

MPR 1380.2
REVISION G

EFFECTIVE DATE: April 11, 2013
EXPIRATION DATE: April 11, 2023

MARSHALL PROCEDURAL REQUIREMENTS

CS01

CENTER PUBLIC EXHIBITS PROCESS

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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Change/ Revalidation/ Canceled)	Document Revision/ Change	Effective Date	Description
Baseline		3/27/00	
Revision	A	4/8/2004	Update reflects organizational changes. Changed "Task order" to "Work Request" throughout the document. Changed "NPG" to "NPR" throughout the document. In Appendix A, formatted paragraphs per MPG 1410.2. A.1 and A. 4 changed "Information Services Department (ISD)" to "Office of the Chief Information Officer (CIO)". A. 5 changed "Institutional Services/Appendix C" to "Unified NASA Information Technology Services (UNITeS)". A.6, updated POC information for the contractor.
Revision	B	10/28/2004	Changes per HQ Rules Review Action; consolidate guidance into Appendix Z; Appendix A deleted; Changes to "Table of Content, P.1; Document Content, 2. Responsibilities; 3. Procedure; Change Appendix B to A and Appendix C to B. Updated to reflect organizational change.
Revision	C	11/2/2005	Updates for change organizational changes and adds references to several new NPDs and MOAs.
Revision	D	3/6/2008	Revised 2. Applicability statement to reflect transition of MAF from GOCO to GOGO. Updated point of contact info in Appendix Z.
Revision	E	6/5/2009	Updated to reflect new contractor procedures and reflect safety emphasis and requirements.
Revision	F	7/12/2011	References to MSFC Form 4558 added; organizational and NPD title changes updated; details about process for approving and creating an exhibit added for clarification. Requirement to adhere to NASA diversity and handicap-accessibility guidelines added.
Revision	G	4/11/2013	Adapts content to new format, including adding attachments. Clarifies the role of the technical monitors.
Revalidation	G	10/2/2019	Revalidation of Expired Directive. Updated Contractor Work Order Form number and included a sample at Appendix H, moved Sample After Action Report to from Appendix H to Appendix I, removed quotation marks from around document titles.

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PREFACE

P.1 PURPOSE

To implement policy established by NPD 1387.1 and to establish a Center-specific process to meet NPR 1387.1 requirements for MSFC civil servants and contractors to create and display exhibits produced at MSFC for viewing by the general public especially in relation to other MSFC outreach programs and potential exhibit support functions (i.e., institutional graphics, visitor center displays, technical exhibits and events logistics). MSFC's Public and Employee Communications Office (CS20), Office of Strategic Analysis and Communications (OSAC), monitors MSFC's exhibits presented to these audiences and maintains the Center's official art, model, artifact, programmatic exhibit hardware and institutional exhibit hardware inventory.

P.2 APPLICABILITY

- a. This MPR applies to Center personnel, programs, projects, and activities, including contractors and resident agencies to the extent specified in their respective contracts or agreements. ("Contractors," for the purposes of this paragraph, include contractors, grantees, Cooperative Agreement recipients, Space Act Agreement partners, or other agreement parties.)
- b. This MPR applies to the Michoud Assembly Facility.
- c. This MPR applies to the following: all mandatory actions (i.e., requirements) are denoted by statements containing the term "shall." The terms: "may" or "can" denote discretionary privilege or permission; "should" denotes a good practice and is recommended, but not required; "will" denotes expected outcome; and "are/is" denotes descriptive material.
- d. This MPR applies the following: all document citations are assumed to be the latest version unless otherwise noted."
- e. This MPR applies to all exhibits presented by MSFC or its assigned projects and programs that are directed to a general and/or public audience. It does not apply to program and project technical exhibits and is not intended to prohibit offices, programs and projects from creating and operating appropriate exhibits to technical audiences on their own.

P.3 AUTHORITY

- a. NPD 1387.1, NASA Exhibits Program
- b. NPR 1387.1, NASA Exhibits Program

P.4 APPLICABLE DOCUMENTS AND FORMS

- a. NPD 1387.2, Use, Control, and Loan of Lunar Samples for Public and Educational Purposes

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- b. NPD 4300.4, Use of Space Shuttle and Aerospace Vehicle Materials as Mementos
- c. NPR 1441.1, NASA Records Retention Schedules (NRRS)
- d. NPR 4310.1, Identification and Disposition of NASA Artifacts
- e. MWI 3410.1, Personnel Certification Program
- f. Memorandum of Agreement (MOA), Memorandum of Agreement between NASA MSFC and the Alabama Space Science Exhibits Commission (ASSEC), October 22, 2010
- g. NASA Form 892, Employee Property Pass/Loan Agreement and Removal Permit
- h. MSFC Form 4637, Contract Work Order

P.5 MEASUREMENT/VERIFICATION

None.

