



Industry Day Briefing Web Enterprise Services and Technology (WEST)

Office of the Chief Information Officer

Brian Dunbar

April 22, 2009

VISION: Integrated, secure, and efficient information technology and solutions that support NASA



Industry Days Schedule: April 22, 2009

Office of the Chief Information Officer

- 9:00 a.m. Event Logistics – Joe Sparmo
- 9:05 a.m. WEST – Brian Dunbar
- 10:15 a.m. EAST – Amy Stapleton
- 10:45 p.m. Break
- 11:00 p.m. ACES – Don Sosoka
- noon Closing – Bobby German, NASA CIO (acting)



Agenda

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- Contract
- Site overview
 - Features
 - Tools
 - Community Adoption
 - Statistics

Reminder

This information is preliminary and subject to change when the Final RFP is released.



WEST Goals

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- Provide web services that will meet the needs of NASA's diverse web community
- Improve current system, provide technology refresh and apply industry best practices
- Improve agility in adoption of tools and implementation of services
- Provide diversity of options for users while managing cost and scope
- Integrate all services and tools to the greatest extent possible
- Meet Administration's transparency goals



WEST Contract Overview

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- Two-year base, three one-year options *
- Core component of services *
- IDIQ for task orders beyond core component *
- Small-business set aside
 - Incumbent is a small business
- CO will be at NASA HQ Procurement Office at Goddard Space Flight Center
- COTR will be web program executive in NASA Office of the Chief Information Officer

* Industry input being solicited on these topics especially



Procurement Schedule

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- RFI released Sept. 17, 2008
- Responses received Sept. 29
- Draft RFP released April 15, 2009
- Vendor comments on draft RFP due May 15
- Final RFP June 15
- Proposals due July 30
- Contract award December 1
- Phase-in start Feb. 1, 2010
- Contract start June 1, 2010



Contract Metrics

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- Focus is on results, not specifics of technical implementation
- Performance metrics
 - 99.995 percent uptime for www.nasa.gov, including scheduled downtime
 - Applies to each individual component (CMS, search, metrics software, etc.)
 - 7.5-second maximum page-load time
- Both metrics will be measured by third-party services
- Failure to meet metrics will result in service credit being applied to subsequent invoices
 - Effectively NASA will reduce payments for non-performance
 - Amounts to be negotiated



Preliminary Evaluation Criteria *

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- Mission Suitability is the most important factor over Past Performance and Price
- Price and Past Performance are approximately equal.
- Using NFS 1815.3 adjectival ratings and numerical scoring source selection procedures
- Industry input on this approach is welcome

* Industry input being solicited on these topics especially



Preliminary Evaluation Criteria * (cont)

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- Subfactor A: Technical Approach – Core 450 points
- Subfactor B: Management Approach – 200 points
- Subfactor C: Safety & Health -- 50 points
- Subfactor D: Representative Task Orders – 300 points
- Total: 1,000 points

* Industry input being solicited on these topics especially



RTOs

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- Representative Task Orders will be used to evaluate price reasonableness
- The proposed core price will be assessed to determine reasonableness. Price analysis will be performed in accordance with FAR 15.305(a)(1) and NFS 1815.305(a)(1)(b).



Past Performance

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- Questionnaires will be provided in the RFP to solicit assessments of an offeror's relevant past performance from its previous customers
- Offerors without relevant past performance or for whom information is not available will not be evaluated favorably or unfavorably on past performance
- For core effort, solicitation will state that this factor applies to any major subcontractors (>\$250,000)
- NASA's Past Performance Database and Past Performance Information Retrieval Systems (PPIRS) will be used.
- Level of Confidence ratings form NFS 1815.305 will be used



WEST Concept of Operations: Core & IDIQ

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- Core: core level of services provided to any NASA user by the Office of the CIO, e.g.,
 - Storage
 - Bandwidth
 - Access to existing applications
- Above core: IDIQ component to allow users to purchase additional capabilities and services, e.g.,
 - Additional storage and bandwidth
 - Application or database development
 - Alternative housing within infrastructure (e.g., LAMP stack)
- General parameters
 - One size does not fit all, but . . .
 - Cost and management requirements may mean several sizes must fit most
 - IDIQ services must integrate with core services where appropriate
 - NASA security requirements and other policies will apply to all services

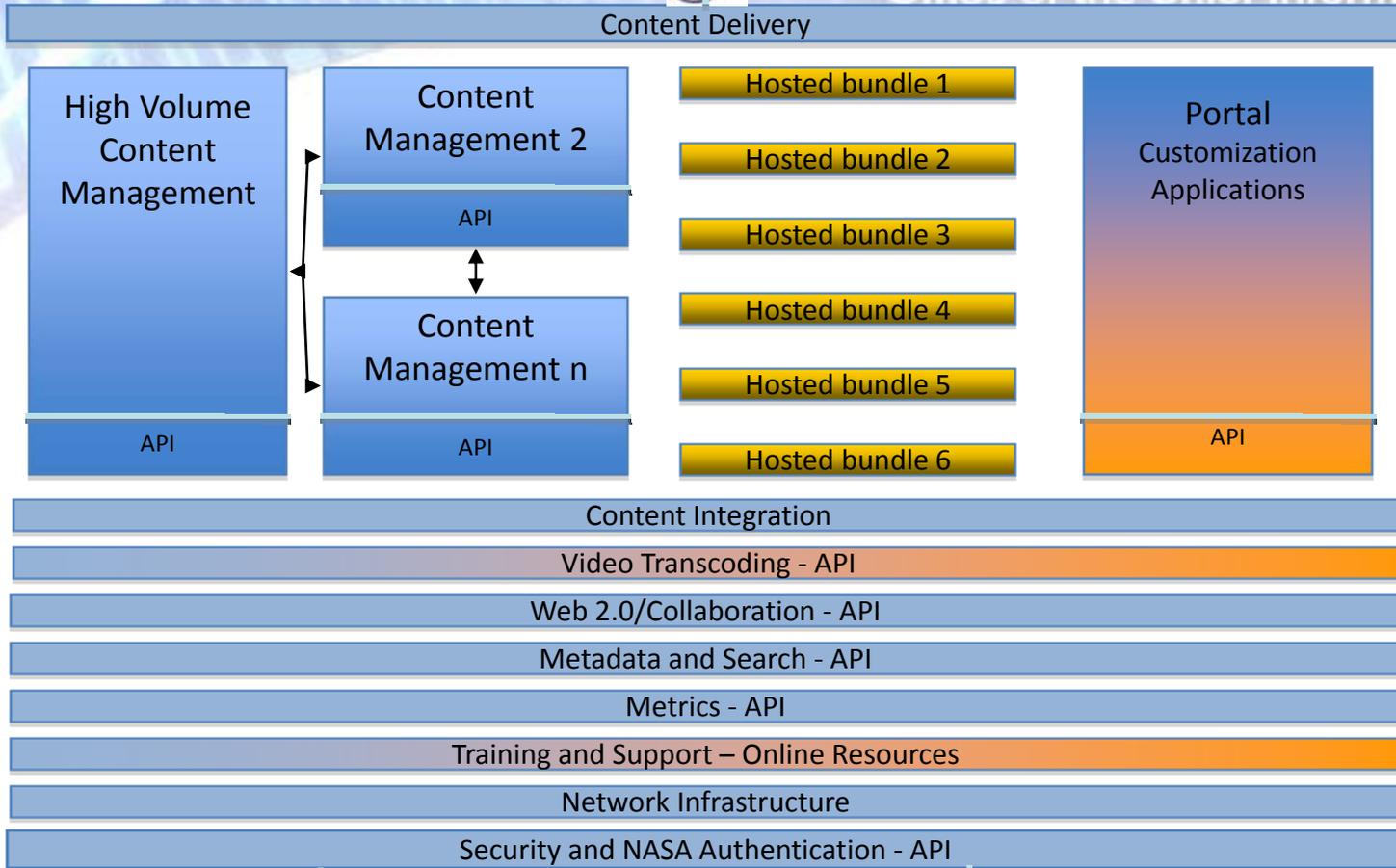


NASA Public Web Infrastructure "To Be" State



External site visitors

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Onsite contributors



Offsite contributors



Core vs. IDIQ

		CORE (included in contract price)	IDIQ (NASA user may purchase)
Storage	www.nasa.gov	Storage sufficient to meet performance/availability metrics (11.1.1)	
	Other users	Assigned storage (GB) (11.1.2)	Additional storage (GB) (11.1.4)
Bandwidth	www.nasa.gov	Bandwidth sufficient to meet performance/availability metrics (19.2)	Additional bandwidth (mbps) (19.2.3)
	Other users	Assigned bandwidth (mbps)	Additional bandwidth (mbps) (19.2.3)

(Numbers in parentheses refer to PWS clauses.)



Core vs. IDIQ (cont)

		CORE (included in contract price)	IDIQ (NASA user may purchase)
Availability	www.nasa.gov	99.995 % uptime; negotiated amount of special-event support (days) (19.1.1)	Additional special events support (19.1.6.1)
	Other users	99.95 % uptime for all other sites (19.1.2)	Increase to 99.995 % uptime (19.1.6.3); special-events support (19.1.6.1)
Hosting and apps stack	www.nasa.gov	Infrastructure sufficient to meet performance, availability metrics (11.1.1)	
	Other users		Outlined in PWS 11.3-11.6



Core vs. IDIQ (cont)

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		CORE (included in contract price)	IDIQ (NASA user may purchase)
Graphic and Site Design	www.nasa.gov	200 hours per contract year design services (12.1)	Major redesign (20.2)
	Other users		Design services (12.5)
Training	All sites and users	“Start-up” training for phase-in and for new users; regular sessions at each center (14.1)	Additional sessions (14.5)
Applications	All sites and users	All users have access to existing apps (15.1.3)	All NASA users may request apps developments (15.3)



Core vs. IDIQ (cont)

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		CORE (included in contract price)	IDIQ (NASA user may purchase)
Help desk support	All sites and users	8 a.m. to 8 p.m. Eastern (22.3.1)	Support outside those hours as "Special Event" (22.3.3.2)
User Metrics	All sites and users	All users have access to metrics data and already-developed metrics reports (23.1)	Additional metrics reports and analysis (23.2.5.1)
Search	All sites and users	All users' sites indexed, available to be presented as subcollection (21)	



Core vs. IDIQ (cont)

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		CORE (included in contract price)	IDIQ (NASA user may purchase)
“Special Event” support	www.nasa.gov	For specified, pre-negotiated periods (days per year) (19.1.1)	For specified, negotiated periods (days per year) (19.1.6.1)
	Other sites		For specified, negotiated periods (days per year) (19.1.6.1)
Collaboration	All sites and users	Access to collaboration apps (10;15.1.3)	



Basic Principles: Transition

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- No loss of functionality or capability, even temporarily
- NASA will work with vendor during phase-in to ensure requirements are clear and provide guidance
- Vendor will accomplish phase-in without GFE or substantial direct labor by NASA staff or contractors
- New infrastructure must be ready for live cutover one week before contract start
- Transition will be invisible to external users and largely invisible to NASA users



