



**STScI's Office of
Education
and Public Outreach**

**Joel D. Green
Project Scientist
Office of Public Outreach
Space Telescope Science Institute**



Office of Public Outreach
Functional Organization Chart
 December 2015

Hussein Jirdeh
 Head of Communications
 and Public Outreach

Bonnie Eisenhamer
 Deputy Head, Education

Denise Smith
 Deputy Head, Outreach

BRC Division Support Team
 Kim Oyer Business Supervisor
 Tracy Lamb Sr. Admin Asst.
 Rolanda Taylor Office Clerk

Youth for Astronomy & Engineering (YAE)
 Tanis Anderson Business Supervisor
 Michele Sharlo Admin. Asst. II
 Sonia Saldana Admin. Asst. I

FUNCTIONS

NEWS
 Ray Villard Branch Manager
 Cheryl Gundy Asst. News Chief and Media Coordinator

EDUCATION
 Bonnie Eisenhamer Branch Manager

SCIENCE SUPPORT/SPECIAL PROJECTS
 Denise Smith Branch Manager

Jessica Kenney Outreach Specialist
 Linda Kneely Education Specialist II
 John Maple Education Specialist II
 Holly Ryer Education Specialist II
 Carolyn Silvinski Informal Education Specialist

Joel Green Project Scientist ▼
 Brandon Lawton Outreach Scientist, Content Specialist
 Bonnie Melnik Content Specialist
 Frank Summers Education and Outreach Scientist
 Mitch Watkins Program Specialist

Services and Skills

Science, Technical & News Writers
Graphic Design
 John Godfrey Technical Supervisor
Imagery, Multimedia
 Greg Bacon Technical Supervisor
Web Content Manager
 Lacey Bordeaux Technical Supervisor

Ann Jenkins Senior Science Writer ■
 Vanessa Thomas Senior Science Writer +
 Sharon Toolan Science Publications Specialist ■
 Tracy Vogel Intermediate Science Writer +
 Donna Weaver Master Science Writer ■

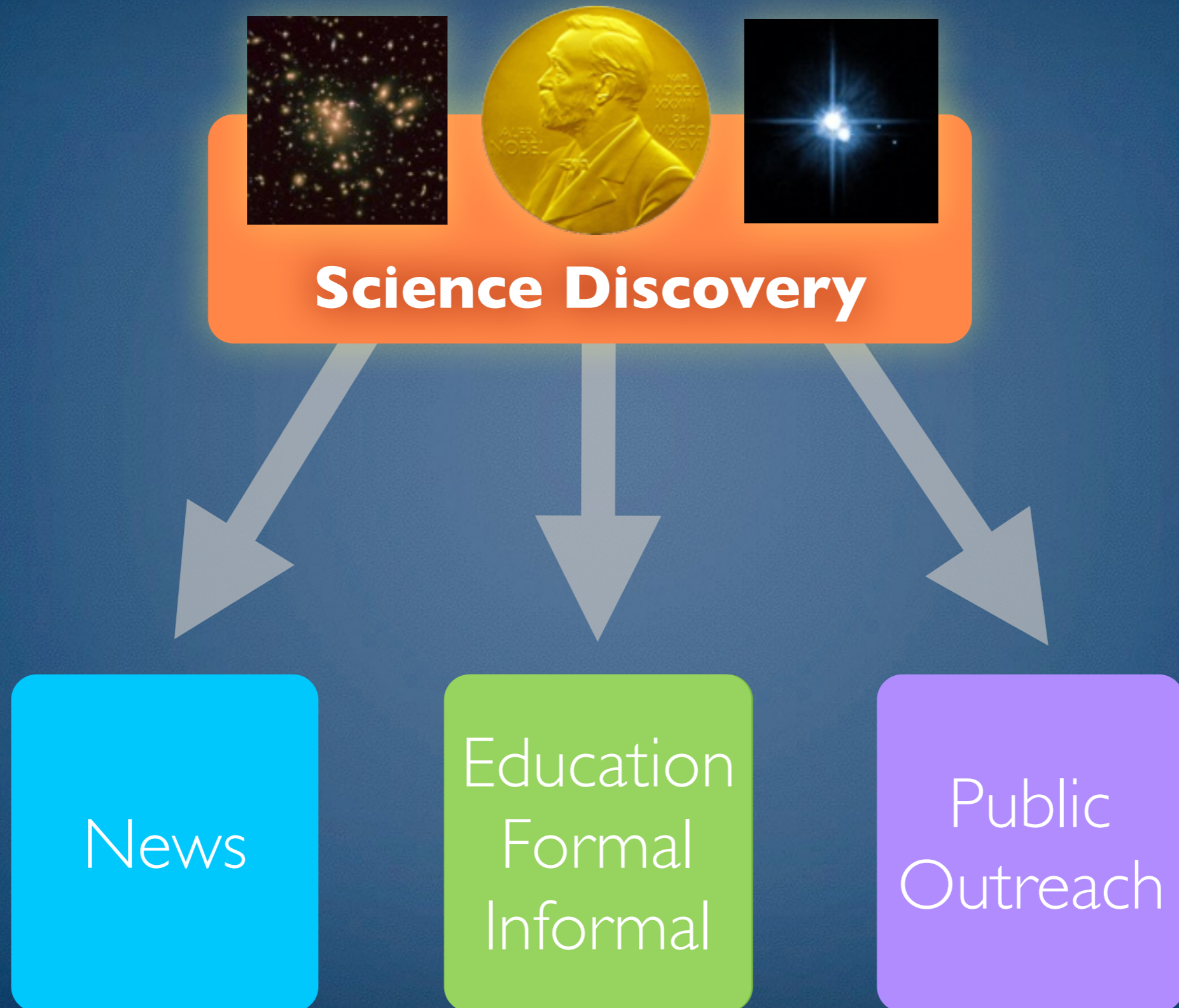
Ann Field Senior Graphic Designer
 Pam Jeffries Graphic Artist
 Marc Lussler Multimedia Designer
 Stephanie Smith Lead Graphic Designer

