

MPG 1380.2

REVISION A

EFFECTIVE DATE: April 8, 2004

EXPIRATION DATE: April 8, 2009

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# **MARSHALL PROCEDURES AND GUIDELINES**

**CD01**

## **CENTER PUBLIC EXHIBITS GUIDANCE AND PROCESS**

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**DOCUMENT HISTORY LOG**

<b>Status (Baseline/ Revision/ Canceled)</b>	<b>Document Revision</b>	<b>Effective Date</b>	<b>Description</b>
Baseline		3/27/00	
Revision	A	4/8/2004	Update reflects organizational changes. Changed "Task order" to "Work Request" throughout the document. Changed "NPG" to "NPR" throughout the document. In Appendix A, formatted paragraphs per MPG 1410.2. A.1 and A.4, changed "Information Services Department (ISO)" to "Office of the Chief Information Officer (CIO)". A.5, changed "Institutional Services/Appendix C" to "Unified NASA Information Technology Services (UNITeS)". A.6, updated POC information for the contractor.

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## PREFACE

### **P.1 PURPOSE**

This Marshall Procedures and Guidelines (MPG) provides the guidelines and process for creating and showing Marshall Space Flight Center (MSFC) general public and institutional exhibits. The Media Relations Department (CD70), Customer and Employee Relations Directorate, has been tasked to monitor Marshall's exhibits presented to these audiences and maintain the Center's official model and institutional exhibit hardware inventory. This MPG does not apply to program and project technical exhibits and is not intended to prohibit offices, programs, and projects from creating and operating appropriate technical exhibits on their own.

The purpose of this MPG is to explain the Marshall Space Flight Center exhibits policy, especially the perceived overlap between this program's scope, other Customer and Employee Relations Directorate departments, and other graphics operations at the Center.

### **P.2 APPLICABILITY**

This MPG applies to all exhibits presented by the Marshall Center that are directed to a general and/or public audience.

### **P.3 AUTHORITY**

- a. NPD 1387.1, "NASA Exhibits Program"
- b. MPD 1280.1, "Marshall Management Manual"

### **P.4 APPLICABLE DOCUMENTS**

- a. NPD 1387.1, "NASA Exhibits Program"
- b. NPR 1387.1, "NASA Exhibits Program"

### **P.5 REFERENCES**

None

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## P.6 CANCELLATION

MPG 1380.2 dated March 27, 2000

Original signed by  
Axel Roth for

David A. King  
Director

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## DOCUMENT CONTENT

### 1. DEFINITIONS

- 1.1 CaER. Customer and Employee Relations Directorate.
- 1.2 Center Director. The Director of the Marshall Space Flight Center.
- 1.3 Client. Generally refers to the direct recipient of contract services; fund-giver; internal to NASA.
- 1.4 COTR. Contracting Officer's Technical Representative.
- 1.5 Customer. Generally refers to the ultimate recipient of contract services; external to NASA.
- 1.6 Exhibits Manager/Exhibit Coordinator. Civil Servant with authority under NPR 1387.1 to oversee a center's public exhibit responsibilities.
- 1.7 Graphic. A piece of printed art or photo smaller than 40" x 90".
- 1.8 Technical Monitor. Person identified by the client for monitoring the content, funding, operations, and other issues unique to their organization's exhibit program.

### 2. RESPONSIBILITIES

Responsibilities are defined as outlined in NPD 1387.1:

- 2.1 Under NPD 1387.1 and NPR 1387.1, NASA Public Services Division, Code POS, manages NASA's public exhibit programs. Excluded from the overall management responsibility of the division is the type of exhibits designed principally for professional and technical audiences such as at workshops, seminars, and symposiums. However, when it is in the best interest of NASA that these exhibits be shown to the general public, responsible officials must, during the exhibit planning stage, consult with their public affairs office to coordinate story line and design considerations and ensure consistency with NASA objectives.
- 2.2 The Customer and Employee Relations Directorate will ensure that Marshall's exhibit designs and operations are consistent with NASA and Marshall strategic goals, objectives, messages, and audiences.

