

GODDARD SPACE FLIGHT CENTER

Updated March 2011

100 **OFFICE OF THE DIRECTOR**

Provides overall management and coordinative control of the diversified activities carried out within the organizational elements of the Goddard Space Flight Center. Carries final responsibility, authority, and accountability for establishment of programmatic and institutional policy and for provision of direction and maintenance of overview of the science, technology, and administrative programs necessary to accomplishment of the Center mission that is outlined in the functional statements comprising this manual.

100.1 **BUSINESS MANAGEMENT OFFICE**

Responsible for the administration and management of institutional and programmatic objectives. These responsibilities include financial planning, budget execution, resource analysis, human capital management, general administration, workforce planning, and IT management. Provides collocated resources support to Staff Offices within the Directorate to support efficient implementation of resources and to ensure effective utilization of resources.

101 **NEW OPPORTUNITIES OFFICE**

The New Opportunities Office is the driving force behind all of Goddard's new business activities. The Office's responsibilities span the entire Center and all phases of business development - enabling the science and technology community to turn their ideas into reality.

Reporting to the Deputy Center Director - Technical, the Office is responsible for a broad spectrum of activities aligned with the Center's business strategy. Based on its in-depth understanding of Center and Agency initiatives, the Office tracks all potential new business opportunities and informs key stakeholders through an integrated knowledge and information network. This knowledge enables the Office to lead the Center's future work planning activities, manage the Center's bid and proposal resources, and win challenging and exciting new work that maintains and advances the Center's technical competence.

The Office provides the bridge between the initial germination of ideas and the final submittal of formal proposals to NASA Headquarters. The Office provides strategic and tactical consultation on new mission, instrument and technology concepts; coordinates Center resources for concept and proposal related activities; establishes standards for proposal quality and consistency; provides proposal development and production; sponsors the Center's business development curriculum; and serves as the owner of the Center new business review and approval processes. Inherent to these activities, the Office maintains quality

GODDARD SPACE FLIGHT CENTER

records, key information, lessons learned, opportunity unique insights and perspectives enabling continuous improvement of its products and services. Through its ownership of these processes and its leadership, the New Opportunities Office is championing the evolution of the Center's culture into one that embraces the importance of developing and winning new business.

120 EQUAL OPPORTUNITY PROGRAMS OFFICE

Provides staff leadership and serves as the focal point for coordinating, monitoring and evaluating Centerwide activities to assure equal opportunity in employment for employees and applicants. Participates at the community level with schools and universities, and with other public and private groups to improve employment opportunities and conditions affecting employability. Manages the equal opportunity performance of cost-plus-award-fee contractors and conducts compliance checks to determine the compliance posture of proposed contractors.

130 OFFICE OF COMMUNICATIONS

The Office of Communications is responsible for conducting a comprehensive communications program that employs a suite of products and systems to inform, educate and engage the public about NASA, and the missions and research programs assigned to and carried out by NASA's Goddard Space Flight Center. A primary mission of the Office is to meet NASA's requirement, as stated in the Space Act of 1958, to disseminate information about NASA's programs and activities as widely as practicable. The Office of Communications also provides a leadership role in promoting Goddard, both externally and internally, as a vibrant, exciting place to work that values and embraces innovation, inclusion and diversity. This mission is accomplished by a highly skilled, experienced and professional staff of communications experts who plan and execute comprehensive, multi-faceted and far-reaching campaigns that inform and engage a variety of consumers, including the news media, students and educators, opinion leaders, employees, and the general public.

The Office of Communications accomplishes its mission by creating world-class content that is distributed through a vast network of dissemination resources and vehicles. The Office of Communications also conducts exciting and informative events and programs for the public that allows them to engage directly with NASA employees and learn first-hand how Goddard's research benefits society and improves their daily lives. The Office of Communications:

Creates compelling text-based and multi-media products (news releases, press kits, news conferences, web features and interactives, satellite media tours, animations, data-visualizations, Dome-shows, 3D and Science on a Sphere movies, still imagery, and broadcast-quality digital video and audio products) that

GODDARD SPACE FLIGHT CENTER

are distributed directly to the public through traditional print and broadcast news media outlets, commercial and NASA web sites, social networking sites, educational and non-profit institutions, museums and science centers and the private sector.

Develops and executes an expansive array of informal learning and public engagement programs, including community events, public lectures, hands-on demonstrations, special events and speaker's bureau services.

Manages and operates Visitor Centers in Greenbelt, Md., and Wallops Island, Va., and works in partnership with museums and science centers across the nation.

Manages Center-wide internal communications and information services, including the Center's official newsletters and intranet.