Mary Estacion News Video Producer
 Lisa Frittare News Image Processor
 Christine Godfrey Lead Graphic Designer
 Zolt Levay Imaging Group Lead

Carlos Dupla Lead Web Developer
 Parissa Eggleston Intermediate Web Developer
 Elena Martin Information Application Developer
 Chad Smith Web Content Administrator
 Kelly Williamson Intermediate Web Developer

Supervisor Key
 ▼ Hussein Jirdeh
 + John Godfrey
 ■ Ray Villard

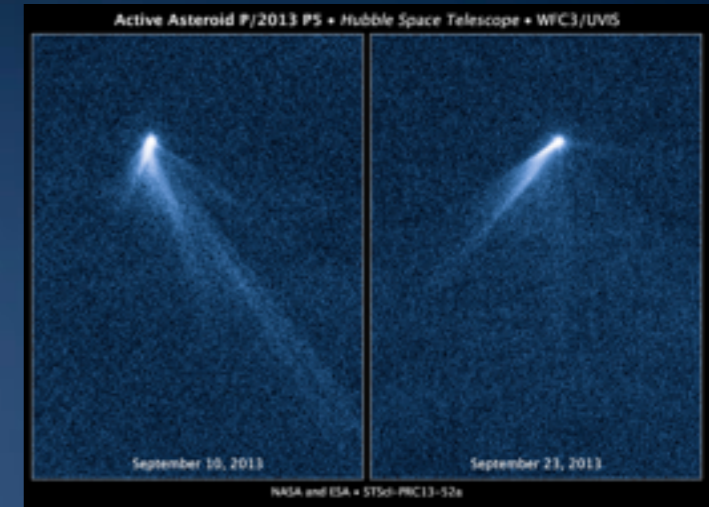
News of Discoveries Reaches Students



News

News

Connecting to Education



Hubble Sees Asteroid Spout Six Comet-like Tails **764** total number of Internet news stories to date with a reader circulation of **556 million***.



Within a week

Public Outreach & New Media



Within a month

Education Formal Informal



Integrated in 27 states, but used in all 50.

6M students, 1/2M teachers per year

* Meltwater News

ONLINE OUTREACH

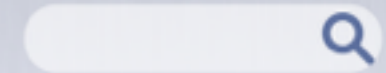
- **2 million** visits/month
- **150 million** hits/month
- Inbox Astronomy
~**40,000** subscribers
- **160** questions/month
- **HubbleSite is 10% of NASA's online traffic**



James Webb Space Telescope



[Science](#) | [News](#) | [Gallery](#) | [Telescope](#) | [Team](#) | [Resources](#)



