



Space  
Flight  
Awareness  
NASA

# SFA

PROGRAM PLAN

2013



# 2013 SPACE FLIGHT AWARENESS PROGRAM PLAN

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# SPACE FLIGHT AWARENESS VISION, MISSION, AND STRATEGIC GOALS



## The NASA Vision

To reach for new heights and reveal the unknown, so that what we do and learn will benefit all humankind.

## The NASA Mission

Drive advances in science, technology, and exploration to enhance knowledge, education, innovation, economic vitality, and stewardship of Earth.

## NASA's Strategic Goals

1. Extend and sustain human activities across the solar system.
2. Expand scientific understanding of the Earth and the universe in which we live.
3. Create the innovative new space technologies for our exploration, science and economic future.
4. Advance aeronautics research for societal benefit.
5. Enable program and institutional capabilities to conduct NASA's aeronautics and space activities.
6. Share NASA with the public, educators, and students to provide opportunities to participate in our Mission, foster innovation and contribute to a strong national economy.



## ASSOCIATE ADMINISTRATOR MESSAGE

Over the last year, we have experienced remarkable accomplishments in the NASA human spaceflight program.

For the first time, U.S. commercial companies sent cargo to the International Space Station, and made

progress toward a future with U.S. commercial space crew launch capabilities. We made significant progress toward developing NASA's Orion spacecraft and Space Launch System rocket that will take humans to new destinations in the solar system. NASA has entered a new era of human spaceflight and the workforce continues to achieve major milestones that will maintain U.S. leadership in space and help NASA reach its goal of one day setting foot on Mars.

Astronauts and cosmonauts representing NASA and its international partners have lived and worked continuously on the space station for more than 12 years, enabling more than 1,500 research and technology-development investigations in the orbital laboratory's microgravity environment. Our ability to perform so many unique investigations on the space station is a testament to the hard work, focus, and diligence of our dedicated scientists, engineers, and mission support personnel, who have helped design, build, and sustain this one-of-a-kind laboratory.

Many recent space station experiments – from the Advanced Resistive Exercise Device that helps astronauts prevent loss of bone density to investigations into translucent Medaka fish that give more insight into bone and muscle atrophy – promise advances in medicine, environmental systems, and a better understanding of the universe. Several new facilities, such as the Japanese Experiment Module Small Satellite Orbital Deployer and the Gravitational Biology Lab, were recently delivered to the space station – offering an array of new research projects. Every day, researchers develop new ways to use the space station as a national and international asset for investigations to improve life on Earth and max-

imize the orbital outpost as a stepping stone for deep space exploration.

In the U.S. commercial sector, Space Exploration Technologies Corp.'s (SpaceX) Dragon spacecraft successfully resupplied the space station and returned cargo back to Earth; completing NASA's first contracted cargo delivery flight in October 2012. Dragon carried nearly 900 pounds of cargo to the space station and returned nearly twice that amount of cargo, including a freezer packed with research samples collected in the space station's unique microgravity environment. These samples, and related research, help advance multiple scientific disciplines on Earth and provide critical data on the effects of long-duration spaceflight on the human body. Another company, Orbital Sciences Corp., made progress toward 2013 milestones that include a flight test of its Antares rocket and Cygnus spacecraft, as well as a demonstration flight to the space station.

... 12 years,  
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technology-  
development  
investigations

With commercial cargo flights to the space station under way, NASA moves closer to the goal of launching Americans from U.S. soil. Looking forward, 2012 agreements with three American commercial companies – Sierra Nevada Corporation, SpaceX and The Boeing Company – for the design and development of the next generation of U.S. human spaceflight capabilities, will perform tests and mature integrated designs to launch crewed orbital

demonstration missions to low-Earth orbit by the middle of the decade and may enable a launch of astronauts from the United States within the next five years.

Teams around the country prepare for Exploration Flight Test-1, a 2014 uncrewed mission, which will help us evaluate Orion's heatshield performance at speeds generated during a return from deep space. Orion will be the most advanced spacecraft ever designed, sustaining astronauts during space travel and providing safe re-entry from deep space and emergency abort capability. NASA and its industry partners around the country are also making swift progress on the Space Launch System, testing and developing new components and improving existing hardware, all leading to the first flight test of the rocket in 2017.



The future for human spaceflight is bright thanks to our talented and dedicated workforce. We look forward to NASA and contractor organizations continuing to partner with, participate in, and support the NASA Space Flight Awareness (SFA) Program in recognizing our workforce for their exemplary human spaceflight contributions. The SFA Program is key in the continued recognition and motivation of our civil servant and contractor workforce to focus on safety and mission success across the broad array of human spaceflight programs.

Let's continue to work together and focus on the future and the exciting times ahead.

