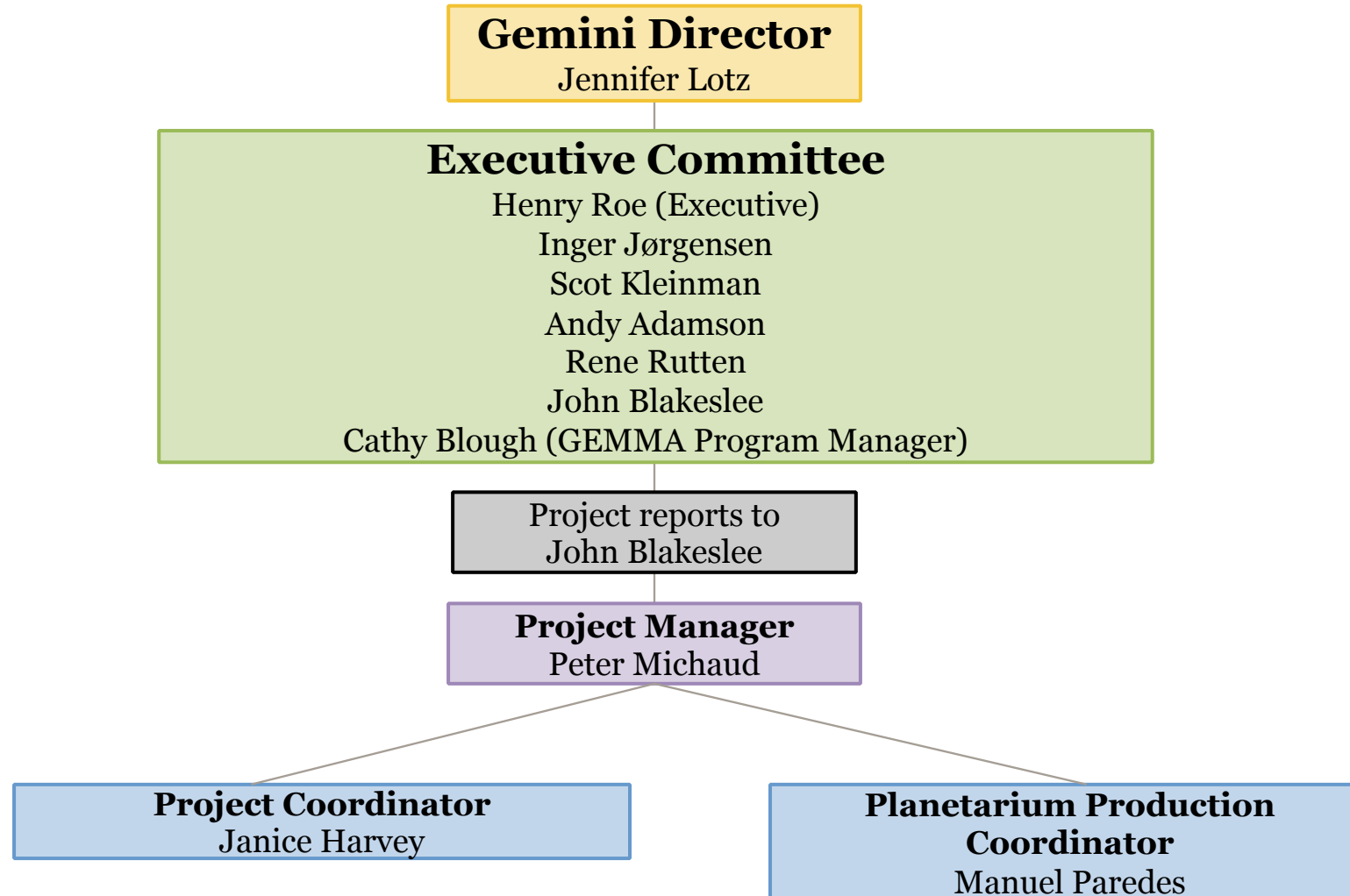




GEMMA: Public Engagement

GEMMA PIO Organization



GEMMA: Public Engagement

The Public Information & Outreach (PIO) elements of the GEMMA program focus on effective communication which conveys the concepts of Multi-Messenger and Time Domain Astronomy (MMA/TDA) in an accessible manner to diverse audiences.