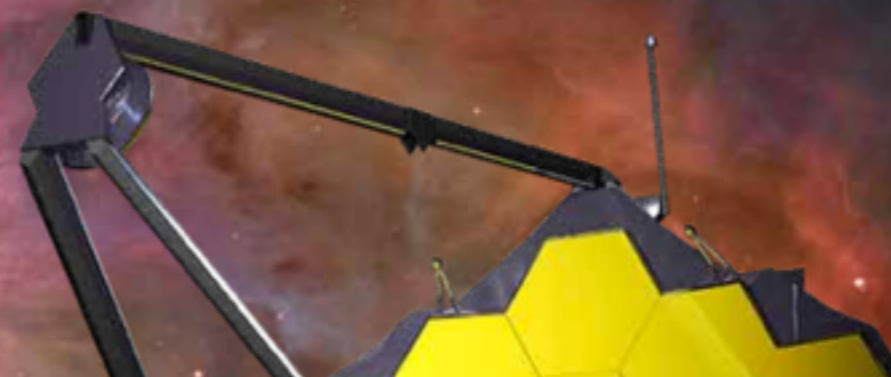
How did we get here?

How does the universe work?

Are we alone?

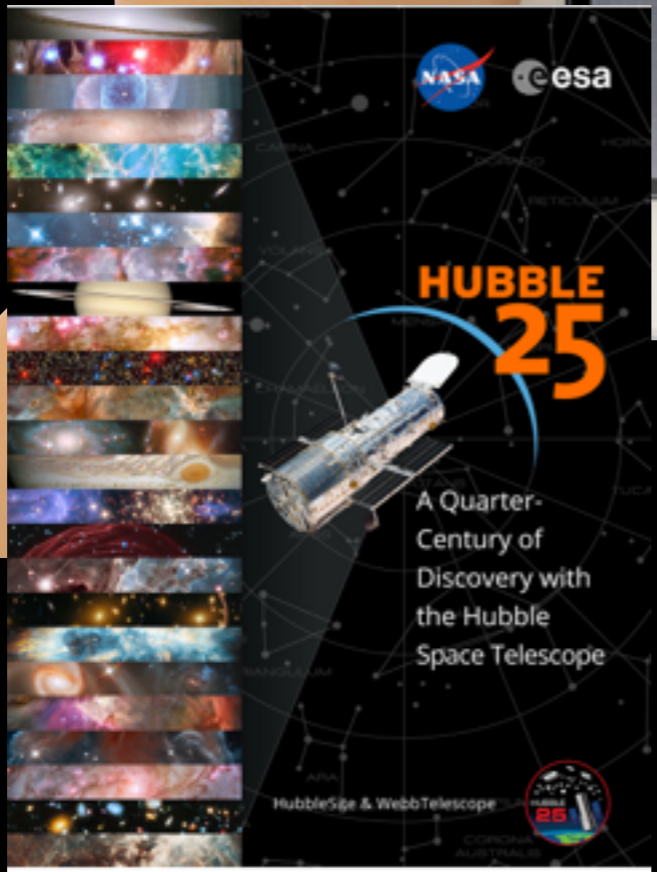
The Webb Space Telescope will explore the answers to our greatest questions.