Basic Principles: Operation

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- Integration of services across a wide variety of tools on behalf of diverse customers with different audiences and communications needs
- Technology infusion is essential to keep expanding NASA's online reach
- Operate in accordance with NASA policy and federal law
- Continued high levels of performance: 40 minutes of downtime in seven years
- Performance and requirements matter; specific implementations to meet requirements and metrics are left to the vendor



Performance Metrics

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- For www.nasa.gov, 99.995 percent uptime
 - For all system components (e.g., search, CMS, etc.) not just web-page availability
 - Measured weekly by third party (webmetrics.com)
 - Failure will result in service credit to NASA on subsequent invoices
 - Scheduled downtime will not be excluded from the calculation
- For other sites, 99.95 percent uptime
 - Measured monthly by third party (webmetrics.com)
 - Failure will result in service credit to NASA on subsequent invoices
 - Scheduled downtime can be excluded from the calculation



Performance Metrics (cont)

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- Page load time: 7.5 seconds
 - Applies to external pages and internal tools (CMS, etc.)
 - Measured by third party (webmetrics.com)
 - Failure to perform will result in service credit to NASA on subsequent invoices



Current Feature Overview



NASA on the Web

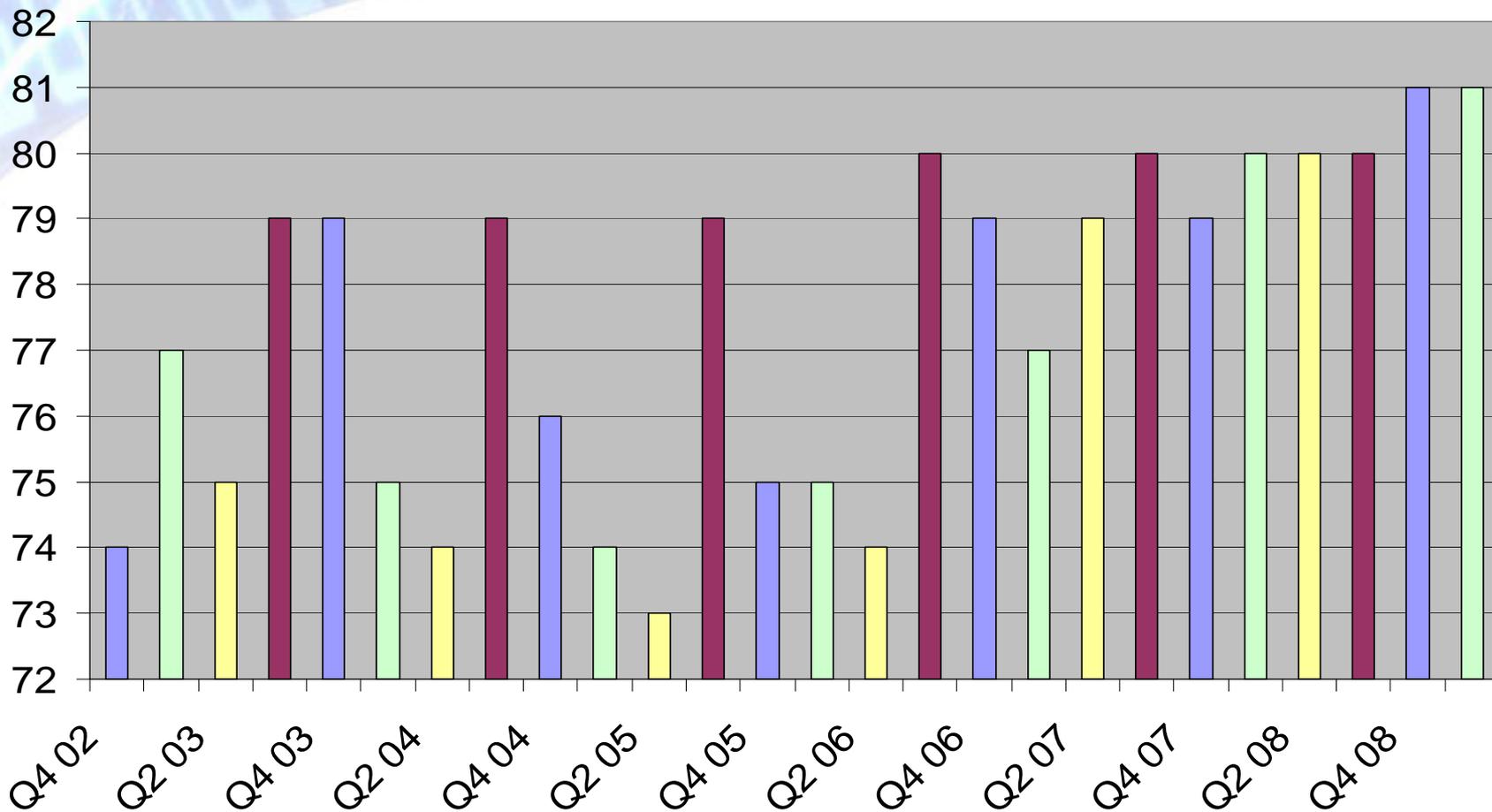
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- www.nasa.gov is an award-winning, globally popular web site that continually sets new standards for how organizations use the Web to communicate directly with their audiences
 - Yahoo Internet Life Award
 - Webby Award (2003; 2009 nominee)
 - Federal Web Council Best Practice Award
 - Macromedia design awards
 - AdobeMax design award
- Perpetually developing and improving
 - User comments, blogs, content ratings, collaboration links, recommendations all added in the last 12 months.
- There is no steady state operation



www.nasa.gov Customer Satisfaction

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What goes into www.nasa.gov?

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- Automated elements produced by nearly a dozen pieces of software other than the content-management system
- Collections edited directly by NASA staff
- Automated imports of new content
- External publishing via RSS
- We've moved beyond Dreamweaver



HOME NEWS MISSIONS MULTIMEDIA ABOUT NASA COLLABORATE

Log In To MNASA | Sign Up

For Public | For Educators | For Students | For Media | For Policymakers | For Employees | MNASA

Search

APRIL 3-4 FOR OFF-WORLD RACING

Approximately 75 high school and college teams from around the world will converge on Huntsville, Ala., April 3-4 for off-world racing. [Read More](#)

Expedition 19 Takes Command of Station; Expedition 18 to Land Tuesday

How Low Can It Go? Sun Plunges into the Quietest Solar Minimum in a Century

Image of the Day [hubble.org](#)

Video On Demand NASA TV (Live) [Vodcast](#)

Discovery Lands at Kennedy Space Center [Play](#)

Expedition 19 Launches [Play](#)

Discovery Flyaround of International Space Station [Play](#)

Honeycomb
Technicians from Ball Aerospace inspected the honeycomb structure of the Kepler Space Telescope's primary mirror. The mirror has been 98% light-weighted.

Interactive Features

NASA 2009 Mission Madness: Vote Now to Decide the 2 Finalists
Mission Madness is down to four teams remaining. Semifinal round voting closes April 3.

Mercury 7: Fiftieth Anniversary
Fifty years ago America met the Mercury 7 astronauts.

FRO: Frozen: Cold Matters
NASA's 3D "Science On a Sphere" film showcases some of the coldest places on Earth.

NASA Calendar

April 2009						
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Test Your Knowledge

How many new instruments will astronauts add to the Hubble Space Telescope during the STS-125 mission?

- none
- one
- five
- two

What are people interested in?

International space station saturn mercury space shuttle atlantis kennedy space center nasa tv nasa mars jupiter

Careers @ NASA

NASA Centers

NASA Directorates

Mission Support Offices

Budget and Performance

Name NASA's Next Mars Rover
Choose from New Finalists [Video](#)

NASA Joins 'Around the World in 80 Telescopes'
[Read More](#)

STS-125: Mission to Service the Hubble Space Telescope
[Shuttle Section](#)

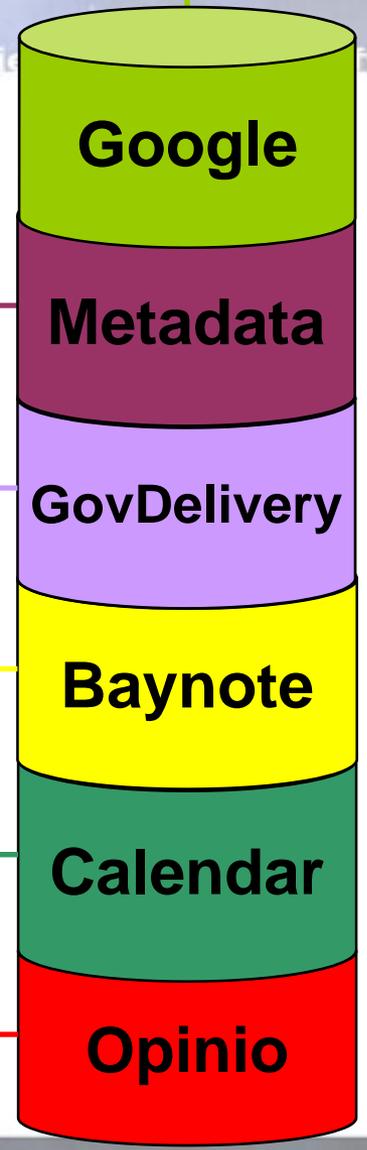
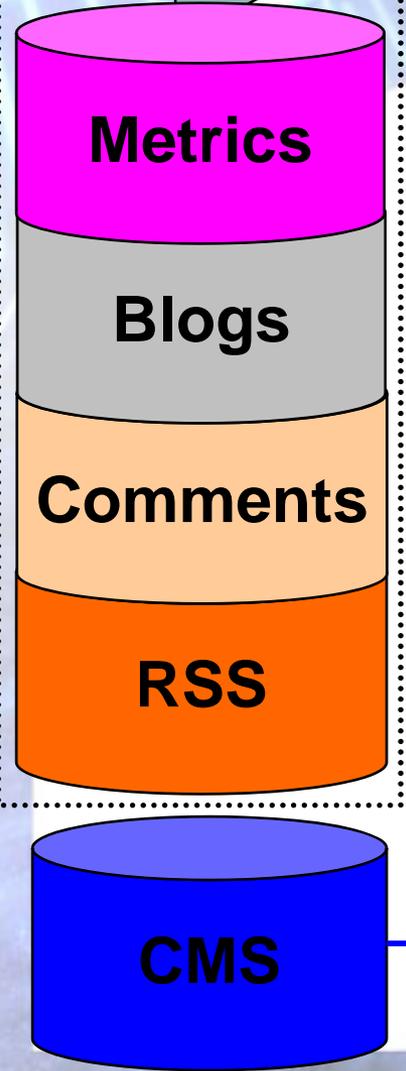
Why Does Ferg Floss?
The Red River of the North has a long history of severe floods. [Read More](#)

Page Last Updated: April 3, 2009
Page Editor: Jan Vibison
NASA Official: Brian Durrant

Budgets, Strategic Plans and Accountability Reports
Equal Employment Opportunity Data Posted Pursuant to the No Fear Act
Information Dissemination Policies and Procedures

Freedom of Information Act
Privacy Policy & Important Notices
NASA Advisory Council
Inspector General's Office
Office of the Inspector General
NASA Communications Policy