P.6 CANCELLATION

MPR 1380.2F, Center Public Exhibits and Requirements Process, dated July 12, 2011.

Original signed by

Patrick E. Scheuermann
Director

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CHAPTER 1: RESPONSIBILITIES

1.1 Responsibilities are defined as outlined in NPD 1387.1:

1.1.1 Under NPD 1387.1 and NPR 1387.1, NASA's Office of Communications manages NASA's public exhibit programs. Excluded from the overall management responsibility of the division is the type of exhibits designed principally for professional and technical audiences such as at workshops, seminars, and symposiums. However, when it is in the best interest of NASA that these exhibits be shown to the general public, responsible officials consult with their public affairs function during the planning stage to coordinate messages, story line and design considerations, and ensure consistency with NASA objectives.

1.1.2 It is the responsibility of the MSFC Public and Employee Communications Office to ensure that all MSFC exhibit designs, content and operations presented to the general public are consistent with NASA and MSFC policies; adhere to safety goals, rules, processes and policies; are consistent with NASA and Federal Government disabilities standards and Federal laws; and align with Agency and Center goals, objectives, messages and audiences.

1.1.3 OSAC has designated an Exhibits Manager to conduct and administer the NASA Exhibits Program as outlined in NPR 1387.1. This person is responsible for including the management, scheduling and reporting of Center and NASA exhibits within MSFC's assigned geographic region (AL, AR, IA, LA, MO and TN).

1.1.4 The exhibits manager also serves as the MSFC Public and Employee Communications Office point-of-contact for artifacts in accordance with NPR 4310.1, and fine art assigned to MSFC from NASA's Art Collection.

1.1.5 As part of CS20's exhibits function, the office also:

1.1.5.1 Coordinates school, university, college, museum and informal education requests for exhibits through MSFC's Academic Affairs Office.

1.1.5.2 Provides copies of photographs, videotapes, resource material and exhibit consultation to requesting museums and planetarium for exhibits purposes (as funding and staffing permits).

1.1.5.3 Recommends and coordinates new exhibits and events support per NPR requirements.

1.1.5.4 Monitors the performance of the Center's public exhibit management contractor.

1.1.5.5 Ensures that established NASA and MSFC guidelines are followed, including but not limited to those pertaining to safety, diversity and handicap-accessibility.

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1.1.5.6 Ensures that personnel safety training and certification requirements are followed including those related to assembling or operating exhibits that may require hazardous operations.

1.1.5.7 Monitors, reports, and coordinates changes and updates to the condition or content of NASA exhibits at the USSRC as required by the current MOA with the museum’s board of directors.

1.1.5.8 Ensures metrics required by NPR 1387.1 are sent to HQ Office of Public Outreach.

CHAPTER 2: PROCEDURES

2.1 Budget, technology, and organization changes, as well as variations in demand fundamentally affect the Center’s ability to support requests for exhibits, models, artifacts, artwork, publications, large graphics and event decorations. Funds permitting, the MSFC public exhibits program has the charter to coordinate and/or create exhibits and models on behalf of MSFC as needed to communicate information and ideas to general public audiences. An explanation of how and when to initiate a request for an exhibit is in Appendix E.

2.2 MSFC offices wanting to create exhibits or large graphics for a public audience shall meet with the appropriate technical monitor and an MSFC Exhibits representative to discuss and define requirements, content, metrics and to develop preliminary cost estimates.

2.2.1 All requests to set up exhibits or to post graphics in the Building 4200 Lobby, Heritage Gallery, the NASA VIC or in visitor tour stops shall be coordinated with OSAC by phone or email at least two weeks in advance for appropriateness, scheduling conflicts, consistency of message, safety, power, and quality. Reference Appendix E for guidance on requesting MSFC exhibit support and Appendix A for a sample work request form.

2.2.2 Additional OSAC contractor exhibit support shall be provided by OSAC up to the extent to which the support is funded and in scope.

