



Open House Overview

Langley Contractor Steering Council

Last Updated on

July 19, 2023

OPEN HOUSE

LANGLEY RESEARCH CENTER

OCTOBER 21, 9AM - 4PM

WHAT THE EXCITEMENT IS ALL ABOUT!

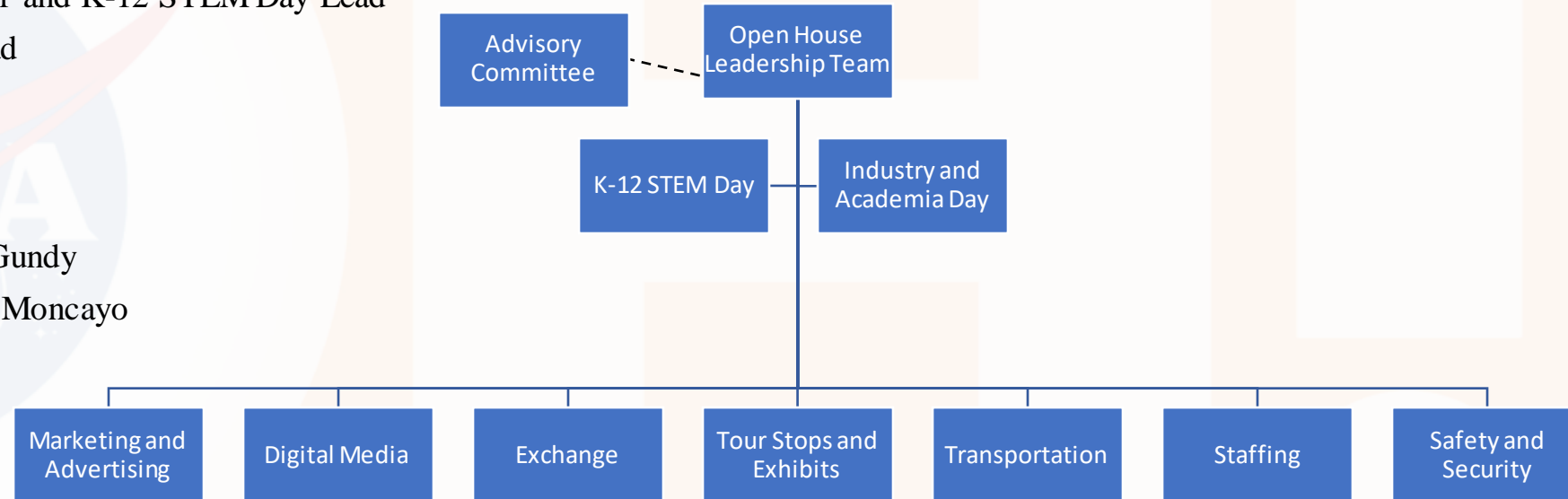
Leadership Team

- Michelle Ferebee, Deputy Director of SPO and Sponsor
- Lena Little, Project Manager
- Charmaine Franck, Deputy Project Manager and K-12 STEM Day Lead
- Katrina Young, Industry and Academia Lead
- Jasmine Byrd, Project Coordinator

Advisory Committee

- Center Operations Directorate: Steve Van Gundy
- Custodial, Grounds Maintenance: Kenneth Moncayo
- OCOMM: Moshay Simpson
- Procurement: Lisa Harvey
- Logistics: Richard “DJ” De Jesus
- Security: Sara Pelusi
- Volunteer Coordinator/Trainer: Maria Dee
- Safety: Angie Bynum; Angie Bounds; Kristen Wellemeyer
- Exchange: Susan Conry; Sally Hall
- STEM Engagement: Kimberly Brush
- Office of General Counsel: Rob Ayers
- Bus/Transportation: Jeff Pickering
- Industry/Academia: Katrina Young
- Emergency Management: Doug Smith

Open House Team



Overview

Purpose: To highlight NASA Langley's contributions and relevancy to national aeronautics, science, space exploration and STEM priorities by showcasing our unique facilities, subject matter experts, projects and programs. To engage with the general public (our largest cohort of stakeholders) and to inspire the next generation of STEM professionals.