Contact NASA
Site Map
USA.gov
Español.gov
Help and Preferences





Content and Navigation

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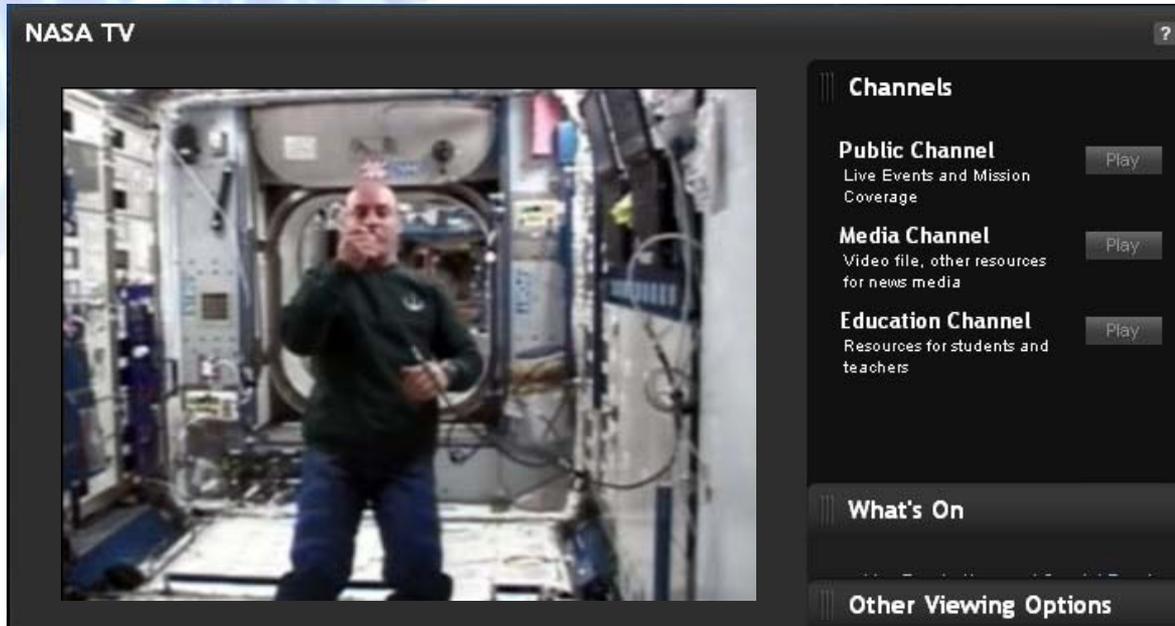
- Content focuses on multimedia, news and mission coverage
- Topic-based navigation
- Audience navigation
- Provide users with multiple ways to get content
- Content-emphasis and information architecture validated with user testing

A screenshot of the NASA website interface. At the top left is the NASA logo. To its right are navigation tabs: HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. Below these is a search bar with a "Search" button and a "Log In" / "Sign Up" link. A secondary navigation bar includes links for "For Public", "For Educators", "For Students", "For Media", "For Policymakers", "For Employees", and "MyNASA". The main content area features a large image of Earth from space with the headline "Every Day is Earth Day on the International Space Station". Below the image is a paragraph of text and two links: "The Home Planet: NASA's View of Earth" and "NASA Satellites Aid in Chesapeake Bay Recovery". On the right side, there is a vertical grid of topic-based navigation icons: SHUTTLE & STATION, MOON AND MARS, SOLAR SYSTEM, UNIVERSE, AERONAUTICS, EARTH, TECHNOLOGY, and NASA IN YOUR LIFE. At the bottom, there are three tabs: "Image of the Day Gallery", "NASA TV & Video", and "Popular Content".



Live Streaming

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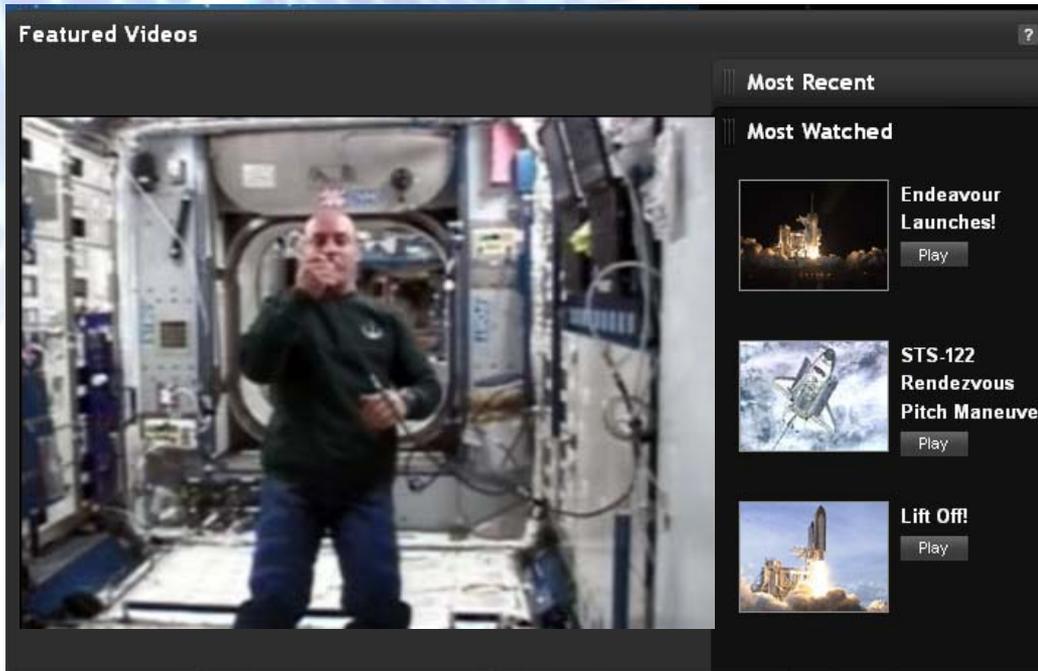


- Live streaming of NASA TV
- Multiple channels
- Multiple formats.
- Closed-captioned live streams



On Demand Video Player

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- Most recent videos
- Most watched
- Support majority video formats
- Auto detects browser plug-ins
- Streams, downloads and progressive downloads
- Add videos to myNASA playlists



Embedded Flash Player – YouTube Style

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The screenshot displays the NASA website's navigation and content area. At the top, there is a dark navigation bar with the NASA logo on the left and menu items: HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. A utility bar below the navigation includes a search box, a 'Search' button, and links for 'Log In' and 'Sign Up'. Below this, there are links for 'NASA Home', 'Temp', and 'Demo', along with 'Bookmark' and 'Send' icons. The main content area features a 'Latest News' section with a video player. The video player has a play button in the center and a progress bar at the bottom showing '00:00' on both ends. Below the video player, the news item is titled 'STS-124 Crew Arrives for Rehearsal' with a sub-headline 'May 6'. The text describes the crew's arrival at Kennedy Space Center for a terminal countdown demonstration test.

NASA Home | Temp | Demo

Bookmark Send

NASA Home

Home

Latest News

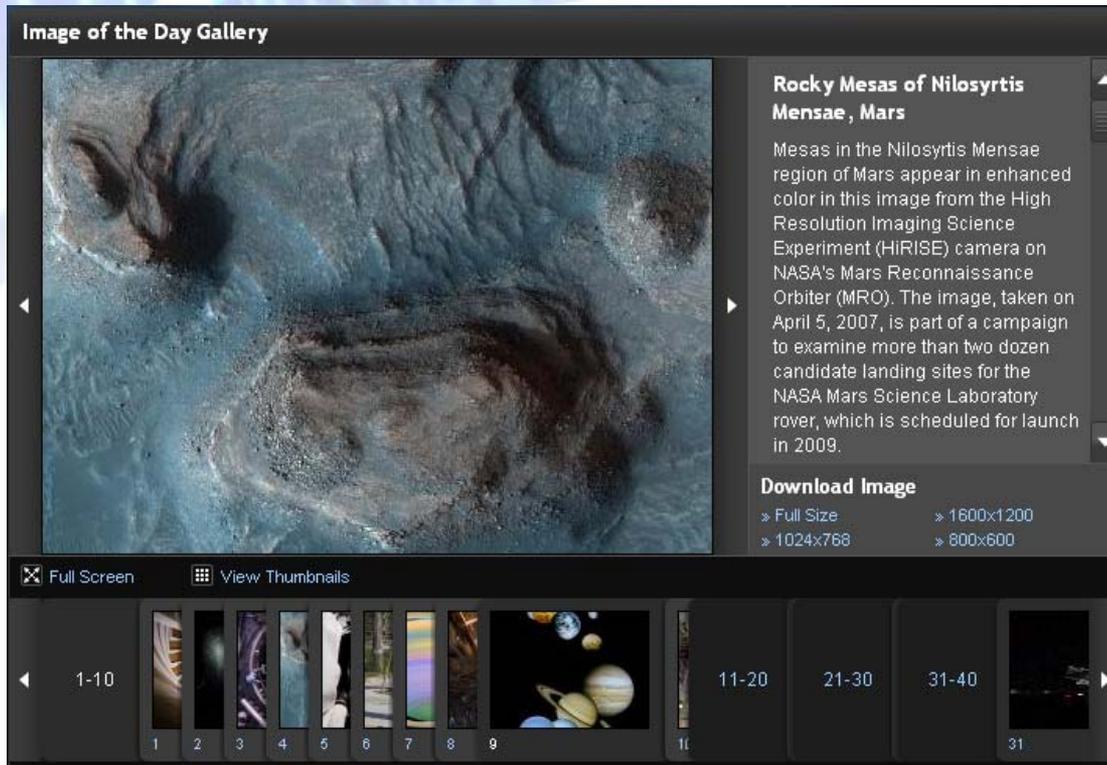
STS-124 Crew Arrives for Rehearsal
May 6

The STS-124 crew members arrived at NASA's Kennedy Space Center in Florida this afternoon for the terminal countdown demonstration test. Flying in T-38 training jets, the astronauts touched down on the Shuttle Landing Facility on a warm, clear Central Florida afternoon. During this three-day prelaunch training event, crew members will try on for their orange launch and entry suits, practice an emergency escape from the launch pad, and complete a fully suited dress rehearsal of their upcoming launch aboard space shuttle Discovery.



State-of-the-art Image Gallery display

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- Accordion navigation
- XML- (AJAX) based image gallery
- Slide-show, thumbnail or full-screen display



State-of-the-art Image Gallery display (Cont)

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Image of the Day Gallery

1 - 20 21 - 40

Close X





Opinion Polls and Trivia Questions

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Share Your Opinion

How do you feel about the film "2001: A Space Odyssey"?

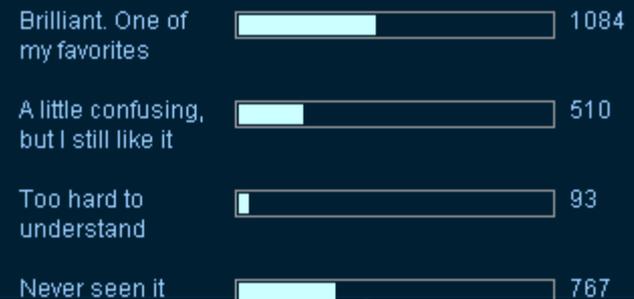
- Brilliant. One of my favorites
- A little confusing, but I still like it
- Too hard to understand
- Never seen it

[View Results](#)

[Answer](#)

Share Your Opinion

How do you feel about the film "2001: A Space Odyssey"?