2.2.2.1 All others shall receive limited in-house assistance as institutional work force and resources permit. Examples of limited in-house assistance include loans from existing inventory, consultation, and special printing if resources and capabilities allow.

2.2.2.2 Purchase of outside/outsourced exhibit assistance shall be provided to NASA organizations who request and fund it.

2.2.2.3 This work shall be initiated by submitting a work request (MSFC Form 4558) to the contractor through the appropriate technical monitors. A sample contractor work request form is in Appendix G.

2.2.2.4 The name of the event, inclusive dates, location, a list of exhibits expected to be displayed and a point of contact shall be provided in advance to OSAC. After the event,

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attending organizations must report an estimated number of event attendees and estimated number of attendees to whom NASA actually communicated.

2.2.2.5 MSFC Institutional or technical graphics or exhibits functions shall not arrange for, contract, construct or print exhibits designed for external public audiences without prior coordination from the Marshall exhibits manager or appropriate representative.

2.3 For OSAC-executed exhibits, the technical monitor and exhibit support contractor shall verify cost estimates.

2.4 For OSAC-executed exhibits, work shall commence after funding for these projects is provided to OSAC through established MSFC comptroller and procurement procedures.

2.4.1 Funds shall be transferred to the OSAC Business Office in CS01 before initiating approved work.

2.4.2 Exhibit content and quality shall be monitored for consistency with NASA standards by the Exhibits Manager.

2.4.3 Exhibit shop oversight such as monitoring progress, facilitating changes and prioritizing work and work-arounds to production schedules in the exhibit operations to meet deadlines shall be the exhibits manager's responsibility.

2.4.4 Completing and delivering acceptable, timely and on-budget products and services that are in compliance with MWI 3410.1 shall be the responsibility of the exhibits contractor.

2.4.5 Requests for new models and exhibits intended for public audiences (as defined in NPR 1387.1) are reviewed by CS20 to ensure consistency of content, audience strategy, communication messages and objectives.

2.4.6 Exhibit graphics shall be consistent with approved NASA graphic and logo standards.

2.4.7 Incorporation of artifacts into exhibits and events shall be in accordance with NPD 4300.4 and NPR 4310.1.

2.4.8 Incorporation of a lunar sample into an exhibit or event shall be in accordance with NPD 1387.2.

2.5 Records of all public exhibits events supported and exhibit products and graphics produced shall be kept by the OSAC, including pre-event expectations and post-event results, after action reports. A sample report is in Appendix H.

2.5.1 As a minimum, the After Action Report shall include the dates of the event, date the report was submitted, event objective, event metrics, background information, results, recommendations, observations, and conclusions. A sample report is in Appendix H.

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2.5.2 These after action reports shall be submitted electronically or in hard copy by the designated event lead or exhibit technical monitor to management and clients, and in the case of public events, to the Marshall Exhibits Manager within three weeks of completion of the event.

2.5.3 A reference copy of these reports shall be kept for at least 5 years by the Public and Employee Communications Office in an electronic folder accessible by other OSAC organizations for future reference and attendance decisions. They are accessible on server MSdelta9, folder CS20, folder CS20/Main, folder Exhibits Reports, folder After Action Reports.

2.5.4 Public exhibit entries to the OSAC Events Management System shall be inputted by CS20.

2.5.5 Official reports required by HQ and OSAC about public exhibits shall be submitted by CS20.

CHAPTER 3: PROPERTY INVENTORY

3.0 An inventory of historic and current program models, exhibit hardware for loan, artifacts, the MSFC Art Collection, and the Center's assigned lunar sample and NASA art shall be retained by CS20's exhibits function.

3.1 At a minimum, the list shall include: the date of acquisition; description; property reference number(s); value; verified location as of last inspection; current condition; and contact name.

3.2 A separate list of all lost, stolen or decommissioned exhibits shall be updated as items are removed from active service and retained in perpetuity by the Public and Employee Communications Office.

3.3 At a minimum, the list shall include: the date of de-acquisition, description; property reference number(s); value; last known location; and status.

3.4 Exhibit Web site content for the Center's Consolidated Exhibits Web site shall be maintained by the CS20 exhibits contractor.

3.5 A list of available exhibits, models, artifacts and art shall be posted by CS20 and kept current on the MSFC Web site at: <http://www.nasa.gov/centers/marshall/news/exhibits>.

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APPENDIX A

DEFINITIONS

Client. Generally refers to the direct recipient of civil servant or contract exhibit services; fund-giver; usually internal to NASA.