EVENTS:

October 19 – Industry and Academia Day

October 20 – K-12 STEM Day

October 21 – 5K Moon Walk and Run

October 21 – Open House

Key Messages

Agency OCCOM Priorities

NASA Explores the Unknown in Air and Space

Exploring the Moon and Mars

Solving the Mysteries of our home planet, solar system and beyond

Revolutionizing air transportation

NASA Innovates for the Benefit of Humanity

Improving life on Earth through climate, medical and technological innovations

Developing sustainable aviation enabled by green technologies

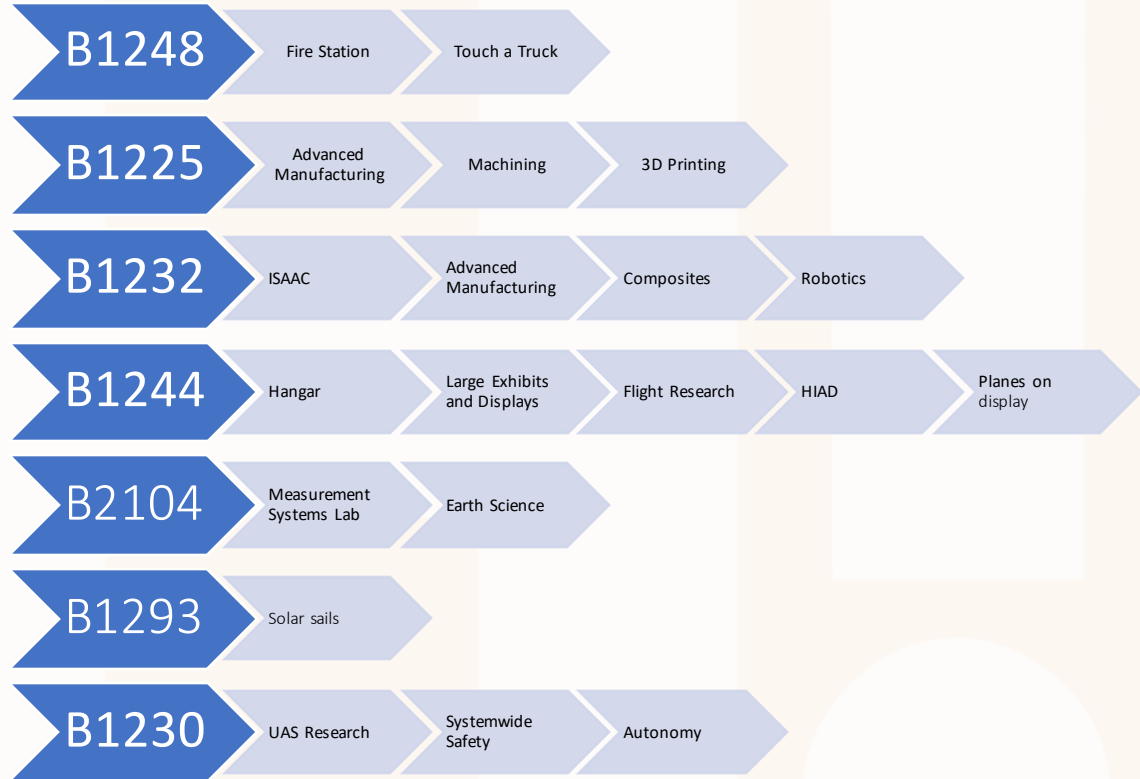
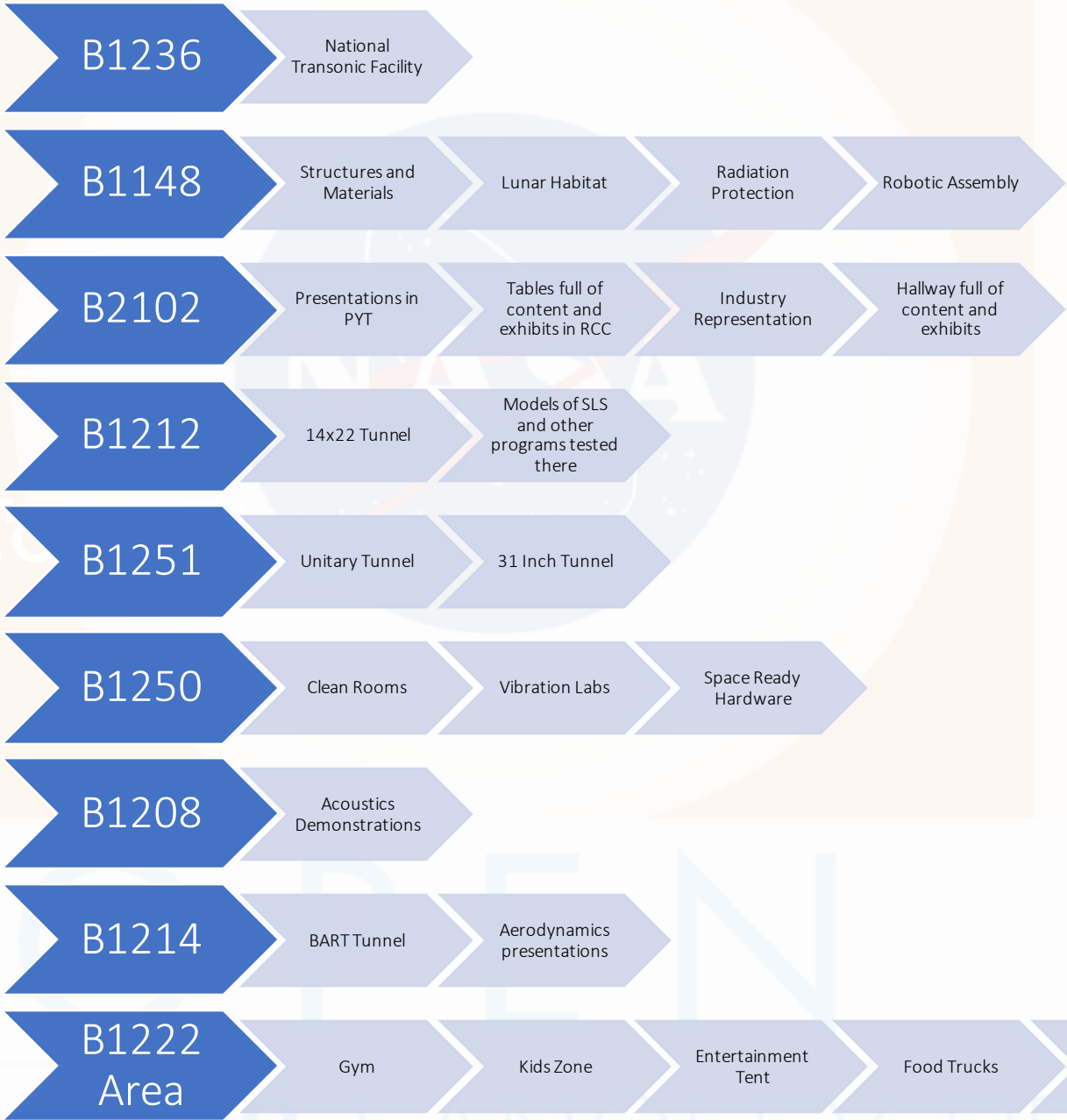
Increasing access to space and making our data and innovations accessible to all