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2.3 The Customer & Employee Relations Directorate will designate an Exhibits Manager to conduct and administer the NASA Exhibits Program as outlined in NPR 1387.1, including the management and scheduling of Center and NASA exhibits within his/her assigned geographic region. This department will be responsible for providing photographs, videotapes, and resource materials to permanent museums and planetaria for exhibits purposes; recommend new exhibits and events support per the NPR guidelines; monitor the performance of the Center's exhibit management contractor; and ensure that established guidelines are followed.

### **3. PROCEDURE**

Budget, technology, and organization changes, as well as an increase in demand, have fundamentally changed the Center's ability to provide exhibits and large graphics. Funds permitting, the Marshall Exhibits program has the charter to coordinate and/or create Center exhibits and models needed to communicate information and ideas to general public audiences. An explanation of how and when to initiate a request for an exhibit is in Appendix A.

3.1 Exhibit clients meet with their technical monitor and CD70 to determine requirements and develop a preliminary cost estimate.

3.1.1 All requests to set up exhibits (or post graphics) in Building 4200 and 4203 lobbies must be coordinated with CD70 for appropriateness, scheduling conflicts, safety, power, and other concerns. Requests for use of these lobbies should be directed by phone or e-mail at least two weeks in advance. Reference Appendix A for policy regarding MSFC exhibit support and Appendix B, the work request.

3.1.2 Marshall organizations funding contractor exhibit manpower are entitled to in-house support (as limited above). All others will receive limited in-house support as institutional work force and resources permit. If requested, CD70 will help any Center organization purchase outside/outsourced exhibit assistance. Work is initiated by submitting a work request form to the contractor through the technical monitor. A sample contractor work request form is in Appendix B.

3.2 The Technical Monitor and exhibit support contractor will verify cost estimates. Funding for these projects will be provided to CD70 through established Marshall Comptroller and Procurement procedures.

3.3 Once approved and funded, the COTR will initiate the work; the Exhibits Manager will monitor for policy when applicable; the

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technical monitor will monitor progress; and the contractor will complete and deliver an acceptable product or service.

3.3.1 Office, program, or project requests for new models and exhibits intended for public audiences (as defined in NPR 1387.1) normally are processed through that organization's media support specialist in CD70 to coordinate messages, audiences, and exhibit objectives.

3.4 The contractor keeps records of all events supported and hardware/exhibits created.

3.4.1 Marshall Exhibits maintains an inventory of historic and current program models, exhibit hardware for loan, space-flown artifacts, the Marshall Art Collection, and the Center's assigned lunar sample and NASA art.

3.4.2 A list of the official inventory, as well as current and available traveling exhibits, is posted on Marshall's home page at: <http://www1.msfc.nasa.gov/NEWSROOM/exhibits>.

#### 4. RECORDS

4.1 MSFC Exhibit Program records that document pre-event expectations include:

4.1.1 Contract work requests with feedback forms for comments. Work Requests are required to be retained by the contractor for 12 months after completion. A sample work request is in Appendix B.

4.1.2 Signed loan applications and loan agreements, which will be kept on file for five years.

4.2 A feedback questionnaire, which will be posted and maintained at the exhibits web site. The general public can access the questionnaire and information about Marshall exhibits at: <http://www1.msfc.nasa.gov/NEWSROOM/exhibits>. Samples of loan applications and agreements can be downloaded from that location as well.

4.3 After Action Reports. For at least every major general public exhibit effort and for others as appropriate and requested by program clients supported by Marshall Exhibits, an after action report will be generated as a record of activities supported and for future reference. Technical monitors for each exhibit program are responsible for submitting after action reports to their management.

4.3.1 As a minimum, the report should include several sections: Dates of event, Date submitted, Who to, Who from, Results,

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Objective, Background, and Recommendations. A sample report is in Appendix C.

4.3.2 The report should be submitted electronically or in writing by the designated event lead to the Marshall traveling public exhibits coordinator, Media Relations Department, within three weeks of completion of the event.