COTR. Contracting Officer's Technical Representative, a certified Government employee appointed by a NASA contracting officer to act as their technical representatives in managing the technical aspects of a particular contract.

CS20. Public and Employee Communications Office.

Exhibits Manager/Exhibits Coordinator. Civil servant with authority under NPR 1387.1 and other regulations to oversee a Center's public exhibit, artifacts and art responsibilities.

Graphic. A piece of printed art or photo smaller than 40 inches x 90 inches.

Technical Monitor. Person identified and empowered by the client to oversee exhibit content, funding, operations, and other issues unique to their organization's exhibit program.

NARA. The National Archives and Records Administration, which is responsible for U.S. Federal Government long-term archiving and records retention.

OSAC. Office of Strategic Analysis and Communications, the parent organization of the Public and Employee Communications Office, which is responsible for this MPR.

USSRC. The U.S. Space & Rocket Center, which under a memorandum of agreement serves as MSFC's official visitors' center.

VIC. Visitor Information Center, established under a Memorandum of Agreement (MOA) as NASA/MSFC's official visitors' center.

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APPENDIX B

ACRONYMS (Reserved)

APPENDIX C

VERIFICATION MATRIX (Reserved)

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APPENDIX D

RECORDS

D.1 Case files, event email traffic and other draft or background records which document pre-event expectations, planning, requirements, outcomes and/or other post-event results are maintained separately by exhibit outreach coordinators, the public exhibit manager, or technical monitors, as appropriate.

D.1.1 Case files for minor exhibit events are retained in accordance with NRRS 1/65/A [1387]; destroy when no longer needed.

D.1.2 Case files for major or historically-significant exhibits are retained in accordance with NRRS 1/65/B [1387]. Retain exhibit material/documentation onsite for two years after exhibit is closed or removed and then transfer records to the National Archives and Records Administration (NARA) via the MSFC Records Manager.

D.1.3 Case file records include, but are not limited to:

D.1.3.1 Contract work requests with feedback forms for comments. A sample work request form (MSFC Form 4558) is in Appendix G.

D.1.3.2 Results from feedback questionnaires posted and maintained at the Exhibits Web site or administered in exhibit kiosks, tablets or via other data-gathering hardware.

D.2 Exhibit After Action Reports.

D.2.1 Exhibit After Action Reports are created and filed in the associated case file for at least every major general public exhibit effort and for others as appropriate and requested by program clients supported by CS20.

D.2.2 Reference copies of After Action Reports are kept on a shared Marshall drive (smb://msaf01c/CS20-Main) by the Public and Employee Communications Office for at least five years and destroyed at the discretion of the MSFC Exhibits Manager per NRRS 1/78/F/2 [1442].

D.3 Signed exhibit hand receipts (NASA Form 892), loan applications and loan agreements are kept by the Public and Employee Communications Office contractor supporting the exhibits function. Destroy six years after the end of the fiscal year in which the property was returned per NRRS 4/8/B [4210].

D.4 Safety. Exhibit contractor personnel certification records and Job Hazard Analysis documentation are retained as specified in contract language.

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D.5 Property Inventory.

D.5.1 Current lists of all exhibits, models, artifacts, art and other property assigned to the exhibits function are maintained by the Public and Employee Communications Office or support contractor. As the list is updated, keep the obsolete list for two years, then destroy per NRRS 4/3/A [4100].

D.5.2 A separate list of all lost, stolen or decommissioned exhibits is updated as items are removed from active service and retained in perpetuity by the Public and Employee Communications Office. Minimum required information includes the date of de-acquisition, description; property reference number(s); value; last known location; and status.

D.5.3 Decommissioning records, lost property reports or Property Disposal records are retained by CS20 per MPR 4000.2, "Property Management." A reference copy is maintained with the records in D.3.

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APPENDIX E

GUIDANCE REGARDING MSFC EXHIBIT SUPPORT

E.1 Budget, technology, and organizational changes, as well as variations in demand, dictate an ongoing review of the Center’s ability to provide exhibits and large graphics. The paragraphs below separate the responsibilities of the Public Exhibits function and the Office of the Chief Information Officer (CIO).

E.2 To eliminate confusion, for the purpose of this guidance an exhibit is defined as any graphic that (1) is to be shown as a complete image larger than 40 inches x 90 inches; (2) requires Public Exhibits model shop support; or (3) requires special safety, the Americans with Disabilities Act (ADA), International Trade in Arms Restrictions (ITAR), security or property considerations while on public display.