NASA Inspires the World through Discovery

Leading worldwide partnerships aligned with our values and vision

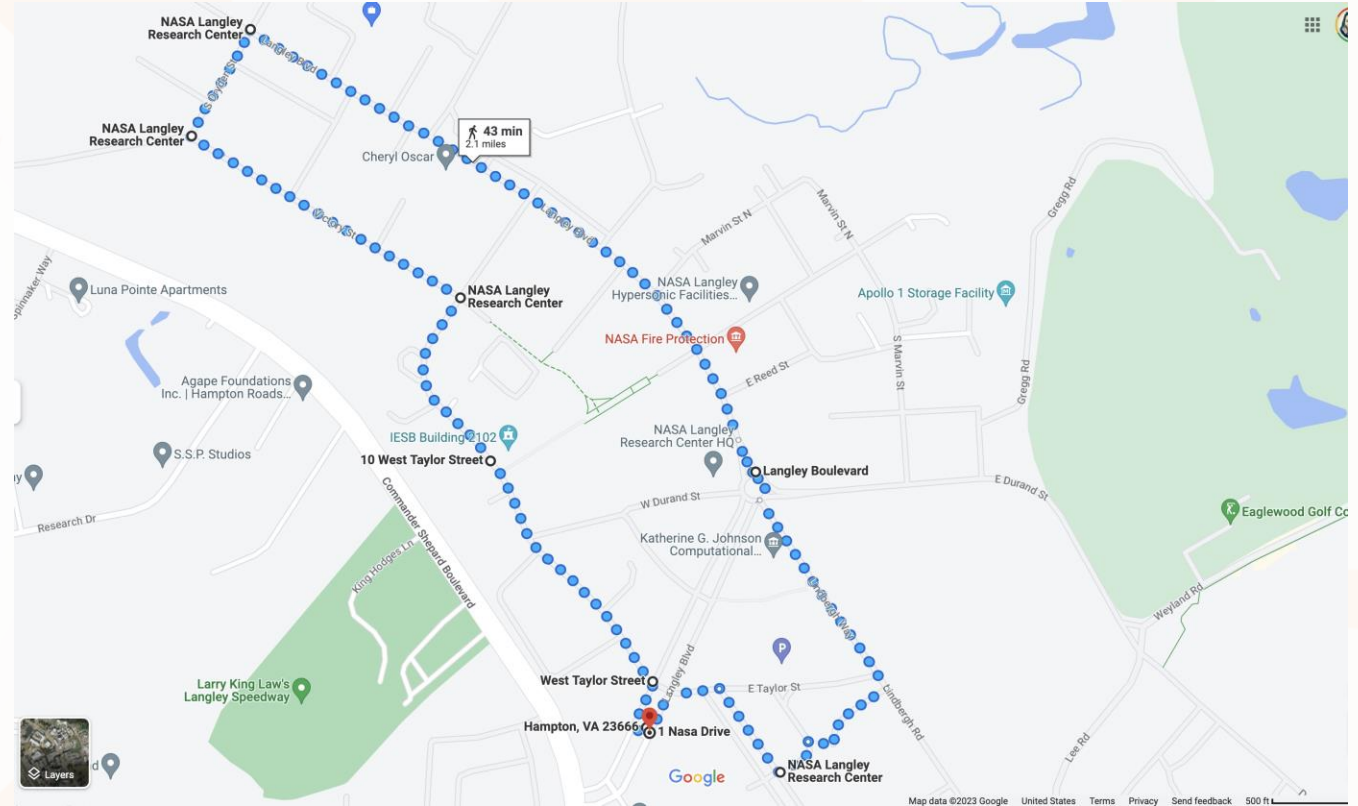
Growing new commercial markets to serve NASA and all of America's interests

Valuing diversity, equity and inclusion and accessibility



Tour Stops

Tour Stop Route



1.8 miles if walked in loop

Food, Beverage, Merchandise

Food, Beverage and Snack Trucks

- Centralized area (likely in parking lot across from MSL)
- Have 20 confirmed, reaching for 25

Merch Pop Up Shops

- 3 to 4 exchange run merchandise locations

Vendor Bazaar

- Outdoor tents with non-nasa merch

Rentals

- Tents, tables, chairs, stage, water buffalos

Kids Activities

- Bounce houses, face painters

Entertainment Tent

- Battle of the bands with prize, stage, DJ, guest speakers

Logistics

Transportation

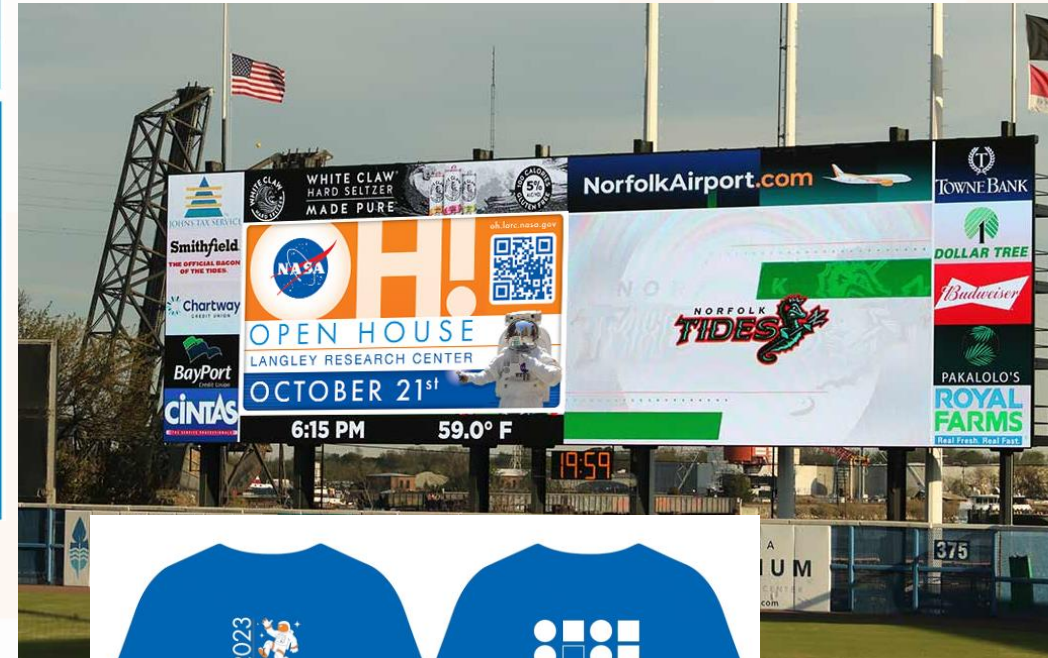
- 15 coach style buses plus additional city of Hampton and NPN school buses
 - 16 additional golf carts
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- All parking for public off-site
 - Consolidated approach to parking to simplify the bus route, pick ups and drop offs
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- NIA – confirmed
 - Virginia Peninsula Community College - confirmed
 - Hampton Executive Park
 - Langley Speedway
 - Ferguson parking garage at City Center - confirmed
 - Downtown Hampton TBD pending busing b/w Center and VASSC

