



Public Relations

Team Managers

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Team Members

Whitney Cox

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Abstract

The DEVELOP Public Relations Team main goal this term was to organize DEVELOP resources. The Public Relations Team completed several tasks, such as updating and maintaining the DEVELOP website, reviewing the NESC website and providing support for the Publications Committee.

Currently, the PR Team is working on two projects to organize DEVELOP resources: a news archive and a resource library. The news archive is a searchable database of all articles ever published about DEVELOP. It includes links to pdf files of all the articles, so students can search for an article and then view it. The news archive is installed on the DEVELOP file server where students can access it from any computer on site.

The resource library will be making use of a searchable database as well. The database is also located on the file server. Magazines, books and videos found in staff offices were collected, organized and placed in one location. The Public Relations team created a cataloging system so students can easily locate any resource listed in the resource library database.

The Public Relations Team assumed the responsibility of maintaining and updating the DEVELOP website. Some changes include reformatting project pages and including links to other DEVELOP national teams websites. In order to complete these changes, the team learned HTML and used Macromedia Dreamweaver.

Additional projects assigned to the Public Relations team were formatting DEVELOP presentation slides, evaluating the NASA Engineering and Safety Center (NESC) website, and to provide support to the DEVELOP publication committee. The team submitted a report of suggestions to NESC. To aid the publication committee, the Public Relations Team completed research of the publication requirements for scientific magazines and journals and created a searchable database of its findings for use by DEVELOP team members.

Introduction

In an organization such as DEVELOP, it is essential to keep all resources and information readily available and organized so information can be quickly and easily accessed. This easy access to information makes DEVELOP more efficient. In order to achieve the main objective of organizing DEVELOP the Public Relations Team outlined five organizational tasks that needed to be completed by the end of the summer 2004 ten-week period. These tasks were establishing the electronic news archive, maintaining the DEVELOP website, creating a DEVELOP resource library evaluating the NESC website, and completing slide presentation evaluations for each team presentation on a weekly basis.

DEVELOP Website

A major focus for the Public Relations Team was provide full maintenance of the DEVELOP website. The Team evaluated the website and made suggestions for improvements. Each member of the Public Relations Team then completed HTML tutorials found on the internet and studied HTML learning guides in order to become proficient so that anyone of the team members could update the website. The tutorials used were found on the Internet at multiple educational sites. After the tutorials were completed, HTML self-help guides were utilized to supplement the knowledge gained by completing the Internet tutorials. First, only minor changes were implemented as practice for the cosmetic changes. The next task for the website was to design and add web pages linked to the projects page for the CAVE Automatic Virtual Environment (CAVE) team. In a relatively short time span, the web pages were implemented with few faults. The Public Relations team then designed and created a new layout for project team pages using Adobe Photoshop and Macromedia Dreamweaver. With this new format for certain pages, a section of the DEVELOP website was created with all of the changes in formatting and layout. The projects page of the website was made uniform to keep the website up to date. Links were added to the DEVELOP National Teams web page of the NASA Ames DEVELOP Center which was created by the Ames DEVELOP Center. The new pages were then linked to National Teams page of the National website.

DEVELOP News Archive Database

Over sixty articles have been published about DEVELOP during its five year history. The Public Relations Team created a news archive database in order to organize these articles and make them more accessible. The articles were scanned into Adobe Photoshop then converted from picture files to PDF files. As PDF files, the articles can be read using Adobe Acrobat Reader. The searchable database was created using Microsoft Access and the PDF files were hyperlinked to the database. The news archive is now available on site and is useful since it stores electronic copies of pertinent news dealing with the progression of DEVELOP.

DEVELOP Resource Library and Database

The DEVELOP Program at LaRC had acquired many sources of information including books, magazines, pamphlets, and videos. The Public Relations Team identified the need of organizing these books in a central location on site. The first step in the process of creating the DEVELOP resource library was to inventory the books

found throughout the offices. The PR Team entered the inventory into a database using Microsoft Access. After completing the inventory, the team decided which resource materials were appropriate for the library. These resources were divided into subjects: Earth Science, DEVELOP Presentations, DEVELOP Technical Papers, DEVELOP Project Binders, DEVELOP Miscellaneous, Magazines, Journals, Reference, Manuals, NASA, NASA ESE, NASA Reports, NASA History, and Missions. The materials were stacked in alphabetical order by title within each subject. A unique cataloging system that utilizes subject and title was created and each source was labeled with a call number according to this system. All of the resource materials included in the library formed the resource library database from the original inventory database. The resource library database is searchable by subject, title, location, and date. In order to make the call numbers accessible to users, the database was copied into Microsoft Excel and the call numbers were included in this file. A hard copy of the Excel file will be located in the library near the library check out list. The resource library database was placed on the file server and is accessible to anyone on site.

NESC Website

DEVELOP was approached by the NASA Engineering Safety Center (NESC) to evaluate their website as well. The Public Relations Team evaluated the website and a report containing all suggestions for improvement was completed and submitted.

Publications Database

A goal of the DEVELOP program is to publish in scientific journals. A committee was formed to help DEVELOP achieve this goal and the Public Relations team provides support to this committee. As support to publication committee, the Public Relations team first researched the publication requirements of twenty-two magazines and journals selected by the committee. Some of the requirements were posted online, while others had to be obtained through correspondence with editors of the publications. Once the PR Team collected the information, a database was created using Microsoft Access. The fields identified were point of contact, telephone number, fax number, and address, as well as the following article parameters: maximum length (in words), the number of issues published in a year, a format for a manuscript, and any notes that the author should know. The finished product is a searchable database that is accessible throughout DEVELOP on the file server. Any DEVELOP team member can research the requirements that must be met in order to publish their findings.

Conclusion

The Public Relations Team is confident that its work to organize DEVELOP resources will increase DEVELOP's efficiency. DEVELOP's resources are now easily utilized by all DEVELOP team members on site. The Public Relations Team believes the improvements to the DEVELOP website will increase its accessibility to Internet users. With the organizational tools provided, communication between DEVELOP centers around the nation will improve and interactions with scientific agencies throughout the world will bring unprecedented and thorough research in projects to come.