Primary Elements:

- MMA/TDA Communications Summit
- Media Workshop
- Staff Media Training
- Planetarium Programming
- MMA/TDA Internships (4)



MMA/TDA Communications Summit

On track for convening ~30 communications professionals in early November 2019.
Participants include: EPO/PIOs, journalists, stakeholders.

Outcomes & Goals:

- Identification of Best Practices
- Identifying future collaborations
- Communication MMA/TDA resources
- Roadmap for future progress

Milestone Highlights:

- Venue confirmation (WBS 5.2.1)
- Participants confirmation (WBS 5.2.3)
- Facilitator contract (WBS 5.2.5)
- Agenda/program development (WBS 5.2.6)
- Summit execution November 7-8, 2019 (WBS 5.2.8)



MMA/TDA Media Workshop

Special media workshop on MMA/TDA in conjunction with American Astronomical Society winter meeting (January 2021). Content informed by MMA/TDA Communications Summit

Outcomes & Goals:

- Promote improved media understanding and accuracy on MMA/TDA
- Improve networking between journalists and scientists in MMA/TDA

Milestone Highlights:

- Venue selection (WBS 5.3.2)
- Speaker selection (WBS 5.3.4)



MMA/TDA Staff Media Training

Provide media training for key staff at both sites specific to more effectively communicating MMA/TDA to media and stakeholders.

Outcomes & Goals:

- Equip staff to communicate on MMA/TDA more effectively to all stakeholders
- Better promotion of MMA/TDA to the public via traditional & new media

Milestone Highlights:

- Selection of trainer(s) (WBS 5.4.2)
- Execution of training sessions at GN and GS in 2021 (WBS 5.4.6/7)



MMA/TDA Planetarium Programming

Develop planetarium programming resources on MMA/TDA utilizing all-dome video technology and modular programming elements.

Outcomes & Goals:

- Provide planetaria with accurate resources to effectively engage public in MMA/TDA
- Production led by Gemini South staff
- Partnerships with planetaria and Dome+ NSF program

Milestone Highlights:

- Selection of production contractor(s) (WBS 5.5.4)
- Completion of storyboards and scripts (WBS 5.5.5)
- Completion of production(s) in late 2021 (WBS 5.5.6)



MMA/TDA Internships

Four successive 6-month internships focusing on education/communications projects in MMA/TDA (e.g. podcasts, classroom activities, public events, social media).

Outcomes & Goals:

- Prepare future EPO professionals to more effectively share MMA/TDA with media and education audiences
- Engage all Gemini PIO staff as mentors

Milestone Highlights:

- Job description developed (WBS 5.6.1)
- Recruit and select interns (WBS 5.6.2-5.1)
- Completion of each intern position (WBS 5.6.2-5.4)



Programmatic Interconnections & Dependencies

GEMMA Public Engagement (PE) components interconnect both within PE programming and in execution of other GEMMA scientific elements.

Interconnections:

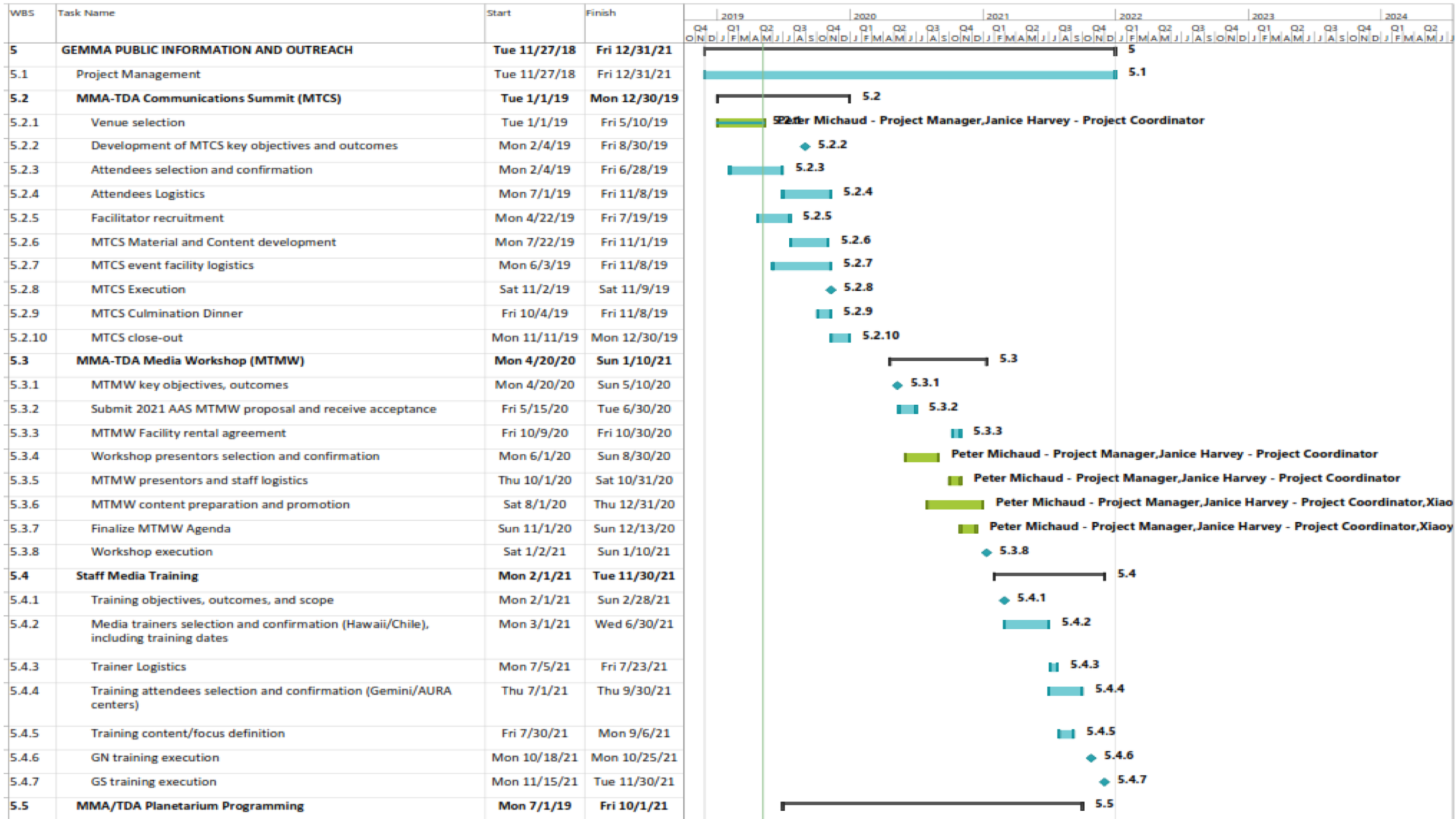
- All PE GEMMA program elements are impacted by the results of the MMA/TDA Communications Summit
- Staff media training promotes more effective communications by Gemini/NCOA staff both internally and with stakeholders
- Interns will work closely with GEMMA scientific and instrumentation staff to promote accuracy of educational/communications materials
- GEMMA PE efforts support and dovetail with existing Gemini PIO programming

WBS Cost by Fiscal Year

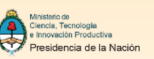
WBS #	WBS Milestones and Tasks	Start	End	FY19	FY20	FY21	FY22	Total
5	Public Information and Outreach	11/27/2018	12/1/2021	\$160,979	\$363,174	\$142,652	\$13,46	\$680,273
5.1	Project Management	11/27/2018	12/31/2021	\$15,513	\$17,030	\$12,277	\$3,069	\$47,890
	Labor			\$15,513	\$17,030	\$12,277	\$3,069	\$47,890
	Non-labor							\$0.00
5.2	MMA-TDA Communications Summit (MTCS)	1/1/2019	12/30/2019	\$131,224	\$24,171	\$0.00	\$0.00	\$155,396
	Labor			\$43,523	\$24,171	\$0.00	\$0.00	\$67,695
	Non-labor			\$87,701	\$0.00	\$0.00	\$0.00	\$87,701
5.3	MMA-TDA Media Workshop (MTMW)	4/20/2020	1/10/2021	\$0.00	\$27,335	\$14,673	\$0.00	\$42,008
	Labor			\$0.00	\$10,405	\$14,673	\$0.00	\$25,078
	Non-labor			\$0.00	\$16,930	\$0.00	\$0.00	\$16,930
5.4	Staff Media Training	2/1/2021	11/30/2021	\$0.00	\$0.00	\$24,734	\$1,803	\$26,538
	Labor			\$0.00	\$0.00	\$10,484	\$1,803	\$12,288
	Non-labor			\$0.00	\$0.00	\$14,250	\$0.00	\$14,250
5.5	MMA/TDA Planetarium Programming	7/1/2019	10/1/2021	\$1,060	\$231,216	\$31,672	\$191	\$264,140
	Labor			\$1,060	\$17,049	\$31,672	\$191	\$49,973
	Non-labor			\$0.00	\$214,16	\$0.00	\$0.00	\$214,166
5.6	MMA/TDA Internships	1/1/2019	11/30/2021	\$13,180	\$63,420	\$59,294	\$8,403	\$144,298
	Labor			\$11,680.	\$57,420	\$56,294	\$6,903	\$132,298
	Non-labor			\$1,500.00	\$6,000.00	\$3,000.00	\$1,500	\$12,000