A handwritten signature in black ink that reads "William H. Gerstenmaier".

William H. Gerstenmaier,  
NASA Associate Administrator for  
Human Exploration & Operations Mission Directorate



# SPACE FLIGHT AWARENESS PROGRAM GOALS, OBJECTIVES, AND TEAMS

NASA established the Space Flight Awareness (SFA) program in 1963. It was established as a formal program after the Mercury and Gemini program, to infuse the space program with a renewed and strengthened consciousness of quality and flight safety. Since its inception, SFA's mission has been to ensure that all employees involved in human space flight are aware of the impact their actions can have on astronaut safety and mission success. During this time, thousands of individuals have been recognized for their contributions to the safety and success of NASA's programs. The key to SFA's longevity is its two-pronged approach to meeting its goal – awareness and recognition.

## 2013 Space Flight Awareness Program Goals

1. Sponsor employee recognition and motivation events utilizing our Astronaut Corps and senior management.
2. Sponsor three major milestone events.
3. Conduct an SFA Program awareness campaign.
4. Continue to promote International Space Station missions and recognize significant accomplishments.
5. Promote awareness of future programs by becoming a resource in developing awareness and safety products and recognizing significant program milestones.

## Space Flight Awareness Objectives

1. Improve employee awareness on the importance of their role in promoting safety, quality, and mission success.
2. Conduct events that motivate and recognize the workforce and improve employee morale.
3. Function as an internal communications team to disseminate key program safety, quality, and mission messages.
4. Increase awareness of the spaceflight program with a focus on safety and mission success. Acknowledge objectives, accomplishments, and milestones.
5. Maintain supplier motivational and recognition programs.

## Space Flight Awareness Program Teams

**Cost and Performance:** Provide input of costs incurred on the program, as well as data on awards presented and astronaut visits.

**Products:** Produce products that highlight safety and awareness of human spaceflight programs.

**Program Plan:** Establish a comprehensive plan of the SFA history, current year objectives, schedule, recognition program, and metrics.

**3-5 Year Plan:** Position the SFA program to support evolving programs and contribute to the awareness of future space exploration initiatives.

**Supplier:** Promote awareness and provide recognition to critical suppliers which provide outstanding products and services in support of the human spaceflight programs and mission.



# SPACE FLIGHT AWARENESS ACTIVITIES, VISITS, AND PRODUCTS

## SFA Activities

SFA activities include motivational visits and the development, display, and distribution of awareness tools.

## SFA Visits

SFA works to arrange executive and astronaut visits to help remotely located employees feel that they are part of the human spaceflight team, and to give them an opportunity to get to know those who will use the products they design and build.

## SFA Products

SFA uses a variety of products to focus on key aspects of human spaceflight requirements and mission activities:

- Printed products – safety, quality, reliability, mission, astronauts, significant milestones
- Decals – Space Shuttle and International Space Station missions
- Lapel Pins – vehicle, mission, milestones
- Safety Day activities.



# SPACE FLIGHT AWARENESS AWARD RECOGNITION

The SFA Program uses a variety of awards as part of its recognition activities.



## Silver Snoopy Award

This is the astronauts' personal award. To qualify for this award, eligible candidates will have made contributions toward enhancing the probability of mission success, or made improvements in design, administrative/technical/production techniques, business systems, flight and/or systems safety, or identification and correction or preventive actions for errors. This award is generally not intended for management. Only one Silver Snoopy award per individual is permitted.

## Team Award

This award is used to recognize small groups of employees that have demonstrated exemplary teamwork while accomplishing a particular task or goal in support of the human spaceflight program.

## Honoree Award

This award is one of the highest presented to NASA and industry and is for first-level management and below. This award is presented to employees for their dedication to quality work and flight safety. To qualify, the individual must have contributed beyond his or her normal work requirements to achieve significant impact on attaining a particular human spaceflight program goal; contributed to a major cost savings; been instrumental in developing modification to hardware, software, or materials that increase reliability, efficiency, or performance; assisted in operational improvements; or been a key player in developing a beneficial process improvement.

## Management Award

This award is intended for recognition of proactive mid-level managers who consistently demonstrate loyalty, empowerment, accountability, diversity, excellence, respect, sharing, honesty, and integrity.

## Flight Safety Award

This award recognizes significant, outstanding individual or team contributions related to the prevention of anything that could lead to a catastrophic mishap to the vehicle, crew or mission. The approval process for this award includes the SFA National Panel, the Flight Safety Panel, and the NASA Associate Administrator for Safety and Mission Assurance.

## Supplier Award

This annual award honors outstanding performance by hardware, software, or service suppliers who support NASA human spaceflight programs. Awardees are chosen based on their production of high-quality products, excellent technical and cost performance and adherence to schedules.

