/.../nasa-selects-educators-to-fly-with-astronomers-on-sofia-airbo... NASA
 Mar 4, 2016 - "NASA's **SOFIA** observatory provides a fantastic opportunity for educators to witness scientific observations being conducted first-hand so they ...

Images for sofia nasa Report images



More images for sofia nasa

SOFIA Science Center | Stratospheric Observatory for Infrared ...
<https://www.sofia.usra.edu/> Stratospheric Observatory for Infrared Astronomy
SOFIA is an 80/20 partnership of **NASA** and the German Aerospace Center (DLR), consisting of an extensively modified Boeing 747SP aircraft carrying a ...
 For Researchers - Contact Us

Stratospheric Observatory for Infrared Astronomy - Wikipedia, the free ...
https://en.wikipedia.org/.../Stratospheric_Observatory_for_Infrared_Astron... Wikipedia
 The **Stratospheric Observatory for Infrared Astronomy (SOFIA)** is a joint project of **NASA** and the German Aerospace Center (DLR) to construct and maintain an ...
 Facility - Project development - Scientific research

SOFIA - Google Search

https://www.google.com/?gws_rd=ssl#q=Sofia

Google SOFIA

All Videos Maps Images News More Search tools

About 308,000,000 results (0.76 seconds)

Sofia the First | Disney Junior
disneyjunior.disney.com/sofia-the-first
Sofia is a little girl, a commoner, until her mom marries the king and suddenly she's royalty. She soon learns that behaving like a princess has to come from the ...

SOFIA Science Center | Stratospheric Observatory for Infrared ...
<https://www.sofia.usra...> Stratospheric Observatory for Infrared Astronomy
 News and updates, education and public outreach, research information, and galleries.

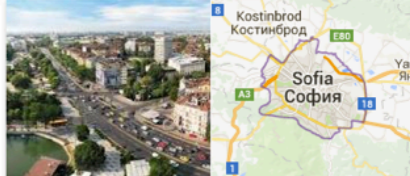
Sofia - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/Sofia> Wikipedia
Sofia (/ˈsoʊfiə/) (Bulgarian: София, Sofiya, pronounced [sɔfijɐ] ((listen)) is the capital and largest city of Bulgaria. The city has a population of 1.26 million, ...
 Alexander Nevsky Cathedral - Sofia University - Bombing of Sofia in World War II

SOFIA | NASA
https://www.nasa.gov/mission_pages/SOFIA/ NASA
 Jul 30, 2015 - Upgraded Far-Infrared Spectrometer Enhances **SOFIA's** Capabilities. The German Receiver for Astronomy at Terahertz Frequencies (GREAT) ...

Cast - Sofia The First - Know It All (From "Sofia the First") ft. Sofia ...
<https://www.youtube.com/watch?v=zV55Y2PgCL4>
 Dec 9, 2014 - Uploaded by DisneyMusicVEVO
 Music video by Cast - **Sofia** The First performing Know It All. (C) 2014 Walt Disney Records.

Alvaro Soler - Sofia - YouTube
<https://www.youtube.com/watch?v=qaZ0oAh4evU>
 Apr 15, 2016 - Uploaded by AlvaroSolerVEVO
 Now Soler is about to follow this impressive success story with his new single "**Sofia**", set to support the rerelease ...

In the news



Sofia
 Capital of Bulgaria

Sofia is the capital of Bulgaria. It's in the west of the country, below Vitosha Mountain. The city's churches and monuments reflect more than 2,000 years of history, including Greek, Roman, Ottoman and Soviet occupation. Medieval Boyana church has 13th-century frescoes. Roman-built, 4th-century Rotonda Sveti Georgi church has medieval and Ottoman decoration dating back to the 10th century.

