

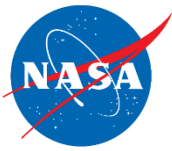


REDWOOD ADVISORS

*Helping organizations maximize
value and impact*

**Digital case
study:**





Context and approach

Context

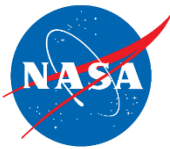
- Since 1958, NASA has played a critical role in advancing and promoting STEM education, which has become increasingly critical in the U.S.
- NASA Education has invaluable assets for STEM education including unique missions, state-of-the-art facilities, and research opportunities, but its education and outreach efforts had come under increased federal scrutiny to demonstrate impact given federal investment
- NASA Education's digital ecosystem of products / tools help achieve NASA's educational goals
- Need identified for a digital assessment and strategy project to help set-up NASA Education to maximize the effectiveness and impact of its digital assets

Approach

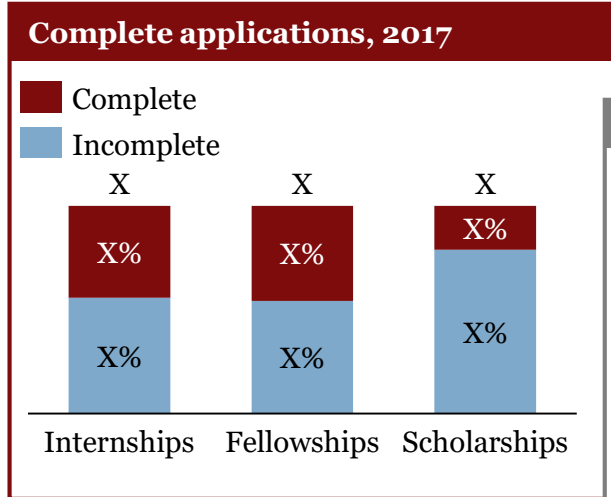
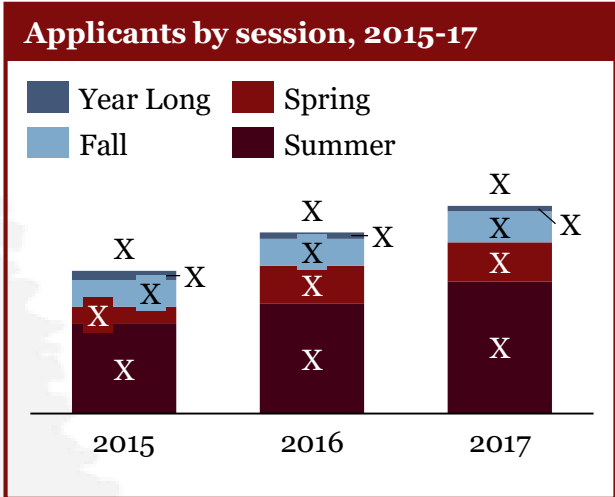
RWA was brought in to:

- Articulate digital vision, goals and key opportunities for improvement
- Conduct a high-level categorization and assessment of current OE digital products and the ecosystem overall
- Deep-dive into digital user journeys for students seeking internships at NASA
- Provide recommendations on product effectiveness (e.g., web, social media), performance management (e.g., key metrics), and maximizing diversity of the digital experience

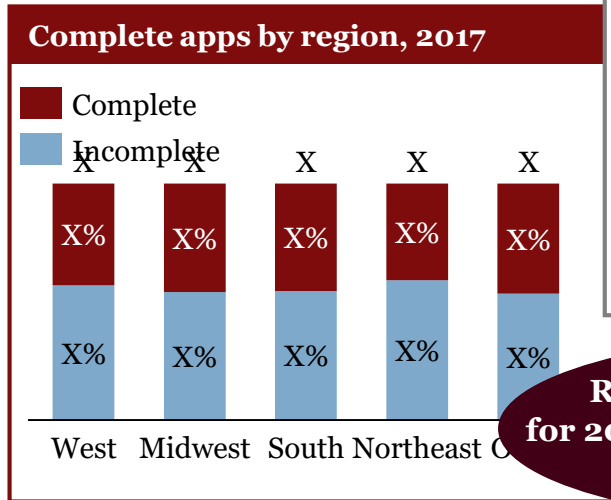
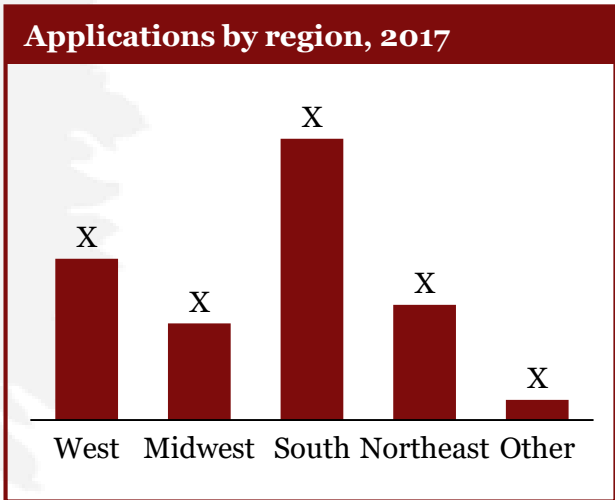