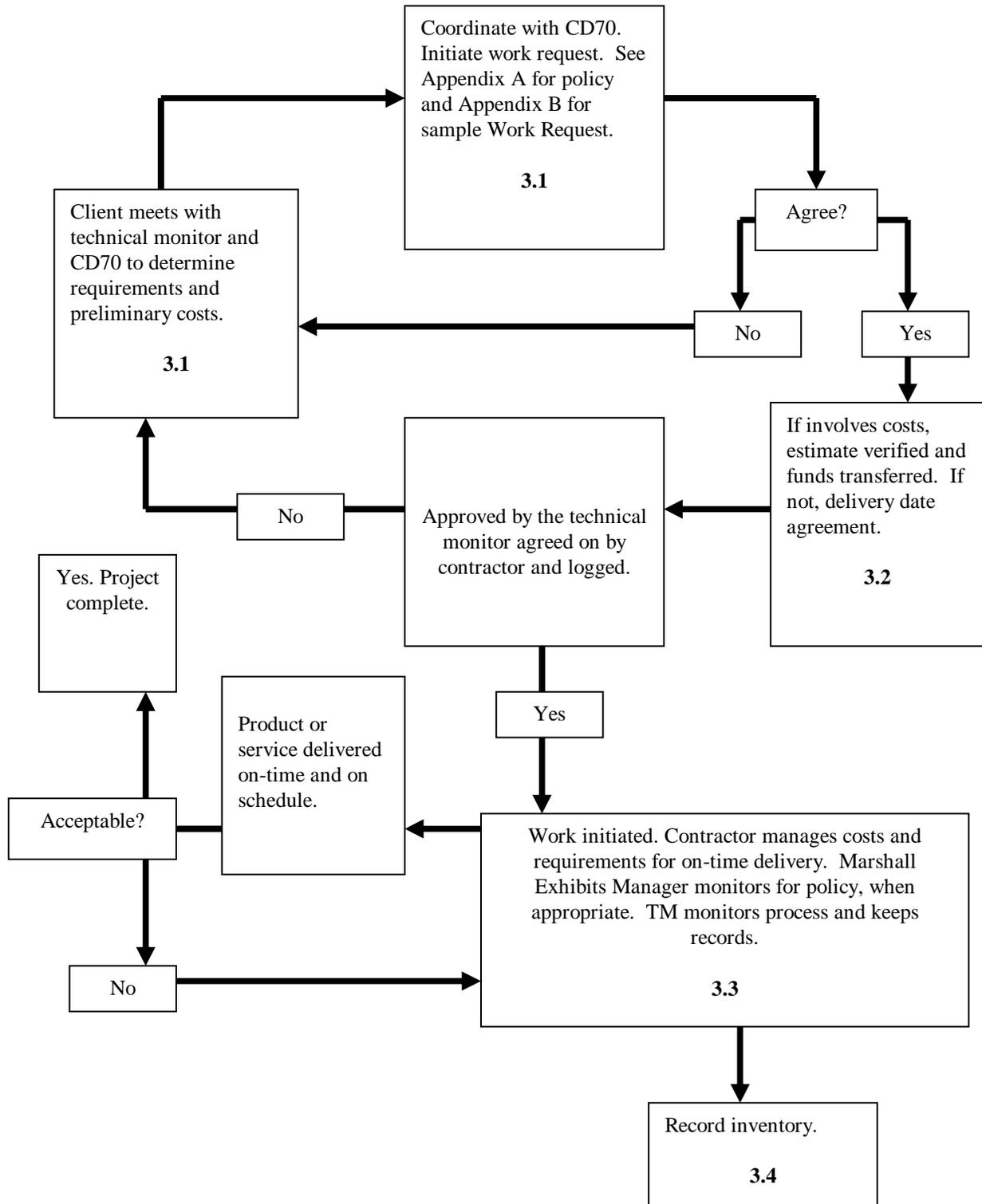
4.3.3 CD70 will be responsible for keeping these reports in a public folder accessible by other Marshall organizations for future reference and attendance decisions.

4.3.4 After action reports will be kept on file for at least five years. They will be accessible on server MSFC35, Folder CD70-main, Folder Exhibits Outreach.