Hotels: 3-star averaging \$40, 5-star averaging \$100. [View hotels](#)


Getting there: 14 h flight, around \$1,340. [View flights](#)

Local time: Tuesday 9:58 PM

Weather: 57°F (14°C), Wind W at 8 mph (13 km/h), 59% Humidity

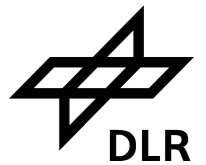
Population: 1.211 million (2012) UNdata

Points of interest [View 15+ more](#)



Alexander Nevsky Cathedral
 Boyana Church
 National Archaeo...
 Russian Church, Sofia





Topics in this Presentation

New design of the SOFIA webpages

SOFIA Community Day Workshop

SOFIA presence at AAS Meetings

Talks about SOFIA given by SMO staff

SOFIA Newsletter





New Webpage Design

The screenshot shows the new homepage design for the SOFIA Science Center. At the top, there is a navigation bar with 'Home', 'For Researchers', and 'For the Public' buttons. Below this is a large hero banner with the text 'The Local Truth: Star Formation and Feedback in the SOFIA Era' and an image of the SOFIA aircraft flying over a starry background. Below the banner is a 'Welcome' section with introductory text about the SOFIA mission. To the right of the welcome text is a search bar and a 'Tweets by @SOFIATElescope' widget. At the bottom, there are four columns of links: 'Information for the Public', 'Information for Researchers', 'NASA SOFIA Mission', and 'German SOFIA Institute', each with a representative image.

The screenshot shows the new 'For Researchers' page design. It features a dark blue header with the SOFIA logo and navigation links for 'Home', 'For Researchers', and 'For the Public'. Below the header is a secondary navigation bar with links for 'SOFIA Overview', 'Proposing and Observing', 'Instruments', 'Meetings and Publications', and 'Announcements'. The main content area is divided into several sections: 'Announcements' with links for 'Proposal Call', 'Data Release', and 'SOFIA Conference'; 'Upcoming Events' with links for 'Colloquium' and 'Teletalk'; and 'SOFIA Witnesses the Emergence of a Carbon Star' which includes two astronomical images labeled '7.7μm' and '11.3μm'. A search bar and a calendar are located on the right side of the page.



9th SUG Meeting, NASA Ames, Moffett Field, CA ; May 26, 2016.





Social Media Statistics

April 24-May 24

nasa.gov: 218

facebook: 197

twitter: 81/38

March 23-April 23

nasa.gov: 461

facebook: 118

twitter: 83/5

February 22-March 22

nasa.gov: 129

facebook: 106

twitter: 108/29

January 21-February 21

nasa.gov: 148

facebook: 73

twitter: 98/0

Twitter: total referrals / referrals to Science pages





SOFIA Community Day Workshop



The Workshop was held on Tuesday, May 10, 2016 at the Steward Observatory in Tucson, Arizona.

Local Organizers: Kate Su, Ben Weiner, Katie Morzinski, and Steve Ertel

Extract from announcement:

The goal of the SOFIA Community Day Workshop is to provide information and support to local astronomers to help them prepare and submit excellent observing proposals in response to the Cycle 5 call. Scientists from the SOFIA Science Center will provide a series of presentations about the observatory capabilities, instrumentation, and the proposal preparation process. There will be plenty of time for Q&A and hands-on time to work with proposal tools and the data archive. The workshop will be suitable for novices and experienced IR observers.

We are happy to announce that both the SOFIA Science Director and deputy director are coming for this event.





SOFIA Community Day Workshop



Start-End Program; Presenter; Instruments

8:40-9:00 Sign-In/COFFEE/TEA

9:00-9:45 Introduction to the workshop/SOFIA/IR astronomy; Erick Young

9:45-11:00 Instruments - 1 (Imaging and Low-resolution Spectroscopy); Dario Fadda; FLITECAM, FORCAST, FIFI-LS, HAWC+

11:00-11:20 COFFEE BREAK

11:20-12:35 Instruments - 2 (High-resolution Spectroscopy); Adwin Boogert; EXES, GREAT, upGREAT

12:35-1:35 LUNCH BREAK (Provided)