RWA began the assessment of NASA Edu's digital ecosystem by collecting data on each digital product (e.g., application system)

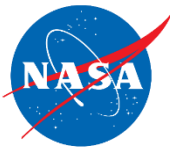


- ### Asset Overview
- NASA-wide system for the recruitment, application, selection and career development of high school, undergraduate, and graduate students primarily in STEM disciplines
 - Applicants can apply for internships, scholarships and fellowships for a various sessions (e.g., Spring, Summer, Year Long)
 - Of all opened applications, less than X (~X%) are eventually completed including just X% of all scholarship applications



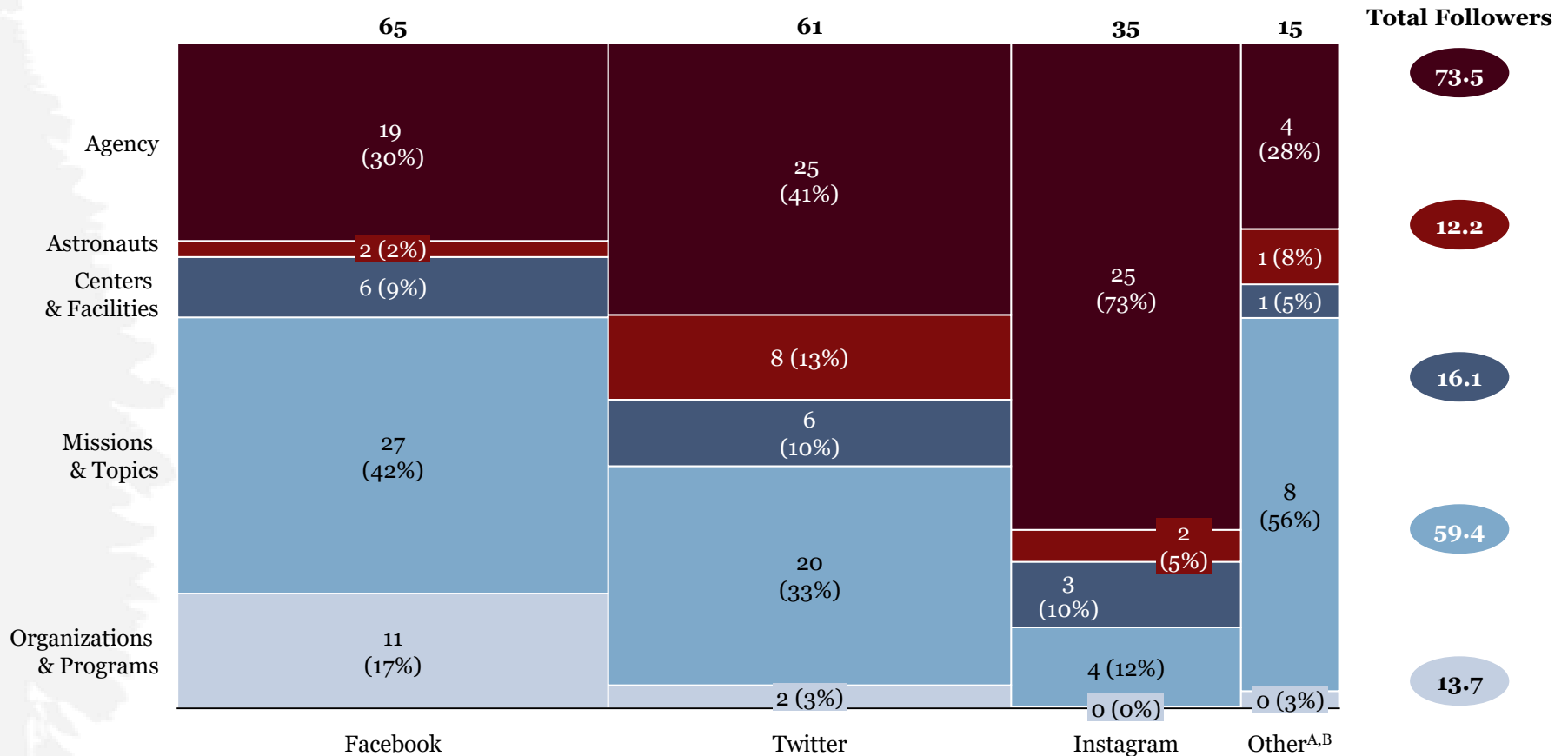
RWA conducted this analysis for 20 digital assets across platforms (e.g., web, social, apps)