## Trailblazer Award

This award is used to recognize employees who are in the early stages of their career. Awardees must demonstrate strong work ethic and creative, innovative thinking in support of human spaceflight.



# SPACE FLIGHT AWARENESS 2013 PROPOSED EVENTS



**TDRS-K**  
Kennedy Space Center  
January 2013



**Expedition Welcome Home Event**  
Johnson Space Center  
Summer 2013



**J-2X Test**  
Stennis Space Center  
April 2013



**Rocket Development Motor Test**  
Alliant Techsystems Inc.  
Promontory, Utah  
Fall 2013



**Atlantis Unveiling**  
Kennedy Space Center  
June 2013



# FY 2012 METRICS

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| <b>Team Awards</b>                 | <b>35</b> | <b>Total Members Recognized</b>    | <b>1122</b> |
|------------------------------------|-----------|------------------------------------|-------------|
| Goddard Space Flight Center        | 2         | Goddard Space Flight Center        | 54          |
| Johnson Space Center               | 0         | Johnson Space Center               | 0           |
| Kennedy Space Center               | 23        | Kennedy Space Center               | 462         |
| Marshall Space Flight Center       | 3         | Marshall Space Flight Center       | 517         |
| Stennis Space Center               | 0         | Stennis Space Center               | 0           |
| Ames Research Center               | 0         | Ames Research Center               | 0           |
| Glenn Research Center              | 0         | Glenn Research Center              | 0           |
| Langley Research Center            | 0         | Langley Research Center            | 0           |
| Defense Contract Management Agency | 0         | Defense Contract Management Agency | 0           |
| NASA Engineering and Safety Center | 0         | NASA Engineering and Safety Center | 0           |
| The Boeing Company                 | 4         | The Boeing Company                 | 50          |
| United Space Alliance              | 3         | United Space Alliance              | 39          |
| Pratt & Whitney Rocketdyne         | 0         | Pratt & Whitney Rocketdyne         | 0           |



# FY 2012 METRICS

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## Silver Snoopy Award 244

|                                    |    |
|------------------------------------|----|
| Goddard Space Flight Center        | 0  |
| Johnson Space Center               | 88 |
| Kennedy Space Center               | 29 |
| Marshall Space Flight Center       | 53 |
| Stennis Space Center               | 12 |
| Ames Research Center               | 0  |
| Glenn Research Center              | 13 |
| Langley Research Center            | 21 |
| Defense Contract Management Agency | 1  |
| NASA Engineering and Safety Center | 1  |
| The Boeing Company                 | 14 |
| United Space Alliance              | 7  |
| Pratt & Whitney Rocketdyne         | 5  |

## Honoree Award 258

|                                    |    |
|------------------------------------|----|
| Goddard Space Flight Center        | 5  |
| Johnson Space Center               | 47 |
| Kennedy Space Center               | 36 |
| Marshall Space Flight Center       | 38 |
| Stennis Space Center               | 14 |
| Ames Research Center               | 2  |
| Glenn Research Center              | 3  |
| Langley Research Center            | 3  |
| Defense Contract Management Agency | 0  |
| NASA Engineering and Safety Center | 1  |
| The Boeing Company                 | 60 |
| United Space Alliance              | 44 |
| Pratt & Whitney Rocketdyne         | 5  |

## Flight Safety Award 3

|                                    |   |
|------------------------------------|---|
| Goddard Space Flight Center        | 0 |
| Johnson Space Center               | 2 |
| Kennedy Space Center               | 0 |
| Marshall Space Flight Center       | 1 |
| Stennis Space Center               | 0 |
| Ames Research Center               | 0 |
| Glenn Research Center              | 0 |
| Langley Research Center            | 0 |
| Defense Contract Management Agency | 0 |
| NASA Engineering and Safety Center | 0 |
| The Boeing Company                 | 0 |
| United Space Alliance              | 0 |
| Pratt & Whitney Rocketdyne         | 0 |



# FY 2012 METRICS

| <b>Management Awards</b>           | <b>33</b> | <b>Astronaut Visits</b>            | <b>39</b> |
|------------------------------------|-----------|------------------------------------|-----------|
| Goddard Space Flight Center        | 0         | Goddard Space Flight Center        | 0         |
| Johnson Space Center               | 3         | Johnson Space Center               | 8         |
| Kennedy Space Center               | 5         | Kennedy Space Center               | 10        |
| Marshall Space Flight Center       | 17        | Marshall Space Flight Center       | 6         |
| Stennis Space Center               | 0         | Stennis Space Center               | 1         |
| Ames Research Center               | 0         | Ames Research Center               | 0         |
| Glenn Research Center              | 0         | Glenn Research Center              | 1         |
| Langley Research Center            | 1         | Langley Research Center            | 4         |
| Defense Contract Management Agency | 0         | Defense Contract Management Agency | 1         |
| NASA Engineering and Safety Center | 0         | NASA Engineering and Safety Center | 0         |
| The Boeing Company                 | 4         | The Boeing Company                 | 6         |
| United Space Alliance              | 3         | United Space Alliance              | 0         |
| Pratt & Whitney Rocketdyne         | 0         | Pratt & Whitney Rocketdyne         | 2         |