Tag Cloud

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- Crowd wisdom/ranking real-time updates
- Administrators have the ability to moderate terms in the tag cloud if the need arises
- Term substitution
 - NASA TV, NASA Television, Public NASA TV – Can all translate to NASA TV
- Multiple time frames: last day, last week, last month



Recommendations

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- Generated by Baynote Observer
- Helps users navigate to similar content based on others' behavior
- Familiar Amazon-style model

Reports

People Who Read This Also Read...

- Space Shuttle
- Martian Methane Reveals the Red Planet is not a Dead Planet
- Phoenix
- Consolidated Launch Manifest
- NASA Mars Lander Sees Falling Snow, Soil Data Suggest Liquid Past

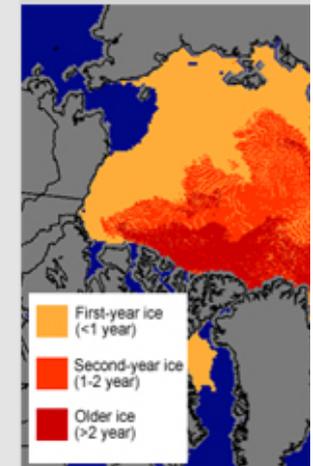
Until recently, the majority of Arctic sea ice survived at least one summer and often several. But things have changed dramatically, according to a team of University of Colorado, Boulder, scientists led by Charles Fowler. Thin seasonal ice -- ice that melts and re-freezes every year -- makes up about 70 percent of the Arctic sea ice in wintertime, up from 40 to 50 percent in the 1980s and 1990s. Thicker ice, which survives two or more years, now comprises just 10 percent of wintertime ice cover, down from 30 to 40 percent.

According to researchers from the National Snow and Ice Data Center in Boulder, Colo., the maximum sea ice extent for 2008-09, reached on Feb. 28, was 5.85 million square miles. That is 278,000 square miles less than the average extent for 1979 to 2000.

"Ice extent is an important measure of the health of the Arctic, but it only gives us a two-dimensional view of the ice cover," said Walter Meier, research scientist at the center and the University of Colorado, Boulder. "Thickness is important,

NASA Goddard's Scientific Studio

[> Larger image](#)



During the winter, winds an



Social Bookmarking

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The screenshot shows the NASA website interface. At the top, there is a navigation bar with links for HOME, NEWS, MISSIONS, MULTIMEDIA, and ABOUT NASA. Below this is a search bar and a user login section. The main content area features a headline "Crew Excited About Endeavour's Success" with a photo of the shuttle crew. A social bookmarking popup menu is overlaid on the right side of the page, listing various bookmarking services: My NASA, Yahoo, Stumble Upon, Del.icio.us, Digg It, and Technorati. The popup also includes a "Bookmark this." header and a prompt to "Select a bookmarking site where you would like to add a link to this page." Below the popup, there are several category buttons: Aeronautics, NASA in Your Life, NASA People, and NASA History. At the bottom, there are sections for "Image of the Day", "NASA Calendar" (showing October 2007), and "Popular Content".

- Users can share content through several social sites.
- Users can also bookmark articles to myNASA.



RSS Feeds / Syndication / Inbound and Outbound

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NASA RSS Feeds

- XML** [Breaking News \(http://www.nasa.gov/rss/breaking_news.rss\)](http://www.nasa.gov/rss/breaking_news.rss)
- XML** [Image of the Day \(http://www.nasa.gov/rss/image_of_the_day.rss\)](http://www.nasa.gov/rss/image_of_the_day.rss)
- XML** [Large Image of the Day \(http://www.nasa.gov/rss/lg_image_of_the_day.rss\)](http://www.nasa.gov/rss/lg_image_of_the_day.rss)
- XML** [Moon and Mars Exploration News \(http://www.nasa.gov/rss/moon_mars.rss\)](http://www.nasa.gov/rss/moon_mars.rss)
- XML** [Shuttle and Station News \(http://www.nasa.gov/rss/shuttle_station.rss\)](http://www.nasa.gov/rss/shuttle_station.rss)
- XML** [Solar System News \(http://www.nasa.gov/rss/solar_system.rss\)](http://www.nasa.gov/rss/solar_system.rss)
- XML** [Universe News \(http://www.nasa.gov/rss/universe.rss\)](http://www.nasa.gov/rss/universe.rss)
- XML** [Earth News \(http://www.nasa.gov/rss/earth.rss\)](http://www.nasa.gov/rss/earth.rss)
- XML** [Aeronautics News \(http://www.nasa.gov/rss/aeronautics.rss\)](http://www.nasa.gov/rss/aeronautics.rss)

NASACast Podcast Feeds

Video Feeds

- NASACast
- This Week @NASA
- NASA Edge
- Universe
- Solar System
- Shuttle and Station
- Earth
- What's Up?
- Exploration

Audio Feeds

- NASACast
- This Week @NASA
- Student Opportunities
- Universe
- Solar System
- Shuttle and Station
- Earth

- Extensive use of RSS through out the site
- RSS feeds actively promoted on various channels like iTunes



RSS Feeds

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- **Content Modules**
 - Display RSS feeds on a page
 - Works with both internal and external RSS feeds
 - Automatic update of RSS feeds can be used for blog postings as well as other RSS feed sources
- **Automatic RSS Feed Generation**
 - CMS users can choose to send out updated RSS feeds each time a new article/page is added for a particular topical area



Personalization

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- Subscribe to feeds
- Create and manage bookmarked articles
- Create and manage video playlists
- Create and manage image galleries.



Podcasts – Audio and Video

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- Very active Podcast community in NASA
- Podcast channels maintained in iTunes, Adobe and other popular sites

NASACast



Subscribe to our omnibus NASACast feeds for the latest mission news, features and the This Week @NASA report.

Audio: [SUBSCRIBE POD](#) 

Video: [SUBSCRIBE POD](#) 

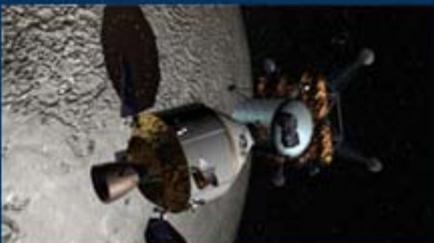
[21st Century Podcast Competition](#)

Audio Podcasts



- › [This Week @NASA](#) [XML](#)
- › [Shuttle & Station](#) [XML](#)
- › [Solar System](#) [XML](#)
- › [Universe](#) [XML](#)
- › [Earth](#) [XML](#)
- › [Student Opportunities](#) [XML](#)

Video Podcasts



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- › [Shuttle & Station](#) [XML](#)
- › [To the Moon](#) [XML](#)
- › [Solar System](#) [XML](#)
- › [Universe](#) [XML](#)
- › [Earth](#) [XML](#)
- › [What's Up?](#) [XML](#)



User Commenting

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A screenshot of a web page's comment section. At the top, there is a paragraph of text starting with "signature, much like every person has a different fingerprint." Below this is a section titled "What's Next?" containing a paragraph about NOAA's data analysis. Underneath is a "Related Content" section with three columns: "Other Stories" (listing spacewalk materials, progress docks, and expedition 15 crew notes), "For Educators" (listing absorption & radiation and teaching activity), and "For Students" (listing a space station model). The bottom half of the screenshot shows a "Comments" form with fields for "Name", "Email" (pre-filled with "name@domain.com"), and a large "Comment" text area. Below the form is a "Post Comment" button and a small disclaimer about comment moderation. Two example comments are shown below the form, one from "JOE KVETT" and one from "guest".

- Users can comment on articles.
- Captcha authentication
- Comments are moderated
- Authors can choose to enable / disable commenting for any article.
- Auto moderation based on stop words
- Community building: users respond to one another



User Ratings

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A screenshot of a NASA website article page. The top section features a large image of the Martian surface with the title "Mars" and the subtitle "NASA Explores the Red Planet". Below this is a "Feature" section. In the "Feature" section, there is a "Text Size" control with plus and minus buttons. To the right of this control, the text "Average Rating: 4.7 / 5 (485 ratings)" is displayed, followed by five star icons (four are filled blue, one is an outline) and a question mark icon. This entire rating area is circled in yellow. Below the rating is the article title "Martian Methane Reveals the Red Planet is not a Dead Planet" and the date "01.15.09". The beginning of the article text is visible: "Mars today is a world of cold and lonely deserts, apparently without life of any kind. at least on the surface. Worse still, it looks like Mars has been cold and dry".

- Users can rate any article
- Ratings are displayed on the screen for the users
- Modules available to display top rated content
- Administrative interface for editors/authors to go in and analyze the ratings.



Send to a Friend

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Email a Friend Close

Email This :NASA TV

Recipient's Email Address:
Separate multiple addresses with commas(,)

Your Email Address:

Message (500 characters limit):

*Type the characters you see in the picture below

J Y R W Y

Letters are case-sensitive

* Required

The information entered on this page will not be used to send unsolicited email, and will not be sold to a third party.
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Discussion Forums – www.nasa.gov/forums

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NASA Portal Discussion Forums

[Home](#) » [NASA Public Forums](#) » [Katrina Emergency Operations Center](#)

Category: Katrina Emergency Operations Center
Sub-Categories: 0, Forums: 3 Last Post: Mar 4, 2008 8:19 PM

Search Category:

[Up one category](#) [Back to main category](#)

Forum / Category	Topics / Messages	Last Post
Locating People - Katrina	56 / 71	Aug 1, 2007 4:51 AM
Volunteering Services - Katrina	5 / 12	Sep 9, 2005 6:22 PM by: Fuzz
Miscellaneous Topics - Katrina	5 / 6	Sep 22, 2005 4:09 PM by: ib1954

Recent topics in this category:

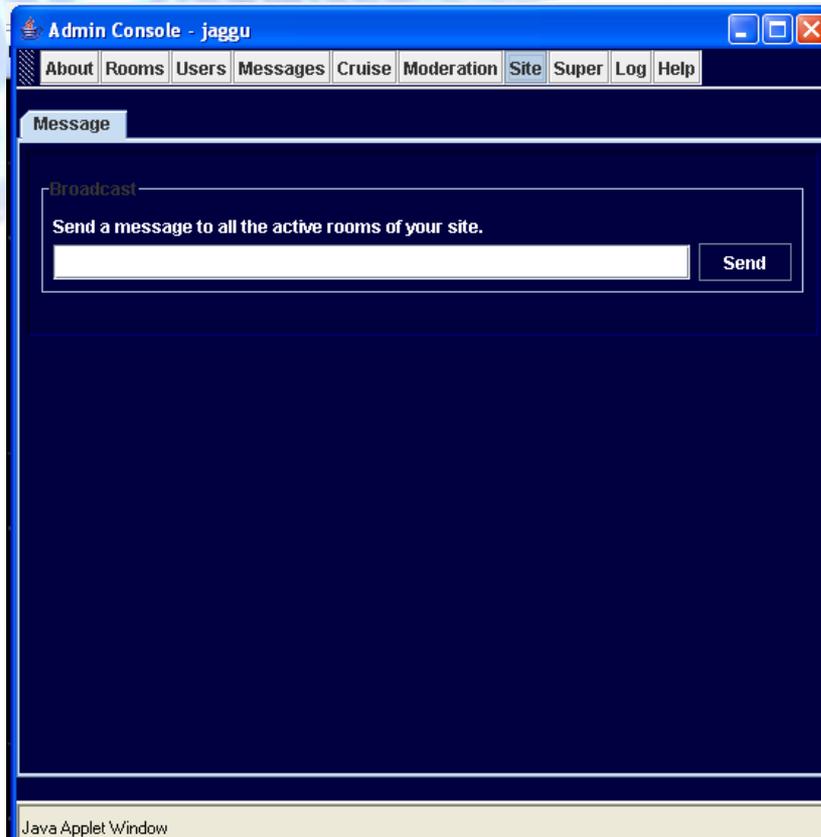
Topic	Author	Forum	Replies	Last Post
Looking for AGT employees	dcdees	Locating People - Katrina	4	Aug 1, 2007 4:51 AM >>
Telecommuting	jb1954	Miscellaneous Topics - Katrina	0	Sep 22, 2005 4:09 PM >>
Wanda Demaggio	faith27	Locating People - Katrina	0	Sep 16, 2005 9:41 AM >>
Paula Hartley and Frank Heubaum of MAF	Sharvan	Locating People - Katrina	2	Sep 14, 2005 6:55 PM >>
Looking for Mike and Lorri Manning	hugh_c webb	Locating People - Katrina	0	Sep 14, 2005 2:26 PM >>
Looking for Bonnie Sanders	BVance	Locating People - Katrina	0	Sep 13, 2005 6:47 PM >>
Looking for Norman Schoenhardt	BVance	Locating People - Katrina	0	Sep 13, 2005 6:47 PM >>
Looking for Wes Brimm and Bill Hughes	Bill	Locating People - Katrina	1	Sep 12, 2005 11:18 AM >>
Trying to Locate Friends from MAF	e_bonin	Locating People - Katrina	0	Sep 12, 2005 7:00 AM >>
all ok	budman	Locating People - Katrina	2	Sep 11, 2005 5:13 PM >>
John DeFrance, Michael	ibh4da	Locating People - Katrina	0	Sep 11, 2005 5:13 PM >>

- Threaded discussions
- Thread and post moderation
- Stop words and profanity checks



Live Chat

Office of the Chief Information Officer



- Live chat for special events
- Multiple chat rooms
- Moderation



Faceted Navigation

Office of the Chief Information Officer

Find Teaching Materials Collapse ?

Select everything you're looking for. Hit the button.

<input checked="" type="checkbox"/> Grades K-4	<input type="checkbox"/> Bookmarks	<input type="checkbox"/> Earth Science
<input type="checkbox"/> Grades 5-8	<input type="checkbox"/> Lithographs	<input type="checkbox"/> History
<input type="checkbox"/> Grades 9-12	<input type="checkbox"/> Program Brochures	<input type="checkbox"/> Life Science
<input type="checkbox"/> Higher Education	<input checked="" type="checkbox"/> Classroom Activities	<input type="checkbox"/> Space Science
<input type="checkbox"/> Informal Education	<input type="checkbox"/> Play and Learn	<input type="checkbox"/> Spanish
	<input type="checkbox"/> Video Learning Clips	<input type="checkbox"/> Math
	<input type="checkbox"/> Educator Guides	<input type="checkbox"/> Technology
	<input type="checkbox"/> Posters	<input type="checkbox"/> Physical Science
	<input type="checkbox"/> Web Sites	<input type="checkbox"/> General Science
	<input type="checkbox"/> Lesson Plans	<input type="checkbox"/> Careers

0 1 5 4 Materials Found View

Teaching Materials Results

1 2 3 4 5 6

NASA - Space Science: Adventure Is Waiting Activity 3-5

An activity about Comets, Meteors and Meteoroids. Check out the Web Quest to learn some amazing things related to the science of space: Gravity, Black Holes and Robots.

Resource Type: Classroom Activity, Lesson Plan

Grade Level: K-4, 5-8

Subjects Covered

- > Physical Science
 - > Gravity
- > Space Science
 - > Astronomy
 - > Asteroids Comets Meteorites
 - > Solar System and Planets

- Metadata based content filtering
- Quick drill down to specific content
- Filtering based on metadata tags
- AJAX-based modules



Faceted Navigation / Content Filter

Office of the Chief Information Officer



- Find missions by type, category, timeline and other facets
- XML-based content filtering
- AJAX-based interface



Calendar

Office of the Chief Information Officer

NASA Calendar

NASA Calendar May 2008 Go

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 2008 Astronaut Hall of Fame Induction
4	5 Freedom 7 Launch - First American suborbital flight	6	7	8	9	10
11	12	13	14 NASA Future Forum -- San Jose, Calif	15	16	17 NASA Glenn Open House
18 NASA Glenn Open House	19	20	21	22	23	24
25 7:38 p.m. ET Phoenix lands on Mars	26	27	28	29	30	31 5:02 p.m. ET STS-124 & Kibo Module (JEM-PM) Plum Brook Station Open Houses

- Multi-dimensional calendar
- Support for multiple calendars
- Event entry/ approval workflow
- RSS feeds
- iCal downloads
- Daily, Weekly, Monthly, Yearly Views



InsideNASA

InsideNASA

Helping employees get the job done.

Lessons Learned | Employee Locator | Google

Search for

Search

Welcome to Inside NASA

Site Map | Login | Register

Administration @ HQ

Centers

Communities & Teams

Education

Employee Resources

Financial Resources

Information Resources

Missions & Projects

NASA Engineering Network

NASA Lessons Learned

Science

What's New

POPS Expertise Locator



HOMELAND SECURITY ADVISORY SYSTEM

IF IT'S NOT SAFE, SAY SO!
Report any safety concerns to NASA

NASA Emergency Operations

NASA Communication Policy

Home

Home

NASA Image of the Day



Technicians from Ball Aerospace inspected the honeycomb structure of the Kepler Space Telescope's primary mirror. The mirror has been 86% light-weighted;...

+ View more NASA images

STS-119 Mission

STS-119 Mission Update

Astronauts Back Home in Houston
Astronauts Back Home in Houston
Mission Accomplished!

NASA Managers Praise the STS-119 Mission and Crew
Discovery Waits for a Tow

Phoenix Mission - Latest News

Award to Recognize Phoenix Mars Lander Team
02.19.09 -- The team that developed and operated NASA's Phoenix Mars Lander mission will receive the 2009 John L. "Jack" Swigert Award for Space Exploration from the Space Foundation.
Read more

Phoenix and reader comments:
> Read archived comments on NASA.gov
> Phoenix on the social-networking site Twitter

Current Weather

100PM EDT 3-APR-09



NASA-Wide Announcements

Learn How to Protect Personal Information

03-Apr-2009 Learn How to Protect Personal Information

Point of Contact: Teresa Fryer, NASA Privacy Program Manager, Office of the Chief Information Officer, 202-358-2177, teresa.fryer-1@nasa.gov

It is vital to understand the importance of protecting personally identifiable information (PII) within the NASA environment. Examples of PII include Social Security numbers, home addresses, credit card numbers, and other information which uniquely identify individuals. If this information is not

...read more

submitted by NASA JAC at NASA Headquarters

Invitations from the Environment Test & Verification community of practice

An Erratic Black Hole Regulates Itself

View all Announcements | Submit an Announcement |

NASA News from Public Affairs

NASA Inspector General Robert Cobb Resigns

NASA Joins "Around the World in 80 Telescopes"

NASA Sets Briefings for Upcoming Shuttle Mission to Hubble

NASA Awards Interim Protective Services Contract for Kennedy

NASA Media Briefing Provides Check-Up on Arctic Sea Ice

NASA Announces \$11.5 Million In K-12 Competitive Grant Awards

NASA's Space Shuttle Atlantis at Launch Pad for Hubble Mission

NASA Honors Gemini and Apollo Astronaut James Lovell

NASA's Shuttle Atlantis Starts Move to Launch Pad at 4 a.m. Tuesday

NASA Continues to Advance International Polar Year Science

The TSP Ticker

FUND	G	F	C	S	I
Apr 2, 2009 dose	\$12.82	\$12.59	\$9.72	\$11.56	\$12.99
Daily Change:	\$0.00	(\$0.02)	\$0.27	\$0.48	\$0.61
This Month (%)	0.01	-0.02	4.62	5.78	7.51
FUND	L 2040	L 2030	L 2020	L 2010	L Income
Apr 2, 2009 dose	\$11.82	\$12.05	\$12.40	\$13.65	\$12.70
Daily Change:	\$0.35	\$0.31	\$0.27	\$0.14	\$0.09
This Month (%)	4.62	4.03	3.35	1.53	1.10

About the TSP Ticker | Monthly Returns | TSP Site | Fund Information

Quick Picks

NASA Agency Calendar

The NASA Agency Calendar is an agency-wide repository for dates and information including, but not limited to,

- All upcoming launches
- Significant mission events
- Agency governance council meetings (e.g. SMC, PMC, OMC, BPR)
- NASA advisory council meetings
- Performance Review Board (PRB) meetings
- Executive Review Board (ERB) meetings
- Board of Director (BoD) meetings
- Mission directorate or program review meetings impacting multiple centers (e.g., ARMD, Orion, Constellation)
- Acquisition Strategy Meetings (ASM) for Agency-wide contracts
- Procurement Strategy Meetings (PSM) for Agency-Wide contracts
- PPBE (Planning, Programming, Budgeting, & Execution) events
- Center award ceremonies, functional reviews, external reviews, surveys, audits, assessments
- COOP exercises, and congressional hearings

NASA Management Councils

Hot Links

Collaboration Tools

NASA Audio & Video Casts

Aviation Week Intelligence Network



Click here go to the Aviation Week Intelligence Network.

Aviation Week Intelligence Network (AWIN) is an integrated online platform that provides a comprehensive array of news, data, analytics and business information across the key sectors of military/defense, space, commercial aviation, MRO and business aviation.