Plans and administers the Center's protocol and guest operations functions, responsible for receiving and briefing distinguished visitors at all levels representing the scientific, government, professional, business and public communities – foreign and domestic.

Conducts the Freedom of Information Act function, responding to requests for information and furnishing responsive material to the public.

Forms partnerships with private, public and non-profit institutions engaged in communications, public engagement and educational endeavors for the purpose of broadening the use of GSFC content to reach the largest audience possible with information about the Center's research and results.

140

OFFICE OF CHIEF COUNSEL

Provides legal advice and assistance to the Director and all GSFC organizational components on all legal matters (other than patent matters) involved in the Center's activities including the legal aspects of Center policies, controls, and procedures. Provides legal representation for the Center in litigation, disputes, protests, and miscellaneous matters.

140.1

OFFICE OF PATENT COUNSEL

The Office of Patent Counsel identifies, establishes, negotiates and licenses rights to intellectual property developed under Goddard sponsored programs and partnerships. This is done with a view to ensure that the Government obtains sufficient rights to meet the needs of the Government and Goddard. The Office counsels the procurement community frequently as virtually all procurements involve some form of intellectual property. The Office obtains and maintains

GODDARD SPACE FLIGHT CENTER

patents, copyrights and reviews all partnership agreements involving an exchange of intellectual property rights.

160

OFFICE OF EDUCATION

The GSFC Office of Education is responsible for developing and providing an integrated Center-wide education portfolio designed to be consistent with the NASA Education Framework which governs the agency-wide Education program within the Office of Education, the Mission Directorates, and the individual centers. The Office provides a support system to the Center to ensure its education programs at all levels—higher education, K-12, and informal education—function to meet the outcomes, objectives, and metrics required by the education portfolio in a systemic manner. Within higher education the Office is responsible for establishing networks with institutions of higher education that support the work of Agency and Center projects and of directorates directly related to workforce development in conjunction with Equal Opportunity and Human Capital Management. Within K-12, the Office is responsible primarily for providing curricular, instructional, and professional development, and instructional technology support related to NASA content, products, and materials within an eleven state and the District of Columbia region of the Northeast. Within informal education, the Office supports the development of museum, science center, and other informal environments including but not limited to scouting, 4H, personnel who develop NASA related science, technology, engineering, and mathematics exhibits and related programming. The Office also interfaces routinely with NASA Headquarters and the other nine centers to collaborate on program and professional development and networking. The Office operates the Educator Resource Center function of the Visitor Center and its network of Educator Resource Centers within the states of the K-12 region in order to provide systemic customized support to states, school districts, and teachers in order to ensure NASA related content can be utilized in the education of children and youth consistent with professional standards. The Office also coordinates with NASA TV and other media in order to ensure that technology solutions are brought to bear on the Office mission.

180

NASA INDEPENDENT VERIFICATION AND VALIDATION (IV&V) PROGRAM OFFICE

The IV&V program office is the designated program management office for the Agency IV&V program as delegated to GSFC by Code Q in a Program Commitment Agreement. The management of the Agency IV&V program also includes the leadership and operation of the IV&V Facility located in Fairmont, West Virginia. The objective of the IV&V program is to reduce the inherent risk in the Agency's ability to develop, deploy, and operate software within desired cost, schedule and performance goals. The IV&V program office is responsible

GODDARD SPACE FLIGHT CENTER

for the management of all software IV&V efforts within the Agency in accordance with NPD 8730.4 Software Independent Verification and Validation (IV&V) Policy. The program office's role is to provide a value-added service to the Agency's software projects, primarily by performing IV&V on all Agency mission critical software, when appropriate, based on the cost, size, complexity, life span, risk, and consequences of failure.

The primary role of this office is to conduct and manage the IV&V effort on all Agency mission or safety critical software, when appropriate. The Office is also responsible for independent evaluations of mission or safety critical software development processes and products for NASA projects and for research to improve the "best practices" applicable to the production and operation of safe, reliable, mission critical software for the OSSMA Software Assurance Program. Additionally, the Office defines and performs independent evaluations of software processes and products throughout a project's development life cycle; performs assessments of specific software processes or products to evaluate status and risk areas associated with a project's software development at the time performed; evaluates and develops tools, methodologies, and techniques to improve the "best practices" needed to conduct IV&V processes on Agency mission-critical software; drafts the OSSMA Software Assurance Program Level I and Level II plans for software assurance research, and assists in the selection of and manages research initiatives. The IV&V Facility also houses and operates an Educators Resource Center to provide NASA learning materials and programs to local elementary and secondary schools while also providing science and engineering internships for local high school students.