## **5. FLOW DIAGRAM**

See following page.

### FLOW DIAGRAM



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## APPENDIX A

### POLICY REGARDING MSFC EXHIBIT SUPPORT

A.1 Recent budget, technology, and organization changes, as well as an increase in demand, have dictated a review of the Center's ability to provide exhibits and large graphics. The paragraphs below separate the responsibilities of the Media Relations Department and the Office of the Chief Information Officer (CIO).

A.1.1 To eliminate confusion, for the purpose of this policy an exhibit is defined as any graphic that (1) is to be shown as a complete image larger than 40" x 90" or (2) requires CD70 model shop support.

A.2 The Media Relations Department (CD70) and its contractor will provide full exhibit support to those Center organizations with agreements in place for such support. For all others, CD70 and its contractor will provide the following exhibit support on an as-available basis:

A.2.1 Loan of display hardware, models, and artifacts.

A.2.2 Advice regarding exhibit layout and local sources for government credit card purchases of exhibit-sized graphics.

A.2.3 Purchase turnkey exhibits through its support contractor if proper funding, designs, specifications, and lead-time are provided.

A.3 Any MSFC exhibit INTENDED FOR A PUBLIC AUDIENCE must be reviewed by the Media Relations Department per NPD 1387.1.

A.4 The Office of the CIO civil service Multimedia Services Team (AD32) will provide design support for exhibits on an as-available basis. When created, these graphics will be compatible with local printing sources that accept government credit cards. The complete computer file will be provided to the CD70 support contractor through the Exhibits Coordinator for printing. Printing costs (in-house or outsourced) will be borne by the client.

A.5 The Unified NASA Information Technology Services (UNITeS) contractor personnel will not construct or print public exhibits. However, they can create themes and prepare camera-ready artwork and printed materials for standard-size posters and banners that do not exceed 40" x 90". They will also provide matting and mounting services. The mounting services are limited to standard-size increments no larger than 40" x 90".

A.6 Points of contact

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CD70: John Dumoulin, 4-6541 (Technical Monitor)  
 CD01: Nancy Robinson, 4-6524 (COTR)  
 AD32: Debbie Bowerman, 4-5634  
       Alternate: Jane Posey, 4-4852 or  
       Jack Hood, 4-4573  
 UNITeS: Janice Robinson, 4-4580  
 ASRI: Karen Sodomick, 4-1684

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### APPENDIX B

WORK REQUEST  
CaER Contract  
To be completed by ASRI

<b>Work Request #</b>	<b>Reviewed by:</b>
<b>Date Received:</b>	<b>Accepted:</b>
<b>Personnel Assigned:</b>	<b>Disapproved:</b>
<b>Date Complete:</b>	<b>Reason for Disapproval:</b>

<b>TITLE:</b>	<b>REQUEST DATE:</b>	<b>REQUIRED DATE:</b>
<b>REQUESTED BY:</b>	<b>PHONE NUMBER:</b>	<b>PROGRAM/OFFICE SYMBOL:</b>

**DESCRIPTION OF WORK:**

IMPORTANT: The Contractor shall proceed promptly with the performance of executed work request issued by the Technical Monitor within contract authority. It is the Government's position that the work called out is within the current contract mission. If, in the Contractor's opinion, the work is either not covered by the current contract mission, or is outside the contract mission altogether, the Contractor shall not proceed but shall notify the Contracting Officer in writing within 5 working days.

<b>APPROVAL LEVEL</b>	<b>PRINTED NAME / SIGNATURE</b>	<b>DATE APPROVED</b>	<b>PHONE NUMBER</b>	<b>OFFICE SYMBOL</b>
REQUESTOR				
TECHNICAL MONITOR				

### EVALUATION

*To be completed by Technical Monitor*

**EVALUATION -- upon conclusion of this work, the Technical Monitor will complete the following evaluation with comments and sign below to acknowledge the completion of the assignment and to provide an evaluation of the work performed.**