Blogs – blogs.nasa.gov

Office of the Chief Information Officer

The screenshot shows the NASA Blogs interface. At the top left is the NASA logo. To its right is the text 'NASA BLOGS'. Below this are navigation links for 'Blogs', 'Projects', 'Posts', and 'Photos'. On the right side of the header, there is a login form with fields for 'Username' and 'Password', and a 'Sign In' button. Below the header, the main content area displays a post titled 'Two cool technologies at Langley' dated 'May 02, 2008 09:29:49 AM | NASA EDGE'. The post text describes an interview with John Dorsey about lunar technologies. A large image shows a lunar manipulator arm lifting a structure. Below the image is a caption: 'Chris and Blair are interviewing John Dorsey for an upcoming NE@ segment. Credit: NASA EDGE/Don Morrison'. The post text continues: 'I really love this perspective of the lab. Above us is the lunar manipulator arm and to the far right is the inflatable lunar habitat concept. The arm actually lifted the airlock structure (the one with the American flag) for the first time right after our shoot. The structure is designed to lift 1 metric ton on the lunar surface at the tip of the arm or approximately 150 kilograms on Earth. Because the airlock mockup weighs about 220 kilograms the manipulator arm lifted the airlock from the elbow. The arm can lift about twice as much at the elbow compared to the tip. John Dorsey will provide more info on the arm in the NE@ segment. Also, check out the cool backdrop.' A smaller image at the bottom shows a close-up of the airlock structure. On the right side of the page, there are navigation menus: 'Search Blogs' with a search box and button; 'Browse By Topic' with a link to 'General (35)'; 'Browse By Month' with links for May 2008 (3), April 2008 (2), March 2008 (2), February 2008 (4), January 2008 (1), November 2007 (3), October 2007 (2), September 2007 (4), August 2007 (1), July 2007 (3), and June 2007 (10); and 'Browse By Year' with links for 2008 (12) and 2007 (23).

- Available to any NASA user
- Private or public
- WYSIWYG editor
- Categorization by topic and timeline
- RSS feeds of latest posts, comments



Wiki – wiki.nasa.gov

Office of the Chief Information Officer

NASA National Aeronautics and Space Administration
NASA Team Collaboration

Welcome guest
Projects

Enter search text...
Advanced Search Help

Sign In
Username*: cmalloy
Password*:
Remember me:
Sign In
Forgot your username or password?

Recently Updated

- Tweaking KMWG.gov Collab Space [Federal Knowledge Management Working Group (KMWG)] by etrevarthen (1 day ago)
- R. RESOURCES, ARTICLES, LINKS [Federal Knowledge Management Working Group (KMWG)] by etrevarthen (1 day ago)
- KM Field Oversight & Certification [Federal Knowledge Management Working Group (KMWG)] by dcyoung (2 days ago)
- C. KMWG Activities Map [Federal Knowledge Management Working Group (KMWG)] by rchance (4 days ago)
- M. Promoting Innovation [Federal Knowledge Management Working Group (KMWG)] by rchance (4 days ago)
- KM Conference Documentation [Federal Knowledge Management Working Group (KMWG)] by rchance (9 days ago)
- Passport of Skills for a Knowledge Worker [Federal Knowledge Management Working Group (KMWG)] by etrevarthen (9 days ago)

Project Name	Description	Action
Federal Knowledge Management Working Group (KMWG)	Collaborative Wiki and Forum space for the Federal Knowledge Management Working Group (KMWG)	
METRICS	Metrics Subcommittee of the Serious Games Committee	
Naming convention	decide on how portal team should name images, documents, multimedia -- in general.	
Podcast	Podcast Multimedia Working Group	
Research on Modeling and Simulation	This project is a combination of pdfs, docs, and html files that address modeling and simulation topics	
STEM Education Public Home Page	Serious Games-STEM Education Public Home Page	
Support	Support	

- Content authoring using WYSIWYG editor or Wiki Text
- Enterprise Class Wiki
- Discussion on Wiki Pages
- Granular access control



Tools

CMS Page Creation Wizard

Office of the Chief Information Officer

The screenshot displays the 'NASA PORTAL PAGE CREATION WIZARD' interface. At the top, there's a navigation bar with 'NEWS', 'MISSIONS', 'MULTIMEDIA', and 'ABOUT NASA'. Below this is a search bar and a 'Sign Up' link. The main content area shows a preview of a news page with sections for 'Latest Videos', 'NASA Blogs', and 'Other NASA Podcasts'. A 'NASA News Releases' section is visible at the bottom. The interface includes a 'Landing Page Templates' sidebar on the left, a 'Collection Types' sidebar on the right, and a 'Drag Landing Page Template' and 'Drag Collection Types' area at the bottom with 'Continue' and 'Return to CMS' buttons.

- Editors can drag drop page styles and add modules to the pages
- Editor can choose from various module types available as part of the portal design
- Wizard guides users through the creation of the page and all associated content assets
- Link to examples of live pages for users to verify page and module styles



Automated and Scheduled Content Publishing

Office of the Chief Information Officer

- **Auto Publish**
 - CMS users can use Auto Publish workflows to automate routine tasks.
 - Auto Publish workflows will publish the feature article, add the article to the appropriate collections and also publish the necessary index pages
 - Users can manage these Auto Publish Jobs/Paths
- **Scheduled Publish**
 - Users can schedule an article to publish a certain time
 - Users can also set up recurring publish jobs at designated times



Automated Image Import

Office of the Chief Information Officer

- Used by several teams in NASA today: image galleries for Shuttle, Cassini, Phoenix, Dryden and many others are built this way.
- Authors provide raw image, caption text and alt text.
- Utility will crop all the images needed.
- Utility will create the page, make it part of a collection and also publish the index page out to production.
- Scheduled and on-demand imports
- Can consume RSS feeds as well
- Used for batch import as well as routine imports of images, e.g., migrating an entire gallery of images or import the image of the day



Automated Content Import

Office of the Chief Information Officer

- Used by several teams in NASA today: ISS Science updates, Science @ NASA articles
- Authors provide content in existing format or a predetermined format (XML/ HTML/ MS Word Doc, MS Excel Doc/ Plain Text and others).
- Utility can create the document for the user, add to the appropriate collections as well as publish the pages.
- Scheduled and on-demand imports
- Can consume RSS feeds as well
- Used for bulk as well as routine imports of content



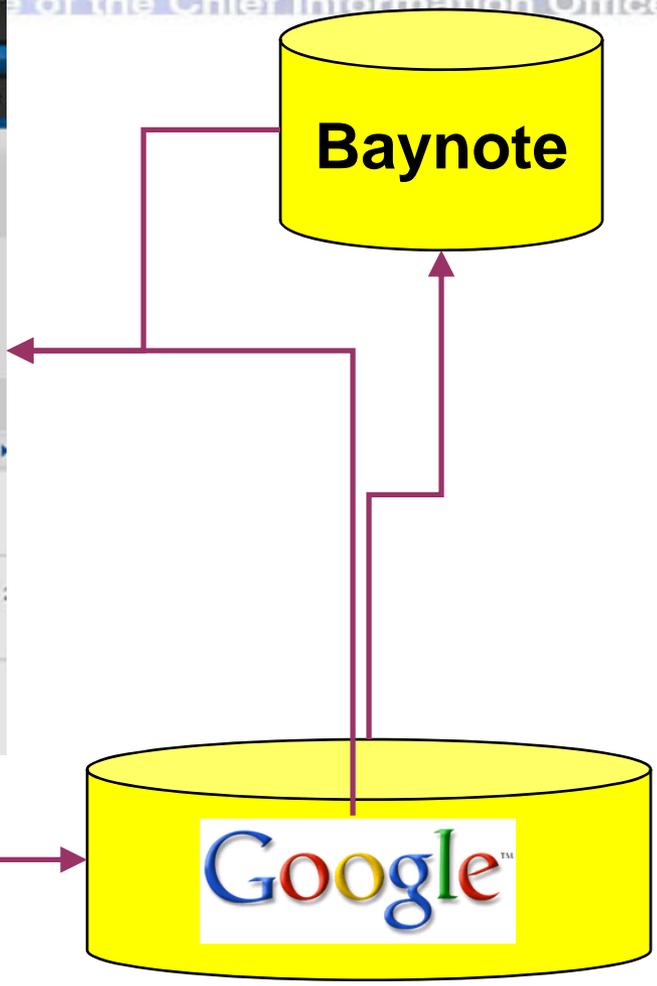
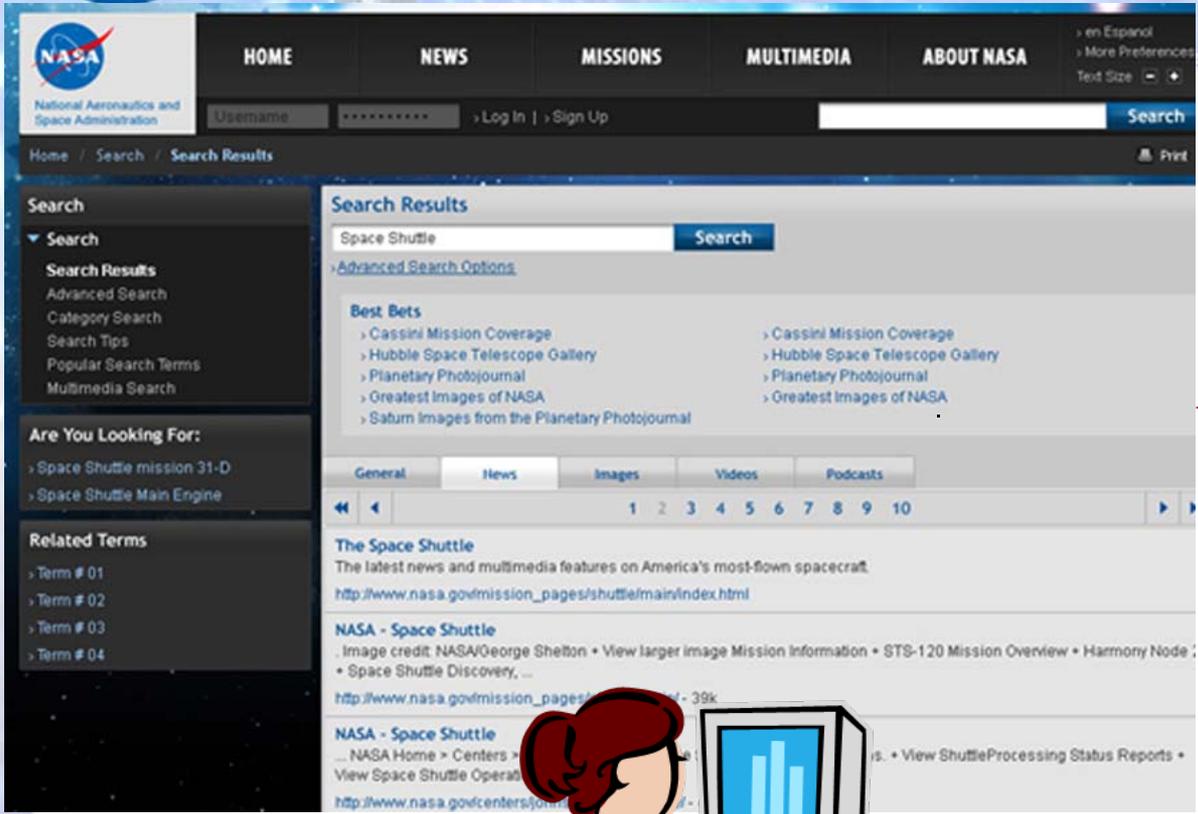
Email2RSS – eMail to Web – Twitter style

Office of the Chief Information Officer

- Authors can send in content updates via email.
- Contents of e-mail are parsed and provided to users as RSS feeds or modules on HTML pages.
- Authors can send in content ranging from short status updates to an entire story.
- Used extensively for updates during shuttle missions
- Quickly publishes content to the Web
- Authors do not need to be users of the CMS.