In addition, RWA conducted a broad external scan of all NASA's social media assets to identify agency-wide opportunities

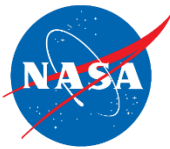
NASA-affiliated social media followers by platform and category (Ms) (% of total)



Sources: (1) NASA "Follow NASA – Social Media" Jul. 2017 (2) Respective account home pages

Notes: (A) The other category includes Google +, Flickr, Ustream, Vine, Snapchat, Pinterest, Tumblr, Soundcloud, Slideshare, LinkedIn, and Giphy

(B) Follower data was not publicly available for some platforms in the "Other" category including Snapchat, Tumblr and Giphy



RWA's assessment identified major opportunities to optimize user journeys, improve product effectiveness, and track metrics

Deep-dive follows

Major finding

High-level overview



Define user journeys for students

More clearly identify digital endpoints and help users move through NASA Education's digital ecosystem toward those endpoints, with a focus on helping prospective NASA interns move through the internship application process



Improve product effectiveness

Maximize the effectiveness of NASA Education's digital assets (e.g., newsletters, home pages), many of which could benefit from a refresh and improvements to key features (e.g., prioritizing top content, engaging with users) that would improve NASA Education's overall effectiveness / impact



Stand-up a performance mgmt. system

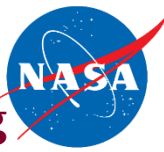
Identify, track, and regularly report out on key digital metrics for each product; most digital products were being assessed infrequently if at all, creating a significant opportunity to stand-up and run a performance management system



Leverage NASA's unique brand and audience

Attract digital users, leveraging NASA's brand and social audience (e.g., ~25M+ Twitter followers), to build awareness and engagement with key educational opportunities and assets (e.g., internships, competitions, etc.)





RWA created a set of illustrative personas to consider in defining digital user journeys for students seeking internships at NASA

Name
Hometown
College
Major
Applying for
About
Concerns



Gabriel (27)

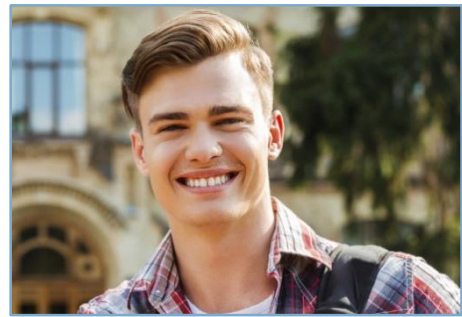
Austin, TX

Austin Community College

Information Technology

Digital Design
Houston, TX

- Recently left the US military after two tours of duty
- Wants to launch a new career at a tech company
- Enjoys beach vacations
- Needs to remain close to home where family is located
- Landing an internship as a non-traditional student
- Stable job and income



Neil (20)

Seattle, WA

Harvard University

Systems Engineering

Model-Based Engineering
Greenbelt, MD

- Captains club lacrosse team
- Pursuing a career using digital mathematical tools
- Strong desire to stay and work in the Northeast
- Landing an internship before classmates decide in late fall
- Working for an organization with brand recognition
- Visiting friends during break



Barbara (34)