E.3 The Public and Employee Communications Office and its contractor provide full exhibit support to those Center organizations with agreements in place for such support. These organizations are considered clients. For all others, the Public and Employee Communications Office and its contractors provide the following support on an as-available basis:

E.3.1 Loan of display hardware, models and artifacts.

E.3.2 Advice regarding exhibit layout and local sources for government credit card purchases of exhibit-sized graphics.

E.3.3 Advice about NASA and MSFC objectives, messages and target audiences.

E.3.4 Purchased, turnkey exhibits through its support contractor if proper funding, designs, specifications, and lead-time are provided.

E.4 Any MSFC exhibit INTENDED FOR A PUBLIC AUDIENCE is to be reviewed by the assigned Center exhibits manager, per NPD 1387.1.

E.5 The Office of the CIO’s civil service or contractor graphics staffs or other NASA projects and programs may elect to design exhibits or exhibit graphics. When created, however, graphics are encouraged to be compatible with Center printing policies and capabilities, especially sources that accept government credit cards. Computer files can be provided to the Public and Employee Communications Office support contractor if approved by the Exhibits Manager and exhibits technical monitor for printing, mounting or lamination. Printing costs (in-house or outsourced) are borne by the client.

E.6 Graphics (images smaller than 40 inches x 90 inches) intended for employees or for use on-Center are exempt from this requirement.

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E.7 Institutional graphics personnel may create themes and prepare camera-ready artwork and printed materials for standard-size posters and banners that do not exceed 40 inches x 90 inches. They may also provide matting and mounting services. The mounting services are limited to standard-size increments no larger than 40 inches x 90 inches.

E.8 Points of contact:

CS20: Exhibits Manager, Artifacts Manager, and technical monitor for exhibits design and fabrication shops