Search: Crowd Wisdom / Social Search





Google Custom SE with Baynote Social Search

Office of the Chief Information Officer

- Integration with Thesaurus and NASA Dictionary to provide Suggested Terms and Related Terms.
- Crowd ranking “used by 1,000 visitors” calculated real time

The screenshot displays a search interface with a left sidebar and a main results area. The sidebar contains a search box, navigation links for 'Search Results' (Advanced Search, Search Tips, Popular Search Terms), 'Suggested Terms' (engines, rocket engines, liquid propellant rocket engines, Space Shuttle Main Engine), and 'Related Terms' (propulsion, space transportation system, Space Transportation System flights). The main area shows search results for 'Space Shuttle Main Engine', including a search bar, tabs for 'General', 'News', 'Podcasts', and 'Images (Beta)', and two search results with crowd ranking information.

Search Results	Used by
NASA - Space Shuttle Main Engines ... Each Space Shuttle Main Engine operates at a liquid oxygen/liquid hydrogen mixture ratio of 6 to 1 to produce a sea level thrust of 179,097 kilograms (375,000 ... others searched for: space shuttle main engines, read, shuttle, engine, space http://www.nasa.gov/returntoflight/system/system_SSME.html	Used by 2482 visitors
NASA - Countdown 101 ... Image to right: A fish-eye view captures Space Shuttle Endeavour just after ... Start orbiter aerosurface profile test, followed by main engine gimbal profile test ... others searched for: countdown, countdown 101, view countdown 101, official countdown clock, space shuttle section http://www.nasa.gov/mission_pages/shuttle/launch/countdown101.html	Used by 6110 visitors



Search – Image Search

Office of the Chief Information Officer

- Custom Image Search, goes beyond standard image search features offered by Public Google
- Use Google SE as the base engine for search

Search

▼ Search

Search Results

Advanced Search
Search Tips
Popular Search Terms

Suggested Terms:

- > engines
- > rocket engines
- > liquid propellant rocket engines
- Space Shuttle Main Engine

Related Terms:

- > propulsion
- > space transportation system
- > Space Transportation System flights

Search Results

Space Shuttle Main Engine

> Advanced Search Options

General News Podcasts **Images (Beta)**

1

 IIASA - Shuttle Engine Out Test	 IIASA - Shuttle Engine Testing	 IIASA - Greensboro Native Jerry R. Cook Named to Federal Senior ...	 IIASA - IIASA's Jerry R. Cook Named Aerospace Engineer of the Year ...	 IIASA - Shuttle-Constellation Transition
 IIASA - Space Shuttle Mission STS-122: Return to	 IIASA - Dawn Launch Pierces Morning Sky	 IIASA - From Vietnam to IIASA, a Husband-and-Wife	 IIASA - Ares I Launch	 IIASA - IIASA Completes Review Milestone for Ares I



GovDelivery based Email Subscription Management

Office of the Chief Information Officer



National Aeronautics
and Space Administration

NASA.gov Subscription Options

These are the subscription options from NASA.gov for Demo Purposes

NASA Demo offers updates on the topics below.
Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or e-mail address without adding subscriptions.

- General NASA Updates**
 - Budget Information
 - Business Opportunities
 - Career Resources
 - NASA Informational Features
 - News Releases (GovDelivery Testing)
 - Research Opportunities
 - Speakers Bureau
- Media & Press**
- Missions**
- Video Podcast**
- Audio Podcast**

Save

Cancel



Metrics – The Content Viewpoint – Urchin Google Analytics

Office of the Chief Information Officer

Urchin

Reports

- ▼ **Traffic**
 - Sessions Graph
 - Pageviews Graph
 - **Hits Graph**
 - Bytes Graph
 - Summary
 - ☑ Load Balancing
- ▶ Pages & Files
- ▶ Navigation
- ▶ Referrals
- ▶ Domains & Users
- ▶ Browsers & Robots

Date Range

◀ 2008 ▶

Jan	Feb	Mar	Apr	May	Jun
Jul	Aug	Sep	Oct	Nov	Dec

Sun	Mon	Tue	Wed	Thu	Fri	Sat
→ 27	28	29	30	01	02	03
→ 04	05	06	07	08	09	10
→ 11	12	13	14	15	16	17
→ 18	19	20	21	22	23	24
→ 25	26	27	28	29	30	31

Date View: Default ▼

● Enter Range

Report: Hits Graph - www.nasa.gov 2004 (Cache and Origin)
Date Range: 05/04/2008 - 05/10/2008

Export: [PDF] [Word] [Excel] [Print]

Range Total: 215,663,720 **Daily Average:** 30,809,102.86

Hits Graph

Date	Hits
Sun 5/04	25,689,841
Mon 5/05	36,529,339
Tue 5/06	39,633,996
Wed 5/07	39,514,383
Thu 5/08	41,959,160
Fri 5/09	32,245,657
Sat 5/10	91,344

? Help Information:

Hits Graph
This report shows the trend of recent activity on your website in terms of successful Hits over time. The default timeframe is one week, but this can easily be changed in the Date Range control area.

Calculation Methodology
A 'Hit' is simply a successful request to your web server from a visitor's browser for any type of file, whether an image, HTML page, an MP3 file, or any other type. A single web page can cause many Hits -- one for each image included on the page, etc.

[Urchin Documentation Center \(help.urchin.com\)](#) [Glossary of Terms](#)



Metrics – Performance and Scalability Viewpoint

Office of the Chief Information Officer



Support Logout

MY SERVICES

All Services

HTTP Content Delivery

Traffic

- Visitors
- URLs
- Content Control Utility
- Configuration
- Tools
- Log Delivery
- Alerts
- Recurring Reports
- Documentation

Live Streams

On Demand Streams

NetStorage

Traffic Management

ADMINISTRATION

- Manage CP Codes
- Edit your Profile
- Manage Users

SUPPORT

- Support Home
- Documentation
- Training Resources
- Open/View Support Cases
- Support Contacts
- Feedback

HTTP Content Delivery Traffic

Help

This report is based on the logs retrieved from the Akamai Edge Servers. Because it takes some time for Akamai to retrieve and process the logs, the most recent data is estimated based on a sample of your traffic.

All CP Codes

Show Last: 1 | 2 | 7 | 30 days | More Options

eTouch Systems Corp. (All CP Codes)

Service: HTTP Content Delivery

Covers May 10, 2008 09:55pm to May 11, 2008 09:55pm Pacific Daylight Time (US & Canada)

Data after 04:00pm on 05/11 is estimated

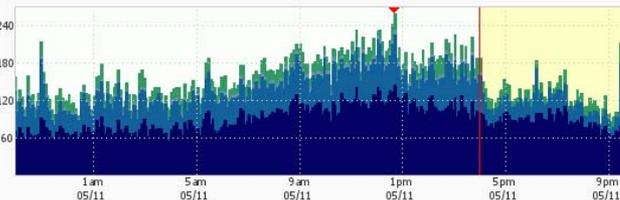
Total Bandwidth, in Mbits per Second

Total bandwidth includes all request traffic plus edge, midgress, and origin response traffic.

Total Volume: 1.6 TB

Peak: 258 Mbits/sec at 12:40pm

Latest: 103 Mbits/sec at 9:50pm



Pacific Daylight Time (US & Canada)

Estimated data begins at 4:00pm

	Total Volume	% Volume
Edge Responses	971 GB	59.1%
Midgress Responses	459 GB	28.0%
Requests	34.3 GB	2.1%
Origin Responses	177 GB	10.8%

Edge Traffic, in Hits per Second

Total Hits: 30.7 Million Hits

Peak: 534 hits/sec at 10:35am

Latest: 309 hits/sec at 9:50pm





Metrics – The Social/ Crowd Wisdom Viewpoint/ Insights

tion Officer

CONTENT



Most Popular Content

- 1. NASA - Home
- 2. NASA - NASA TV
- 3. NASA - Image of the the Day -
- 4. NASA - Space Shuttle
- 5. NASA - Home
- 6. NASA - NASA-International Spac

Welcome to Insights 2 BETA

For support, email support@baynote.com

SOCIAL SEARCH

Most Popular Search Terms

1. mars
2. space shuttle
3. nasa tv
4. saturn
5. nasa pictures
6. jupiter
7. moon
8. venus
9. pluto
10. international space station

Total Unique Searches: **46,799**

Total Searches: **945,008**

RECOMMENDATIONS



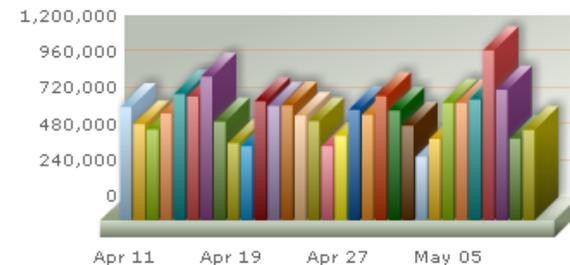
Overall Usage Rate: **1.5%**

Daily Rec. Users: **0.18%**

LIFT

Search Improvement: **3105%**

VISITORS



Visitors per Day: **701,240**

New Visitors: **9.4%**

Used Search: **2.1%**

Used Recs: **0.18%**



Metrics – The Search Viewpoint using Google Webmaster Tools

Google Webmaster Tools

nasa.account@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)

officer

[Dashboard](#) > [Statistics](#) > [Top search queries](#)

Overview

Diagnostics

Statistics

Overview

Top search queries

What Googlebot sees

Crawl stats

Index stats

Subscriber stats

News stats

Links

Sitemaps

Tools

Top search queries [?]

www.nasa.gov

[How do I use this data?](#)

1 week ago All searches - All locations

Top search queries

The top 20 queries in which your site appeared, and the percentage of the top 20 queries represented by each search.

#	%	Query	Position
1	21%	nasa	1
2	16%	www	8
3	14%	89	10
4	12%	ares	7
5	9%	messenger	8
6	5%	starfall	4
7	3%	space	9
8	3%	columbia	6
9	3%	neil armstrong	4
10	3%	jupiter	5
11	2%	across the universe	10
12	2%	neptune	5

Top clicked queries

The top 20 from which users reached your site, and the percentage of the top 20 queries represented by each click.

#	%	Query	Position
1	72%	nasa	1
2	4%	solar system	6
3	3%	jupiter	7
4	2%	neil armstrong	4
5	2%	stars	15
6	2%	international space station	2
7	2%	space shuttle	2
8	2%	nasa tv	2
9	2%	neptune	5
10	2%	sun	16
11	1%	mars	7
12	1%	iss	3



Community Adoption

Office of the Chief Information Officer

- In addition to the web site itself, the vendor will be facilitating the expansion of NASA content onto social sites and its use by third parties

iTunes NASA Channel



The screenshot shows the iTunes application window with the NASA Channel selected. The interface includes a top navigation bar with "File", "Edit", "Controls", "View", "Store", "Advanced", and "Help". Below this is a search bar and a "Sign In" button. The left sidebar shows "LIBRARY" with options for Music, Movies, TV Shows, Podcasts, and Radio, and "STORE" with the iTunes Store icon. The main content area features a large header image with the NASA logo and a satellite. Below the header is a "PODCASTS" section with a "Page 1 of 2" indicator and a "Sort by: Most Popular" dropdown. The podcasts are arranged in a grid, each with a thumbnail, title, description, category, and a "Free" label with a "SUBSCRIBE" button.