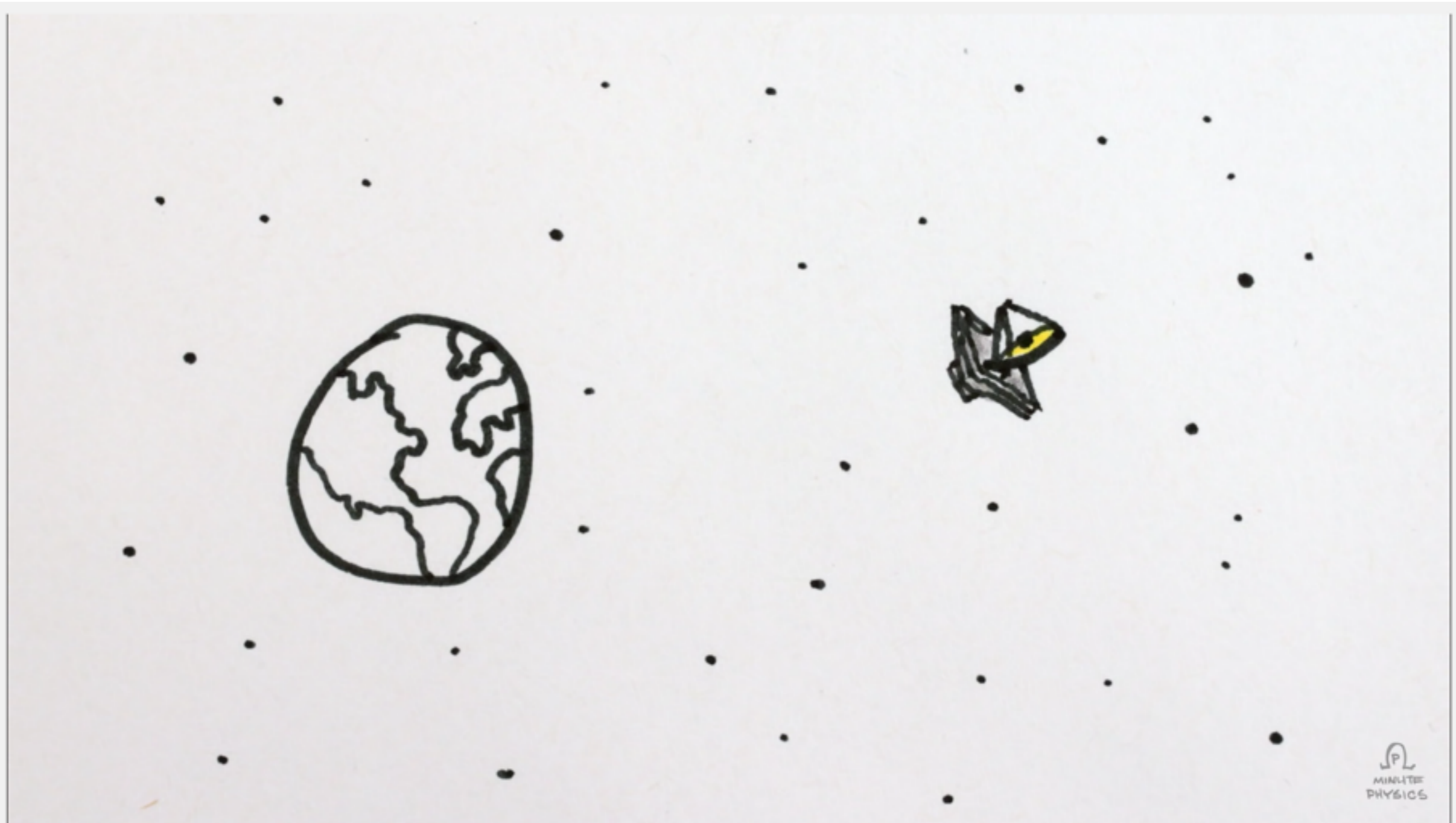
Play Trailer





>250,000 downloads





Why Do We Put Telescopes in Space?





MinutePhysics

 **Subscribe** 3,187,192

564,760

 Add to  Share  More

 20,670  114



Bringing Hubble and Webb to the Public Square in Non-Traditional Outreach

- Computer games/media
- Sci-fi
- Music/interactive festival exhibits
- Astronomy on Tap / Nerd Nite



JWST STEM Innovation Project

- An interdisciplinary project that focuses on the engineering aspects and potential scientific discoveries of JWST
- Students read and research the telescope's design and or potential discoveries and create projects to demonstrate their learning.
- Currently being implemented at over 700 schools in all 50 states in the U.S.



JWST Inspires



Science Technology Engineering Mathematics



EXAMPLES OF STRATEGIC PARTNERSHIPS AND REACH

(How a small team serves a *BIG COUNTRY*)

ORGANIZATIONS

Space Grant Consortia

Learning.com

WorldWide Telescope

American Library Association

National Federation of the Blind

Night Sky Network

Spitz Digital Institute

Maryland Science Center

The After-School Institute

TEXTBOOKS / CURRICULUM

Houghton Mifflin

Lawrence Hall of Science

NSTA SciGuides

Brooks/Cole

McGraw-Hill

Harcourt

Scholastic

Open Court

MacMillan

Baltimore County

Curriculum

UNIVERSITIES

Johns Hopkins University

Morgan State University

University of Texas at Austin

University of Chicago

Georgia State University

California State University, Sacramento

Penn State University

Virginia Tech University

Immaculata University

STATE DEPTS. OF EDUCATION

Ohio, Texas, Utah, South Carolina, Colorado, Hawaii, California

Integrated in 27 states, but used in all 50.