<b>EVALUATION CATEGORIES:</b>	<b>RATINGS:</b>	<b>RATING LEGEND:</b>
Timeliness (work accomplished per timeframe established)	___	5 - Outstanding
Quality of Work (work accomplished in a skillful, workmanlike manner)	___	4 - Excellent
Planning (work accomplished in the least disruptive manner)	___	3 - Good
Coordination & Submittals (documentation is comprehensive and timely)	___	2 - Satisfactory
Management & Reporting (communication is timely and appropriate)	___	1 - Poor

**COMMENTS:**

<b>EVALUATOR'S/REQUESTOR'S SIGNATURE:</b>	<b>DATE SIGNED</b>
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## APPENDIX C

### SAMPLE OF AFTER ACTION REPORT

C070

TO: Distribution:  
 THRU: CO70/John Dumoulin  
 FROM: CO70/Chris Robinson  
 SUBJECT: After Action/ISS Module at Quality Expo International  
 Support for HQ (Code M)

#### RESULTS

Approximately 8,857 people visited the NASA booth that highlighted the International Space Station using the full-scale International Space Station module exhibit. Also represented in the booth was a NASA/Space Flight Awareness exhibit with support staffers from NASA HQ, MSFC, KSC, JSC, USBI, Lockheed Martin, and United Space Alliance.

A theater was also arranged to show videos to attendees. The following videos were shown: *Dream is Alive*, *Beyond the Stars*, *Dreams Survive*, *Human Destiny*, *To Be An Astronaut*, *Space Station: It's About Life on Earth*, *100<sup>th</sup> Mission*, *Ride of Your Life*, *Understanding Our Changing Planet*, *Boundaries of Space*, *Learning to Live in Space*, and *Exploring New Worlds*.

Wednesday, April 28, 1999, Amanda Goodson, MSFC Director of Safety and Mission Assurance, delivered the keynote address to more than 250 attendees. Her theme: "Bringing people to space; bringing space to people," provided the audience with an overview of NASA/MSFC quality standards in regard to the products and services developed to support mission goals. Ms. Goodson also addressed more than 150 7<sup>th</sup> and 8<sup>th</sup> grade students at Crane High School in Chicago on Tuesday.

PIA, Chris Robinson was interviewed by John Dodd, *Evaluation Engineering Magazine*; Claudia Joullette, *Canadian Industrial Machinery Magazine*; Tom Tennant, *Tooling Production Magazine*; Michael Lombardo, *Finishers Management Magazine*; and Rick Smith, *Reviews on Line*. Please note: *Reviews on line* will post pictures of the NASA booth at Quality Expo to the web. (WWW.reviewsonline.com)

NASA's International Space Station research and assembly publications were distributed to the visitors. MSFC media relations provided press releases regarding the keynote

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engagement for Amanda Goodson, MSFC's Director of Safety and Mission Assurance.

EVENT OBJECTIVE

To inform about the benefits from space, especially International Space Station, and work being done at NASA related to quality and safety.

BACKGROUND

The ISS Module Exhibit was requested by Reed Exhibition Companies, producer and manager of Quality Expo International, to attend the conference at their expense. This included the space, drayage, personnel, and freight. Although the exact gate numbers are not yet available, more than 11,000 were expected to attend the conference. This is the premier trade show and conference for quality assurance and product reliability technologies in manufacturing.

The NASA booth was staffed by: Jackie Gorzynski and Chris Robinson, MSFC Exhibit Operations. Randy Howell, MSFC Exhibit Operations operated the theater and was the technician assigned to the event. Ed Medal, MSFC Media, assisted with Amanda Goodson's requirements. For Space Flight Awareness: Shelby Weathers, MSFC; William Bihner, NASA HQ; Jim Furr, KSC USA; Sylvia Stottlemeyer, JSC; Lois Walker, JSC; Ralph Tortorich, Lockheed Martin, New Orleans; and Katheryn Theisen, USBI KSC, staffed their booth area.

CONCLUSIONS/RECOMMENDATIONS

The attendees were very receptive to the presence of NASA and the quality standards used for space flight missions. The keynote presentation by Amanda Goodson was an excellent event that helped educate the attendees on NASA quality. This conference proves to be an excellent venue for informing the public on NASA's safety and quality standards.