Birmingham, AL

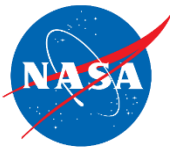
UAB

Mechanical Engineering

Space and Robotics Academy
Huntsville, AL

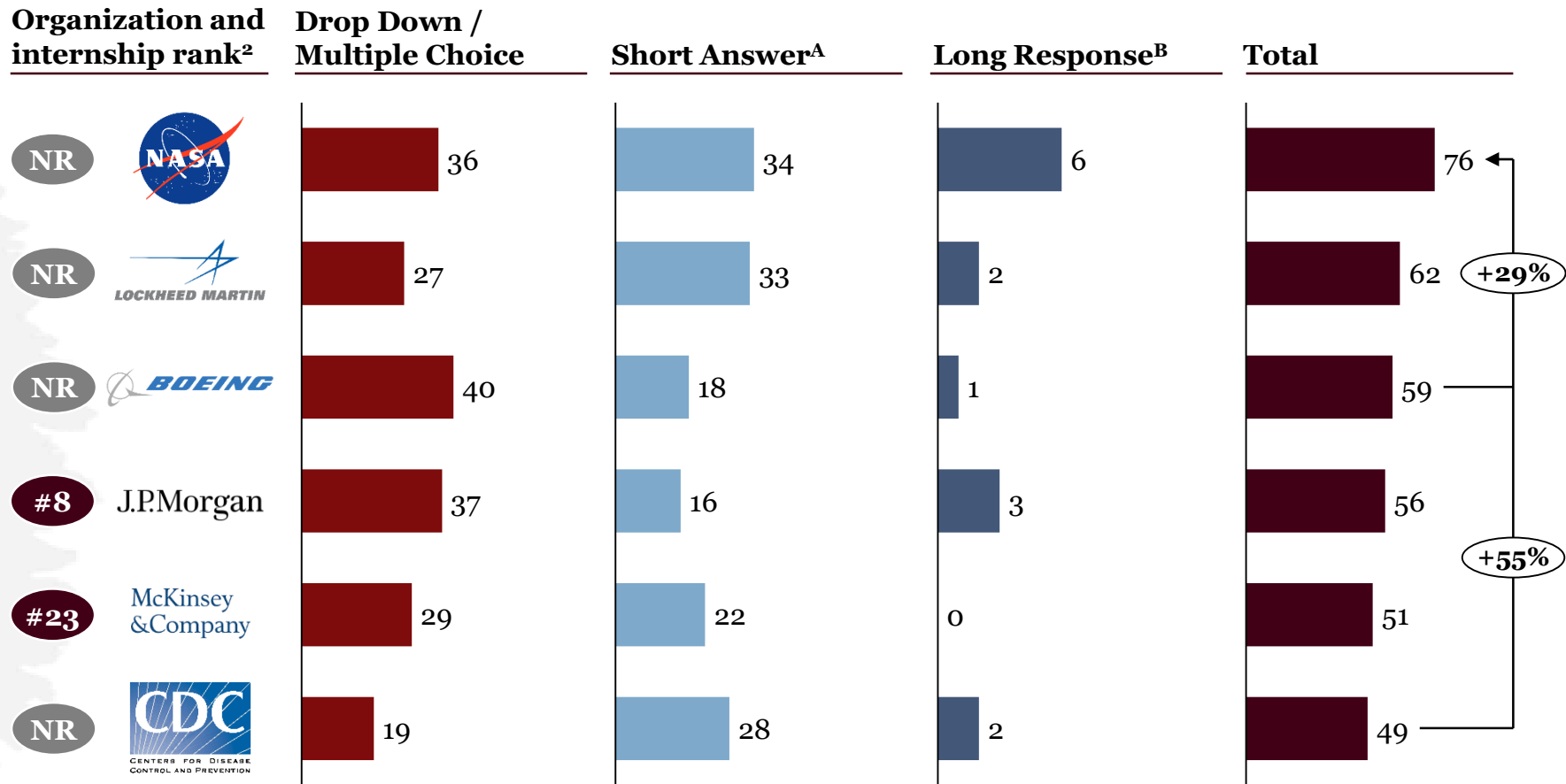
- Mother of two elementary-aged children
- Enjoys helping her kids build toy robotics kits
- Hopes to restart career
- Needs to remain close to home where family is located
- Landing an internship as a non-traditional student
- Stable job and income