1:35-1:50 Solar System studies; Bill Reach

1:50-2:20 Proposal Tools overview; Boogert/Fadda

2:20-3:30 Hands-on session

3:30 COFFEE BREAK/Additional hands-on time for those interested





SOFIA Community Day Workshop



The screenshot shows a web browser window displaying the SOFIA Science Center website. The URL is <https://www.sofia.usra.edu/researchers/meetings-and-publications/events>. The page title is "SOFIA Science Center" and the subtitle is "Stratospheric Observatory for Infrared Astronomy". The navigation menu includes "Home", "For Researchers", and "For the Public". The main content area is titled "SOFIA Community Day at Arizona" and lists several presentations:

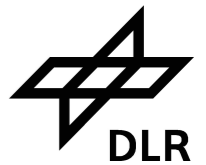
- Erick Young: [Introduction to SOFIA and Airborne Infrared Astronomy](#)
- Dario Fadda: [Imaging and Low-res Spectroscopy with SOFIA](#)
- Adwin Boogert: [High Resolution Spectroscopy with EXES](#)
- Adwin Boogert: [High Resolution Spectroscopy with GREAT and upGREAT](#)
- Adwin Boogert: [SOFIA Observation Tools](#)
- Dario Fadda: [Examples](#)
- William T. Reach: [Planetary Science with SOFIA](#)

The page also features a search bar, a "Share This Page" section with social media icons (Facebook, Twitter, Google+, Pinterest, Email, Print), and a sidebar with a "Meetings and Publications" menu. The sidebar includes links to "Calendar of Events", "Events", "Workshops", and "SOFIA Community Day at Arizona".



9th SUG Meeting, NASA Ames, Moffett Field, CA ; May 26, 2016.





SOFIA at the AAS Meetings

The baseline plan -

SOFIA booth at all AAS meetings, with at least 3 staff scientists available to answer questions and provide help, including hands-on demonstration of proposal tools, to users and potential users of the Observatory.

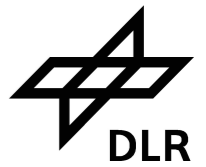
Possible modifications and additions -

Mini-workshop either at the booth, or in a separate venue. (A version of this is planned for the upcoming meeting in San Diego.)

Plenary talk request.

Special session highlighting SOFIA science. (The first of these was held at the January 2016 meeting in Florida.)





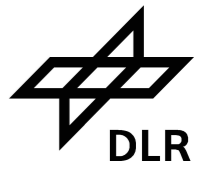
Talks given by SMO Staff

Date (2016)	Venue	Speaker	Notes
February 11	Univ. of Virginia/NRAO	Reach	Seminar
February 15	Univ. of Colorado	Zinnecker	Seminar
March 9	SMA/Hilo	Sandell	Seminar
March 28	JHU/STScI	Sankrit	CAS Wine & Cheese
April 6	UT Austin	Becklin	Special Seminar
April 7	Texas A&M	Becklin	Colloquium
April 7	UC Berkeley	Reach	Colloquium, Lunch Seminar
April 13	IfA/Hilo	Sandell	Tech talk
April 28	UC Berkeley	Becklin	Colloquium, Lunch Seminar
May 10	Univ. of Arizona/NOAO	Young +	SOFIA Community Day
May 12	Northwestern	Andersson	Colloquium
May 27	NASA Ames	Becklin	SSA Division Colloquium
May 31	IfA/Manoa	Sandell	Lunch talk
June 6, 7	DRAO/DAO	Andersson	
June 21	JPL	Andersson	Research + SOFIA
October 7	VLA/NRAO	Zinnecker	
November 3 or 10	Univ. of Michigan	Zinnecker	Colloquium



9th SUG Meeting, NASA Ames, Moffett Field, CA ; May 26, 2016.