See PEP detail WBS Dictionary that defines the resources associated with each WBS work package.

Baseline Plan, Schedule and Resources



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PIO Risk Register

Part I. Risk Identification					
Name	Project Risk Category	Risk Description (ignoring controls)	Impact 1-5 (ignoring controls)	Likelihood 1-5 (ignoring controls)	Total Risk Score Low = 1 - 8 Med = 9 - 16 High = 17 - 25
Limited MTCS Participant Availability	Quality	If key Summit participants are unavailable or unable to participate then the quality of the summit's results will be adversely impacted.	4	1	4
Venue Availability for MTMW	Quality	If first choice of venue (AAS January 2021) is not available for workshop an alternate, less optimal venue will need to be selected.	4	2	8
MMA/TDA Planetarium Program Production Costs	Scope	If contractors cannot deliver planetarium program with all scripted elements within existing budget program's scope will have to be	4.5	2.5	11.25
Limited Staff Resources	Resources	If one or more existing staff leave the project because of illness, turnover or internal opportunities then the project will be impacted.	4	4	16



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GEMMA Public Engagement: Stakeholders, Journalists, EPOs and the Public

GEMMA Broader Impacts programming is designed to reach diverse key audiences, with the ultimate goal to more effectively engage the public in MMA/TDA.

- MMA/TDA Communications Summit has already seen extremely enthusiastic response by invited participants
- Internship applications are strong with many quality ideas for projects in communications and outreach
- Enthusiastic conversations have already begun with planetarians about most useful and effective planetarium resources and programmatic modules on MMA/TDA
- PIO staff is excited about dovetailing with existing programming and activities!

Costed WBS

WBS #	WBS Milestones and Tasks	FY19	FY20	FY21	FY22	Total
5	GEMMA PUBLIC INFORMATION AND OUTREACH	\$71,777	\$126,076	\$125,402	\$11,967	\$335,224
5.1	Project Management	\$15,513.00	\$17,030.40	\$12,277.84	\$3,069.46	\$47,890.70
5.2	MMA-TDA Communications Summit (MTCS)					\$ -
5.2.1	Venue selection	\$2,666.91				\$2,666.91
5.2.2	Development of MTCS key objectives and outcomes	\$4,569.80				\$4,569.80
5.2.3	Attendees selection and confirmation	\$7,240.29				\$7,240.29
5.2.4	Attendees Logistics	\$2,722.79	\$1,555.88			\$4,278.67
5.2.5	Facilitator recruitment	\$5,935.57				\$5,935.57
5.2.6	MTCS Material and Content development	\$8,912.90	\$4,456.45			\$13,369.35
5.2.7	MTCS event facility logistics	\$11,475.41	\$4,003.05			\$15,478.46
5.2.8	MTCS Execution		\$8,686.20			\$8,686.20
5.2.9	MTCS Culmination Dinner		\$533.74			\$533.74
5.2.10	MTCS close-out		\$4,936.10			\$4,936.10