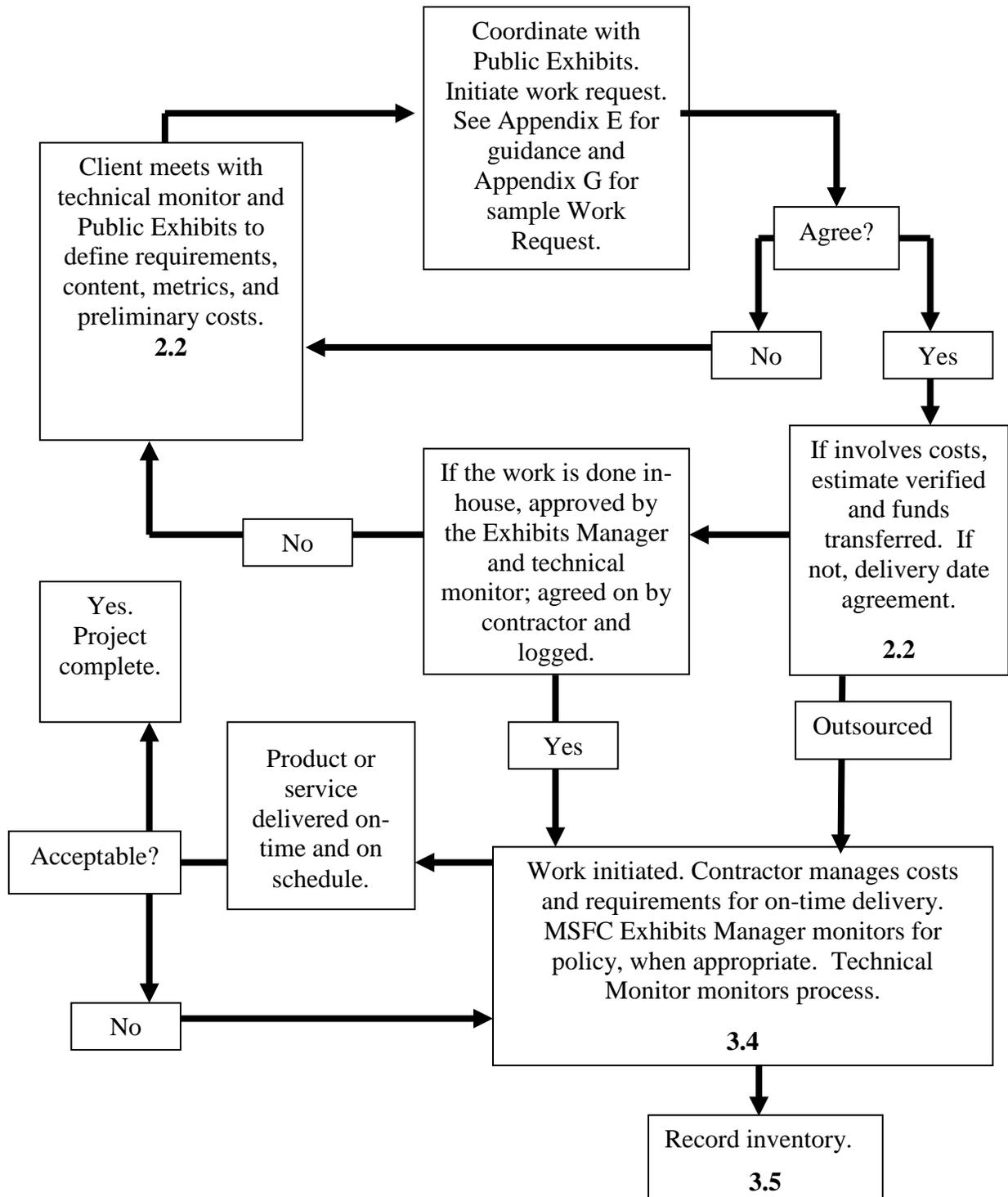
CS01: Assigned COTR

IS30: Institutional graphics functional manager

Media Fusion: OSAC design and exhibits fabrication shop team lead

APPENDIX F

FLOW DIAGRAM



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APPENDIX G: CONTRACTOR WORK ORDER

Office of Strategic Analysis and Communications Contract Work Order		<small>National Aeronautics and Space Administration</small>
Contract No:		
To Be Completed by Contractor Contract Specialist		
Work Order No:	Accepted:	
Charge No:	Disapproved:	
Reviewed by:	Reason for Disapproval:	
To Be Completed by Requestor		
Title:	Request Date:	Required Date:
Requested by:	Phone Number:	Organization Code:
Center Event (check one) <input type="checkbox"/> Yes <input type="checkbox"/> No	Public Exhibits Activity (check one) <input type="checkbox"/> Yes <input type="checkbox"/> No	Organization Changed:
Personnel Assigned:	Cost Involved (check one) <input type="checkbox"/> Yes <input type="checkbox"/> No	
Synopsis of Work: (Name of event/work, dates of event/work, generic description, total cost)		
Detailed Description of Work: (Event/work details, itemized cost, and other detailed information as required. Attachments may be added.)		
<div style="display: flex; gap: 10px;"> ATTACH VIEW ATTACHMENTS </div>		
<i>IMPORTANT: The Contractor shall proceed promptly with the performance of executed work request issued by the Technical Monitor within contract authority. It is the Government's position that the work called out is within the current contract mission. If, in the Contractor's opinion, the work is either not covered by the current contract mission, or is outside the contract mission altogether, the Contractor shall not proceed but shall notify the Contracting Officer in writing within 5 working days.</i>		
Approval Level	Name/Attached Concurrence	Date Approved
Customer Service Rep.		
Technical Monitor		
EVALUATION		
EVALUATION – Upon conclusion of this work, the Technical Monitor will complete the following evaluation with comments and sign below to acknowledge the completion of the assignment and to provide an evaluation of the work performed.		
Evaluation Categories:	Ratings:	Rating Legend:
Timeliness (work accomplished per timeframe established)		5 - Outstanding
Quality of Work (work accomplished in a skillful, workmanlike manner)		4 - Excellent
Planning (work accomplished in the least disruptive manner)		3 - Good
Coordination and Submittals (documentation is comprehensive and timely)		2 - Satisfactory
Management and Reporting (communication is timely and appropriate)		1 - Poor
Comments:		
Evaluator's/Requestor's Signature:		Date Signed:

MS FC Form 4558 (September 2010)

Previous Versions Obsolete

All previous versions are obsolete.