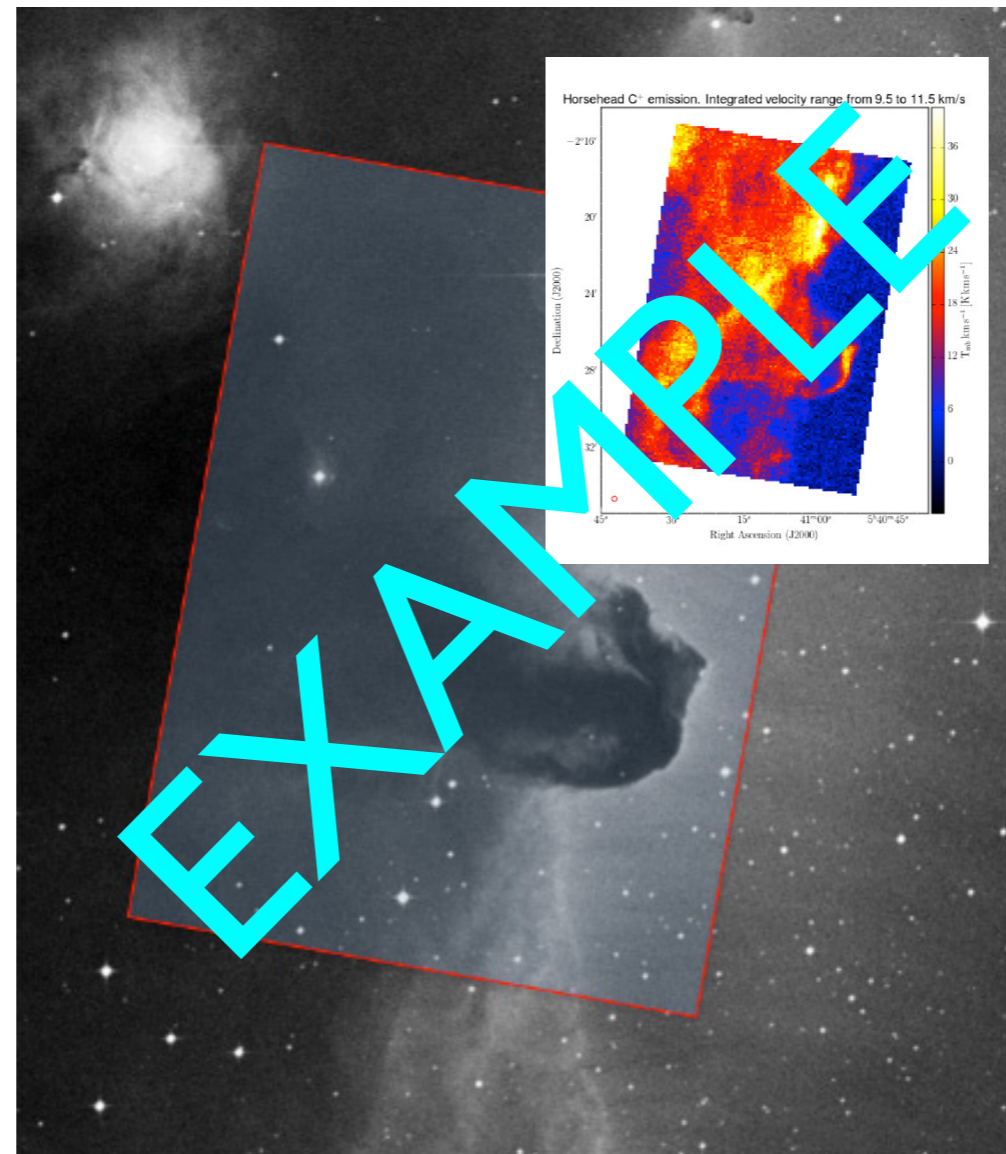
SOFIA Newsletter

SOFIA Newsletter



June 2016 • Volume 1, No. 1

www.sofia.usra.edu



Mapped region overlaid on a POSS-red Sky Survey image. Inset: Integrated [C II] line intensity over velocity range 9.5 – 11.5 km/s.



9th SUG Meeting, NASA Ames, Moffett Field, CA ; May 26, 2016.





Discussion

- 1.) SOFIA Community Day Workshops for Cycle 6 (Spring 2017):
 - venues;
 - SUG members initiate local organization.

- 2.) Plenary talk at the January 2017 AAS meeting:
formal request from the SUG to the Executive Council.