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Costed WBS

WBS #	WBS Milestones and Tasks	FY19	FY20	FY21	FY22	Total
5.3	MMA-TDA Media Workshop (MTMW)					
5.3.1	MTMW key objectives, outcomes		\$2,703.50			\$2,703.50
5.3.2	Submit 2021 AAS MTMW proposal and receive acceptance		\$411.64			\$411.64
5.3.3	MTMW Facility rental agreement			\$1,083.19		\$1,083.19
5.3.4	Workshop presenters selection and confirmation		\$6,514.65			\$6,514.65
5.3.5	MTMW presenters and staff logistics			\$3,303.66		\$3,303.66
5.3.6	MTMW content preparation and promotion		\$775.32	\$1,162.98		\$1,938.30
5.3.7	Finalize MTMW Agenda			\$3,332.60		\$3,332.60
5.3.8	Workshop execution			\$5,790.80		\$5,790.80



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Costed WBS

WBS #	WBS Milestones and Tasks	FY19	FY20	FY21	FY22	Total
5.4	Staff Media Training					
5.4.1	Training objectives, outcomes, and scope			\$1,203.50		\$1,203.50
5.4.2	Media trainers selection and confirmation (Hawaii/Chile), including training dates			\$3,730.92		\$3,730.92
5.4.3	Trainer Logistics			\$966.30		\$966.30
5.4.4	Training attendees selection and confirmation (Gemini/AURA centers)			\$1,834.92		\$1,834.92
5.4.5	Training content/focus definition			\$2,748.86		\$2,748.86
5.4.6	GN training execution				\$1,067.48	\$1,067.48
5.4.7	GS training execution				\$736.06	\$736.06



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Costed WBS

WBS #	WBS Milestones and Tasks	FY19	FY20	FY21	FY22	Total
5.5	MMA/TDA Planetarium Programming					
5.5.1	Research potential production partners and contractors	\$1,060.90	\$2,345.49			\$3,406.39
5.5.2	Develop scope of work and program content outlines		\$4,467.28			\$4,467.28
5.5.3	Call for proposals/bids for production contract		\$1,737.20			\$1,737.20
5.5.4	Contractor selection and confirmation		\$1,284.59			\$1,284.59
5.5.5	Planetarium Storyboard collaboration and Program definition		\$7,214.92	\$22,802.48		\$30,017.40
5.5.6	Acceptance of final segments			\$5,569.18		\$5,569.18
5.5.7	Adaptation of Web version of segments			\$1,411.76	\$83.02	\$1,494.78
5.5.8	Promotion of materials to planetarium community			\$1,888.96	\$108.14	\$1,997.10



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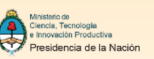


Costed WBS

WBS #	WBS Milestones and Tasks	FY19	FY20	FY21	FY22	Total
5.6	MMA/TDA Internships					
5.6.1	Initiate necessary HR paperwork for MMA-TDA internships	\$1,029.10				\$1,029.10
5.6.2	Intern #1 hired and internship execution					
5.6.2.1	Intern #1 recruitment process	\$2,202.97				\$2,202.97
5.6.2.2	Internship #1 orientation	\$4,705.56	\$369.72			\$5,075.28
5.6.2.3	Internship #1 management and mentoring	\$3,742.57	\$18,846.62			\$22,589.19
5.6.2.4	Internship #1 completion		\$2,665.75			\$2,665.75
5.6.3	Intern #2 hired and internship execution					
5.6.3.1	Intern #2 recruitment process		\$2,058.20			\$2,058.20
5.6.3.2	Internship #2 orientation		\$6,330.64			\$6,330.64
5.6.3.3	Internship #2 management and mentoring		\$22,409.19			\$22,409.19
5.6.3.4	Internship #2 completion		\$2,598.45			\$2,598.45



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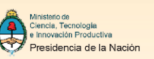