Diversity

Morgan State

Baltimore City After School Institute

Women's Collaborative Project

Tactile Astro

STEMcx

Illuminating the Pillars: a Vision of the Future



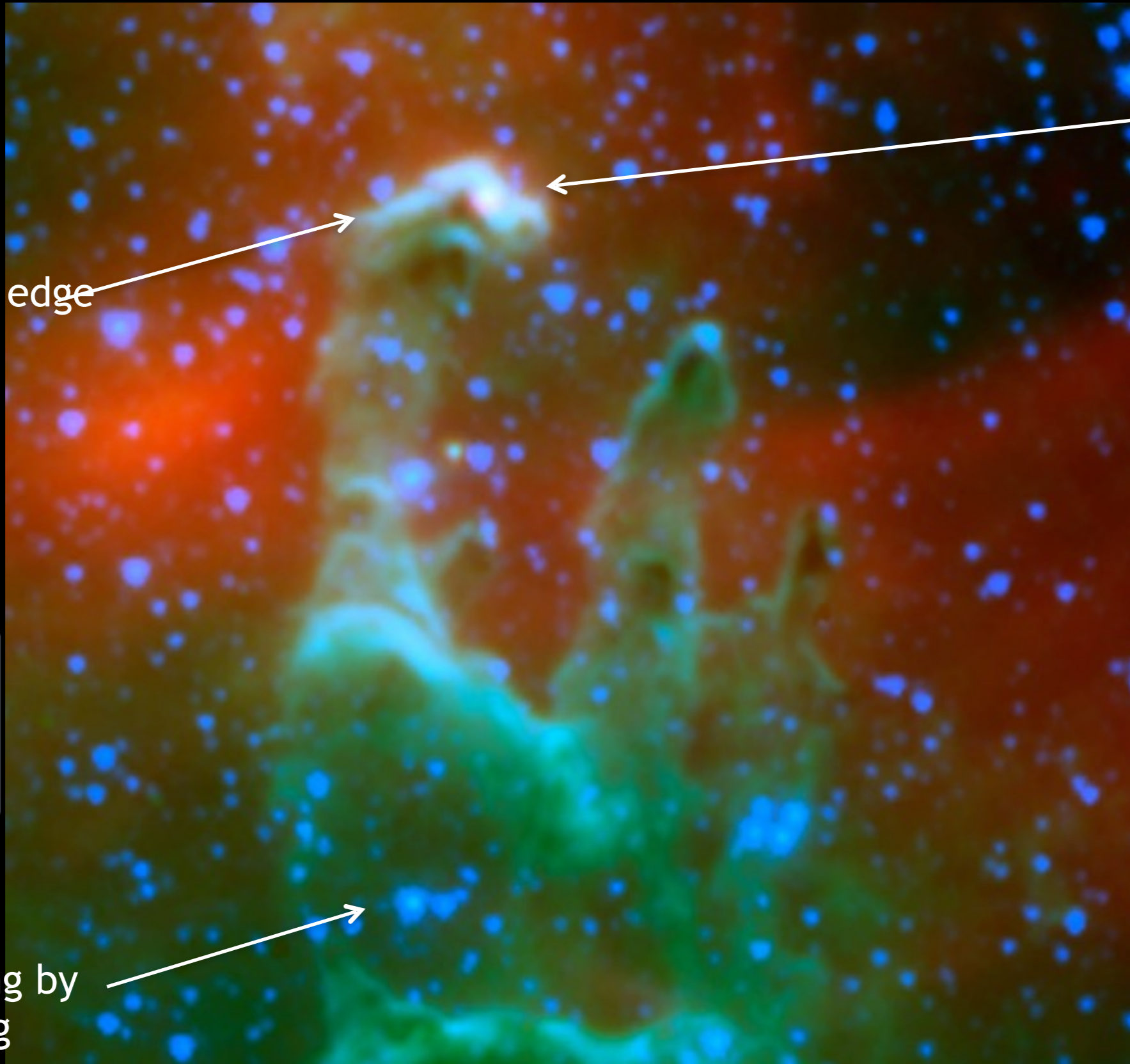
Visible view:
The shadowy
nebula



Near-IR view:
Seeing the
background

WFC3/IR

The state of the art in IR in 2015 → 2018



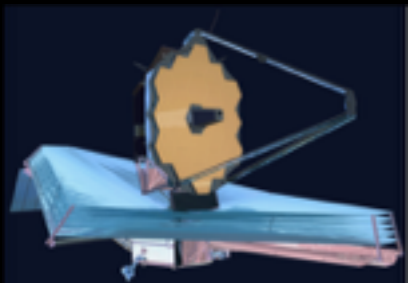
Birth of a new bright star

Shocks at the edge of the pillar

Stars
Gas
Dust

Webb's view:
Peering into
the stars and
dust

Cavity clearing by newly forming stars



R. Hurt