In one analysis, RWA benchmarked the number of fields in NASA's internship application against peer applications

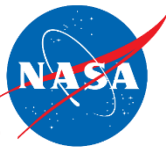
Breakdown of internship application fields by organization (% of total)¹



Sources: (1) Company sites and application pages (2) Vault.com "2018 Most Prestigious Internships"

Notes: (A) "Short Response" defined as closed-ended questions with text box fields that require a single line (e.g., name, address)
 (B) "Long Response" defined as open-ended questions with text box fields that require more than a single line of text





Following the assessment, NASA Edu re-designed its application, including re-branding and more clearly defining its user journey









Prior to RWA’s digital work, NASA’s internship application was outdated, branded using internal acronyms (e.g., NIFS, OSSSI) and difficult to navigate – one intern we spoke to mentioned that *“Applying didn’t give me a good feeling because of the old look ... I had doubts that I was at the right site ... everywhere it says ‘OSSSI’ and I was like ‘what is OSSSI?’ ... the branding was not clear”*



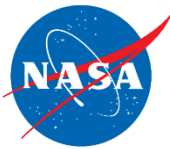
After the re-design, the internship application received a total aesthetic refresh, including greater emphasis on “NASA” branding (versus NIFS / OSSSI), and a clearly laid-out user journey with a number of key steps (e.g., 1. Create/Edit Your Application) and more intuitive navigation

Your Internship Starts Here

Complete steps 1-3 below to submit an application. You can update your session availability and add more projects at any time!

STEP 1: Create/Edit Your Application	STEP 2: Choose Session Availability	STEP 3: View Available Projects
 Apply now for a NASA internship.	 Let us know when you are available.	 View available projects at each Center.
View My Projects	View My Offers	About NASA Internships
 View the status of projects you selected.	 Check if you have received any internship offers.	 View session dates and eligibility requirements.





Within the application, NASA Edu also reduced the number of essay questions to shorten the time needed to complete the app

Additional Information

Skills, Awards and Educational Activities

Please complete the short essay questions below. Please note that for the text-box entries, you may key-in text or cut and paste from a word processor. If you are cutting and pasting, make sure that your entry reads correctly after you paste it in. Many word processors support non-standard characters (such as bullets and smart quotes) that do not translate into this system. While the system will catch most of these, you should always double check your results.

A* by a field name indicates that the field is required.

Have you participated in extracurricular activities (i.e., educational, work-related, honors, awards, or leadership positions)?

Have you written or contributed to any publications or key presentations? If yes, cite and describe them below. *

What computer skills do you have and what programs are you comfortable using?

What are your skills and strengths (i.e., prototype fabrication, infrared Spectrometer, glass blowing, second language, etc.)?

* Please describe how an opportunity at NASA fits in with your interests. (limit to 250 words)

The old internship application also contained a page with five open-ended essay questions for applicants to think through and respond to (e.g., have you participated in extracurricular activities, what are your skills and strengths) which slows down the application process; one intern mentioned that *“It was a very rough process ... so many things to fill out ... it took me a long time to answer all the information, I deleted many things because I wasn’t sure of the format that was expected”*

National Aeronautics and Space Administration

INTERNERSHIP APPLICATION CHOOSE AVAILABILITY AVAILABLE PROJECTS VIEW MY PROJECTS VIEW MY OFFERS ABOUT NASA INTERN

My Application

- Personal Information
- Address
- Demographics
- Citizenship
- Education
- Employment
- Other Experience
- Documents
- Skills ▶
- NASA Experience
- Letters Of Recommendation
- Submission Status

Skills

Describe your computer skills.

Enter searchable keywords that define your computer skills.

Describe your technical skills.

After the re-design, this section of the internship application is much clearer and streamlined with four open-ended questions: “Describe your computer skills”, “Describe your technical skills”, “Describe other skills relevant to your application”, and “Why do you want a NASA internship?”, and also offers searchable keyword boxes that help ensure a more standardized output from the form



Other clients we have worked with on Digital projects



Where we can go from here



Reach out and connect

You can reach us at inquiries@rwadvisors.com or [visit our website](#) to schedule a meeting or phone call to discuss how we can help you.



Choose your preferred approach

We are a flexible, value-oriented firm, open to working with clients in a variety of ways:

- By project
- By deliverable
- By day



Work together

We look forward to working with you!



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