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APPENDIX H: CONTRACTOR WORK ORDER

EXHIBIT WORK REQUEST		National Aeronautics and Space Administration		
PROJECT TITLE:		REQUEST DATE:	REQUIRED DATE:	
REQUESTED BY:		PHONE NUMBER:	ORGANIZATION CODE:	
ORGANIZATION CHARGED:		PERSONNEL REQUESTED/ASSIGNED:		
COST INVOLVED: <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	WAIVER REQUIRED (If "Yes," please attach approval.): <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	ESTIMATED HOURS (Organization):	BANDS:	
SYNOPSIS OF WORK/TASK (Name of event or task, dates of event or task, generic description, total cost):				
ITINERARY				
INSTALL DATES:		EVENT DATES:	DISMANTLE DATES:	
INSTALL DATE:		EVENT:	DISMANTLE:	
APPROVER (Name of individual who will approve this task):				
MSFC Form 4637 (June 2014)			Previous Versions Obsolete	

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APPENDIX I

SAMPLE AFTER ACTION REPORT

CS20

TO: Distribution
 THRU: CS20/John Dumoulin
 FROM: CS20/John Smith
 SUBJECT: After Action/ISS Module at Quality Expo International
 Support for HQ OPO

RESULTS

Approximately 8,857 people visited the NASA booth that highlighted the International Space Station using the full-scale International Space Station module exhibit. Also represented in the booth was a NASA/Space Flight Awareness exhibit with support staffers from NASA HQ, MSFC, KSC, JSC, USBI, Lockheed Martin, and United Space Alliance.

A theater was also arranged to show videos to attendees. The following videos were shown: *Dream is Alive*, *Beyond the Stars*, *Dreams Survive*, *Human Destiny*, *To Be An Astronaut*, *Space Station: It's About Life on Earth*, *100th Mission*, *Ride of Your Life*, *Understanding Our Changing Planet*, *Boundaries of Space*, *Learning to Live in Space*, and *Exploring New Worlds*.

Wednesday, April 28 the MSFC Director of Safety and Mission Assurance delivered the keynote address to more than 250 attendees. Her theme: "Bringing people to space; bringing space to people," provided the audience with an overview of NASA/MSFC quality standards in regard to the products and services developed to support mission goals. She also addressed more than 150 7th and 8th grade students at Crane High School in Chicago on Tuesday.

The CS20 outreach coordinator was interviewed by John Dodd, *Evaluation Engineering Magazine*; Claudia Jouliette, *Canadian Industrial Machinery Magazine*; Tom Tennant, *Tooling Production Magazine*; Michael Lombardo, *Finishers Management Magazine*; and Rick Smith, *Reviews on Line*. Please note: *Reviews on line* shall post pictures of the NASA booth at Quality Expo to the Web. (WWW.reviewsonline.com)

NASA's International Space Station research and assembly publications were distributed to the visitors. MSFC media relations provided press releases regarding the keynote engagement for the MSFC's Director of Safety and Mission Assurance.

EVENT OBJECTIVE

To inform about the benefits from space, especially International Space Station and work being done at NASA related to quality and safety.

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BACKGROUND

The ISS Module Exhibit was requested by Reed Exhibition Companies, producer and manager of Quality Expo International, to attend the conference at their expense. This included the space, drayage, personnel, and freight. Although the exact gate numbers are not yet available, more than 11,000 were expected to attend the conference. This is the premier trade show and conference for quality assurance and product reliability technologies in manufacturing.

The NASA booth was staffed by two MSFC Exhibit Outreach Coordinators. An exhibit technician operated the theater and was the technician assigned to the event. A civil servant public affairs specialist assisted with the speakers requirements. For Space Flight Awareness, eight people representing MSFC, NASA HQ, KSC, JSC, Lockheed Martin and USBI staffed their booth area.

CONCLUSIONS/OBSERVATIONS/RECOMMENDATIONS

- * The attendees were very receptive to the presence of NASA and the quality standards used for space flight missions.
- * The keynote presentation was an excellent event that helped educate the attendees on NASA quality.
- * This conference proves to be an excellent venue for informing the public on NASA's safety and quality standards.
- * We had some problems with traffic flow in the booth and recommend attention be paid to entrance and exits in the future.
- * Giveaways were well received, but approval to provide them should have been submitted 90 days before the event. We did not have enough to go around and no additional time to arrange for more.

METRICS AND MEASURES

Expected attendance (gross gate): 20,000

NASA Exhibit attendance (net gate): 8857

Multipliers: four discrete engagements stations; one associated outreach event

Known media coverage: 2 television stations, one Web story (blog), one newspaper feature

Leads/follow-up requests: 2

Observed repetition of exhibit messages: 1