

NASA Means Business Student Competition

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The NASA Means Business (NMB) Student Competition is a national university competition that teams science and engineering students with those in the business and communications professions (e.g., advertising, marketing, journalism, and radio-television-film) to produce new and better ways to articulate the contributions of the space program.

By responding to an Announcement of Opportunity issued at the beginning of each fall semester, undergraduate and graduate students enter into an educational experience that mirrors the peer-reviewed proposal process they will encounter in their professional careers. Once selected, as many as seven Finalist Teams compete in a second spring semester round by employing their multidisciplinary capabilities to develop practical innovations in NASA's customer engagement, education, and public outreach processes.

NMB competitions involve the development of "applied creativity" where students develop new, more effective ways of articulating the space program's many contributions to everyday life on Earth. Products developed center on a "Promotion Plan" and include illustrative video public service announcements (PSAs), print and radio media campaigns, and Internet presences. That work is refined at orientation sessions with teams of NASA and industry advisers. The program brings students to Johnson Space Center each February for their initial orientation. The progress of the students' work through the semester is reviewed at videoconferences. Each team's final work is presented at an annual NASA Customer Engagement Conference, which is held at Kennedy Space Center (KSC) each May.

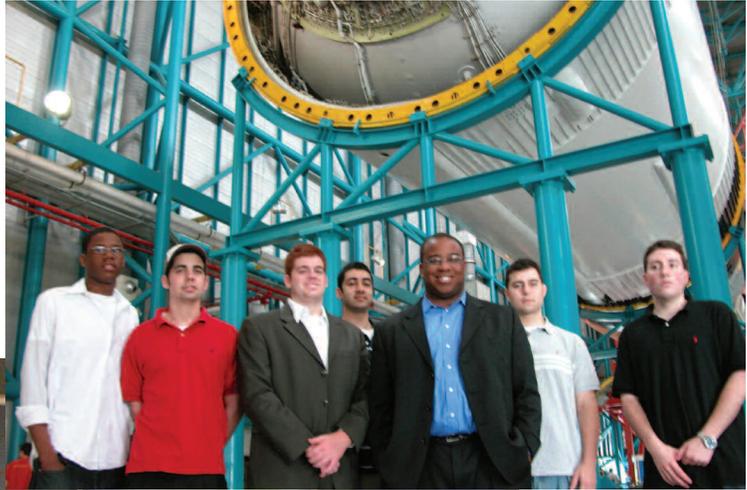


2007 Students fly the cupola simulator at JSC.

The annual Grand Prize Recipient team receives an award and a trip to Washington, D.C. to present its work to NASA leadership and other interested audiences. The winning team members tour NASA TV and the Smithsonian, and meet with their Congressional representatives.

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continued



Bentley college students at KSC.



2007 college students attend orientation at Apollo mission control.

The 2007 NMB competition involves the development of a Science, Technology, Education, Math Education Promotion Plan. Finalist Teams for 2007 were from Arizona State University (teamed with the Art Institute of Phoenix), Bentley College (teamed with Boston University), Embry-Riddle Aeronautical University (Florida campus), Miami International University, Texas A&M University – Corpus Christi, University of Houston – Clear Lake, and University of Northern Iowa.

Apart from the student teams' own initiation of finding various media venues in which to display their finished video PSAs as part of their competition package, NASA also made all the video PSAs produced from 2001-2006 available for mass broadcast. The videos have appeared on the University of Texas NMB Web site, on NASA TV, at KSC's Visitors' Center, and at American Institute of Aeronautics and Astronautics conferences. Recently, all of the PSAs from 9 years of the program were made available on YouTube.com. One of the finalist PSAs, produced by

Art Center College of Design of Pasadena, Calif., for the NMB 2003 Competition, was adopted by NASA Headquarters' Exploration Systems Mission Directorate as the official PSA for the Vision for Space Exploration.

NMB is a response to a challenge by the NASA Associate Administrator for Space Operations to find ways to better involve nonengineering students from the nation's universities in the excitement of actual NASA projects. Cash awards and travel grants are provided to each year's Finalist Teams.

NMB is a grant program organized by NASA, administered by the Texas Space Grant Consortium, and financed in 2007 by the Coalition for Space Exploration and the NASA Space Operations Mission Directorate.

For more information, visit this program's official Web site at <http://www.tsgc.utexas.edu/nmb/>.