Security

Screening and Entry Process

- Open House Declaration
 - Full Open House including foreign nationals, no ID check
- Prohibited Items list will be posted on the website and shared via social media.
- Guests will be reminded at bus boarding to return items to their vehicles
- Upon arrival at gates, guests will go through magnetometers and bag screening

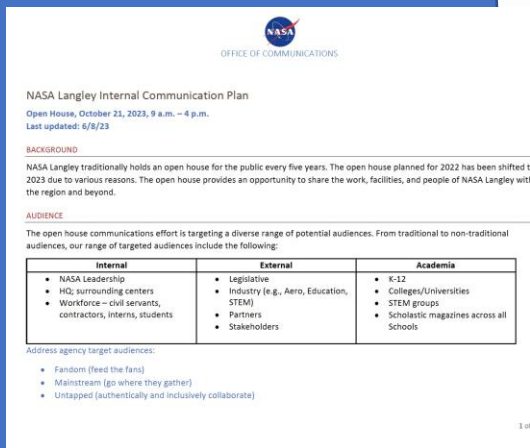
Graphics and Branding



Marketing and Advertising

- Internal - Inside Langley and Center wide EMail
- External
 - Network of over 50 entities who will amplify our message with their network (w/in 5 state region)
 - Digital engagement plan
 - Comms plan
 - Leveraging engagement team activities and public outreach events
 - Establishing list of underrepresented community groups to engage with
 - Public facing website with continuously updated information openhouse.larc.nasa.gov
 - Promotional materials include save the date, roll up banner, paper airplane flyer
 - Working with Virginia Tourism Corporation, Hampton and NPN Tourism
 - Looking at potential advertising options (I64 digital billboard and ORF and RIC airport advertising)
 - Hosting Community Partners Meeting August 3

KEY PRODUCTS	
Social Media	
Virtual Open House Package	
Outreach collaboration	
Facebook event page for Open House	
Metrics Report	
Video / Photo	
Spacey Casey Dancing at Tour Stops	
Video of footage from Day-of	
Selfie station	
virtual tour?	
"Meet Langley": reshare SME videos	
photos from last open house	
life at labs (reels, youtube shorts)	
drop test, splash test	
comment/feedback video idea?	
Graphic	
Instagram stickers for Langley	
general graphic for social with date	
Web	
Langley People page	
blurb on center page	
Events	
NASA Social	
Facebook event page for 5K	



- Media (will pick up when new News Chief is on board)
 - FM99 QUESST interview - week of June 12
 - Digital Engagement Kick off July 17
- Key Public Engagement Events
 - Pride Fest - June
 - Peninsula Pilots First Pitch and Promo Night - July
 - Oshkosh – July
 - Cygnus Launch from WFF - August
 - Oceana Air Show – September
 - Tides First Pitch and Promo Night - September

How You Can Participate!

EXPO

Bring your exciting STEM exhibit or highlight your contributions to the NASA mission. Interact with over 20,000 members of the public.

BRING YOUR GROUP

Bring a busload of your favorite organization, we can handle it!

PROMOTE

Amplify our message and encourage the public to attend.

VOLUNTEER or STAFF

If you are badged employee, [sign up here to staff the event](#)

For external organizations, we are offering opportunities to earn volunteer hours for active-duty military members, college students, local clubs and more.

BECOME A PARTNER

Learn how you can become an official 2023 Open House partner with NASA Langley Exchange Sponsorship Opportunities

Questions