# SPACE FLIGHT AWARENESS PANEL MEMBERS

The National SFA Panel works diligently to ensure an effective program, one of value to the human space flight workforce. The focus of the program continues to be excellence in quality, safety and mission success.

**Jeannie Aquino**  
NASA Johnson Space Center

**Cynthia Bailey**  
United Space Alliance

**Sallie Bilbo\***  
NASA Stennis Space Center

**Dayna Serna**  
Alliant Techsystems Inc.

**Gena Cox**  
NASA Marshall Space Flight Center

**Richard (Rocky) Lind**  
NASA Headquarters

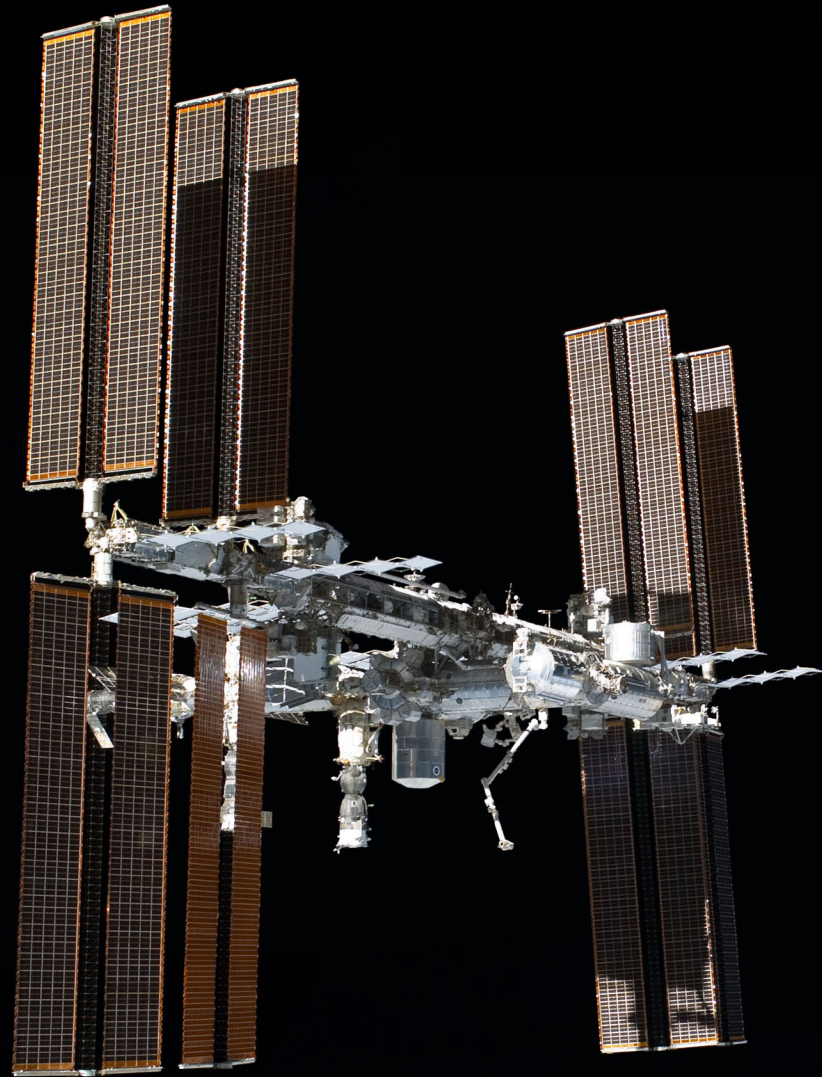
**Tiffany Lindsley**  
NASA Kennedy Space Center

**Amy Griggs**  
NASA Goddard Space Flight Center

**Alotta Taylor**  
Office of Human Exploration and Operations  
NASA Headquarters, Program Manager

**Agnes Vargas**  
The Boeing Company

**Julie Zingerman**  
United Technologies Corporation



\* **SFA panel member also represents:** Ames Research Center, Dryden Flight Research Center, Defense Contract Management Agency, Glenn Research Center, Langley Research Center, NASA Shared Services Center, and NASA Engineering & Safety Center



# SFA PROGRAM PLAN

# 2013

National Aeronautics and Space Administration

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