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Explore Moon to Mars: Moon Lights the Way - Inspiring the Next Generation

Bethanne Hull
Speakers Bureau Manager, NASA's Kennedy Space Center and the lead for Speakers Bureau's Digital Expansion to Engage the Public (DEEP)

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Digital Expansion to Engage the Public (DEEP)
Evolving the traditional approach to maximize reach.

- For the majority of the population, the internet is the primary source of information for just about everything.

- Many groups and individuals are not able to travel to a NASA center, but we still want to engage them in a meaningful and personal way.

- Give us the ability to frame the experience that students have with NASA and engage the public with correct information and messaging.

- 360 technology allows us to completely immerse groups in NASA locations and landmarks.
Strategic Objective 3.3 Inspire and Engage the Public in Aeronautics, Space and Science

Inspire, engage, educate, and employ the next generation of explorers through NASA-unique Science, Technology, Engineering and Mathematics learning opportunities.

Traditional Engagement
- In person
- Classrooms
- Hobbyists/Enthusiasts
- Businesses both Aerospace & Non-Aerospace

Virtual Platforms
- Skype
- FaceTime
- Google Classroom
- Digital Expansion to Engage the Public
Successes

Began November 2016

39 Webcasts hosted

7 large level, multi-center events

DEEP Talk Series Events

FIRST Robotics: 150,479

A number of small level point to point connects

TOTAL REACH: 275,615

50 states, DC & PR and 62 countries
Learning about careers at #NASA and amazing women engineers #NASAdęp
Empowering girls for future jobs @BudiNaPrimer #InspiringGirls

Cheltenham ES iLab @CES... · 2/22/18
Great advice from #NASAdęp engineer Krista Shaffer: Smart people are the ones who ask questions. Don’t be afraid to ask!

stoneacademytech @ston... · 2/22/18
1st and 2nd graders listening to the Deputy Director at the Kennedy Space Center! These girls walked away saying “I’m going to be an Aerospace Engineer!” And still wondering—can you eat cupcakes in space 😊❤️ #NASAdęp

#NASADEEP Tuning in from Heron Pond Elementary in NH! How much room do you have for storage at the space station?
NDES STEM @NDES_STEM

deep discussion before we tune in to #nasadeep!

FLL Interstellar 🐱 Cats @team3427 · 11 Dec 2018
Sophie asks: “How high and how often is the threat of space debris to astronauts during space walks? How do astronauts avoid space debris?” #NASADEEP

Meredith @MrsMClymer · 2/22/18
These awesome girls spent the eve of “introduce a girl to engineering day” by designing their own Mars colonies! #NASADEEP #MarsMakerspace @NASAsedu @GIPublicSchools

FIRST Washington @first_wa · 11 Sep 2018
What a great resource for our teams! Thanks @Nasa #NASADEEP #FIRSTisSTEM

FIRST LEGO League 📣 @firstleg... · 1d
Tune into the #NASADEEP talk today, at 2pm ET. Tweet questions in real time with aerospace industry professionals. Today’s topic is Challenges of Space Farming, like the #INTOORBIT Challenge Food Production mission. A great Project topic! ow.ly/v6uX50jrZW0

stoneacademytech @stoneacadtech · 22 Feb 2018
5th grade girls loved the #NASADEEP experience with a Chemical Research Engineer! We learned all about aerogels, polymers, and space!

Benny the Spaceman @LE... · 10/2/18
Replying to @NASAKennedy
How do I improve my communications with my spacey followers? None of these options is very good! #NASADEEP

Bill Schammann @BillSchammann · 18 Sep 2018
#NASADEEP What is the most difficult part for humans traveling in space for long periods of time?
Inspiring the Next Generation

MOON LIGHTS THE WAY

Bethanné Hull
NASA/KSC Speakers Bureau