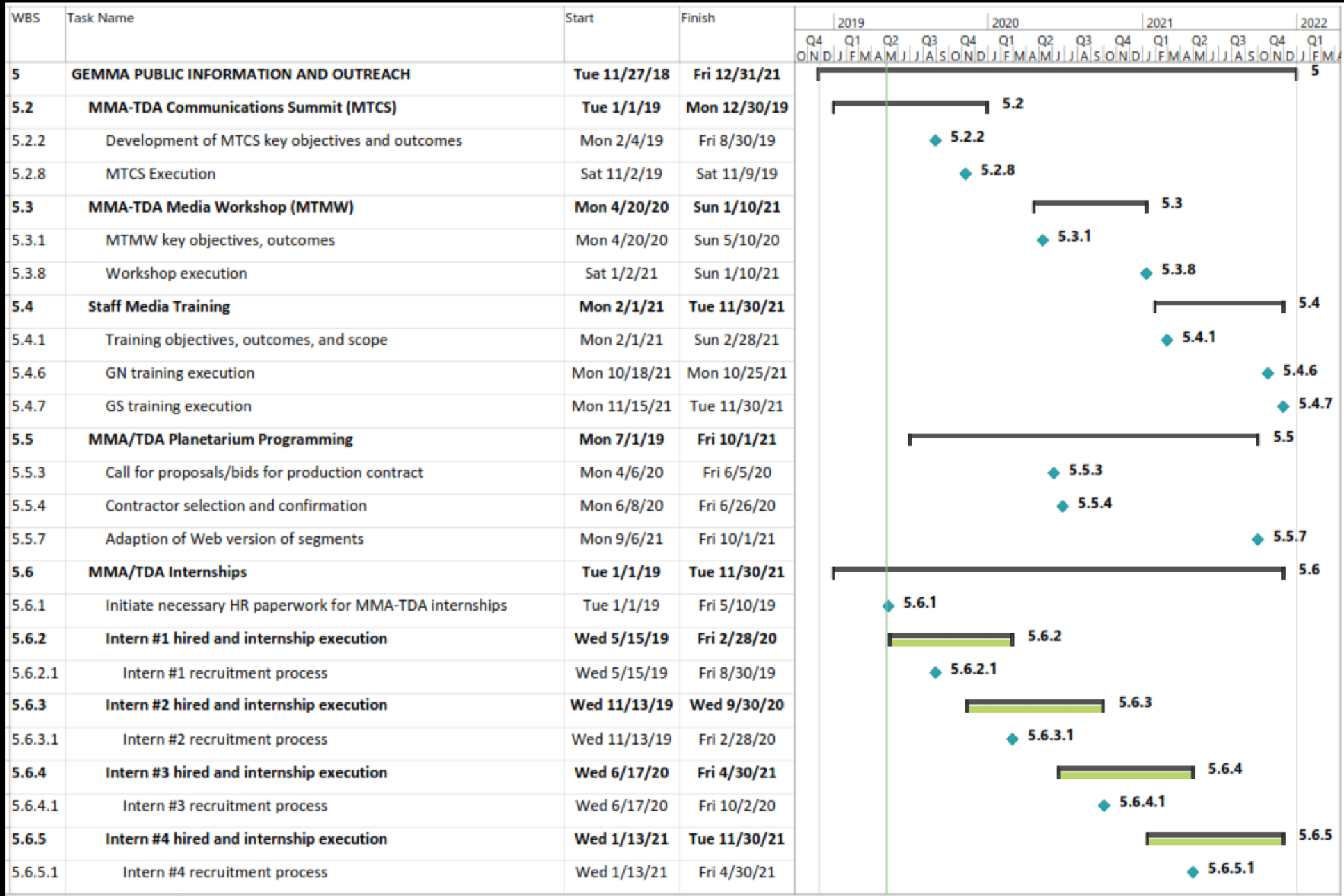
Costed WBS

WBS #	WBS Milestones and Tasks	FY19	FY20	FY21	FY22	Total
5.6.4	Intern #3 hired and internship execution					
5.6.4.1	Intern #3 recruitment process		\$2,141.92	\$144.77		\$2,286.69
5.6.4.2	Internship #3 orientation			\$4,977.10		\$4,977.10
5.6.4.3	Internship #3 management and mentoring			\$23,260.49		\$23,260.49
5.6.4.4	Internship #3 completion			\$2,755.45		\$2,755.45
5.6.5	Intern #4 hired and internship execution					
5.6.5.1	Intern #4 recruitment process			\$2,202.97		\$2,202.97
5.6.5.2	Internship #4 orientation			\$4,820.10		\$4,820.10
5.6.5.3	Internship #4 management and mentoring			\$18,133.90	\$4,304.94	\$22,438.84
5.6.5.4	Internship #4 completion				\$2,598.45	\$2,598.45



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