PODCASTS
Page 1 of 2
Sort by: Most Popular

Thumbnail	Title	Description	Category	Label
	Hidden Universe HD: NASA's Spitzer Space Telescope	NASA's Spitzer Science Center / NASA / Caltech	Category: Natural Sciences	Free SUBSCRIBE
	Hubblecast HD	ESA/Hubble	Category: Natural Sciences	Free SUBSCRIBE
	NASACast Video	National Aeronautics and Space Administration (NASA)	Category: Science & Medicine	Free SUBSCRIBE
	Science @ NASA Feature Stories Podcast	National Aeronautics and Space Administration (NASA)	Category: Natural Sciences	Free SUBSCRIBE
	NASACast: Universe Video	National Aeronautics and Space Administration (NASA)	Category: Natural Sciences	Free SUBSCRIBE
	HD - NASA's Jet Propulsion Laboratory	High Definition Video	Category: Science & Medicine	Free SUBSCRIBE
	NASA's Jet Propulsion Laboratory Video and Audio Podcasts	Video and audio podcasts	Category: Science & Medicine	Free SUBSCRIBE
	Ask an Astronomer Videos	NASA's Spitzer Science Center and Infrared Processing and Anal...	Category: Natural Sciences	Free SUBSCRIBE
	NASACast: Space Shuttle and Space Station Video	National Aeronautics and Space Administration (NASA)	Category: Natural Sciences	Free SUBSCRIBE
	The Beautiful Universe: Chandra in HD	NASA/Chandra X-ray Center	Category: Natural Sciences	Free SUBSCRIBE
	Hubblecast	ESA/Hubble	Category: Natural Sciences	Free SUBSCRIBE
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	NASACast: Earth Video	National Aeronautics and Space Administration (NASA)	Category: Science & Medicine	Free SUBSCRIBE
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Apple Dashboard Widgets

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Dashboard Widgets

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NASA Widgets - Phoenix Mars Lander

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System Requirements

Mac OS X 10.4 or later

Flip4Mac Plugin

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About NASA Widgets - Phoenix Mars Lander

NASA engineers have adjusted the flight path of the Phoenix Mars Lander, setting the spacecraft on course for its May 25 landing on the Red Planet.

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Firefox Add-ons and Themes

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Summary

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- NASA will expect the WEST vendor to:
 - Integrate a wide variety of tools and services into a single environment
 - Keep NASA up-to-date technologically
 - Help NASA expand the reach of its content beyond the nasa.gov Web space
 - Manage infrastructure, services, subcontractors and partners on behalf of NASA
 - Grow infrastructure as needed to meet performance metrics
 - Meet performance metrics and ensure subcontractors and partners meet performance metrics
 - Work within a firm, fixed-price environment



Statistics



2003-2008

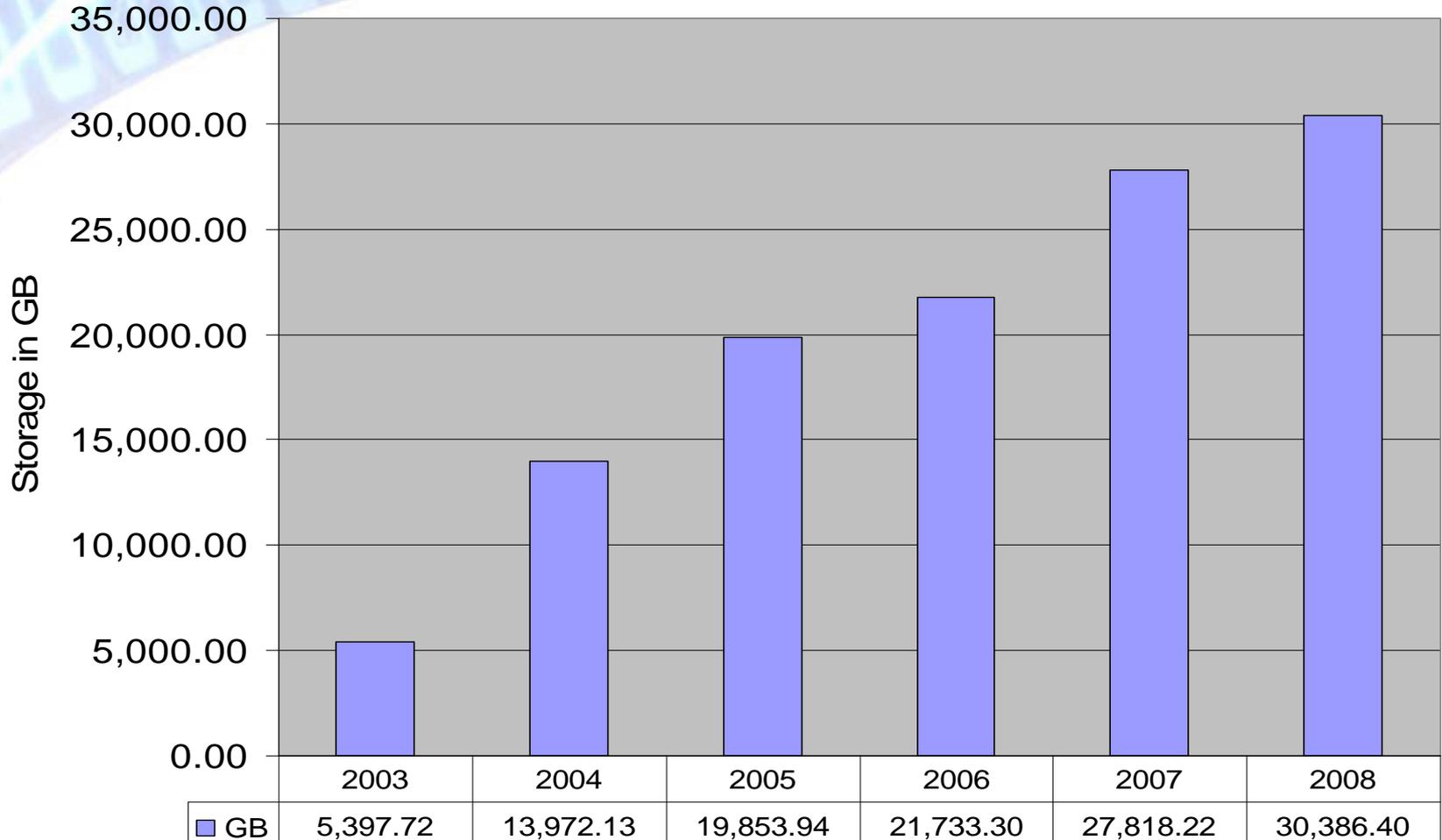
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- 10 billion Web pages viewed
- 954 million user sessions
 - RSS-based sessions have grown to 40 percent of total
- 4.5 billion megabytes (MB) of data transferred
- 30 million streams of NASA TV
 - 438,000 simultaneous streams for Return to Flight
 - Regularly > 100,000 for major events
- 135 million video clips
- 2 million audio clips
- Continuously increasing customer satisfaction



Web Infrastructure Storage

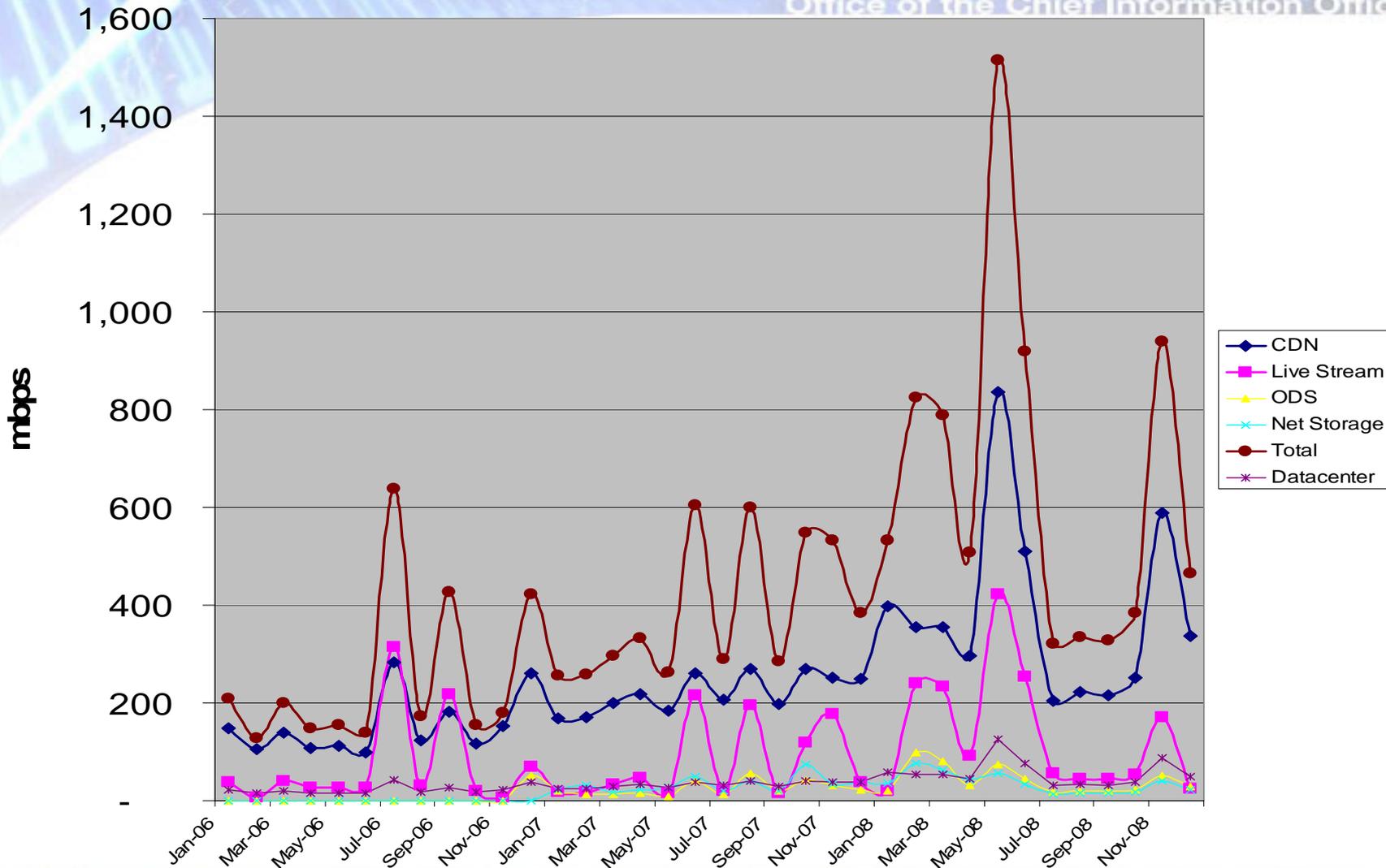
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Bandwidth Consumption

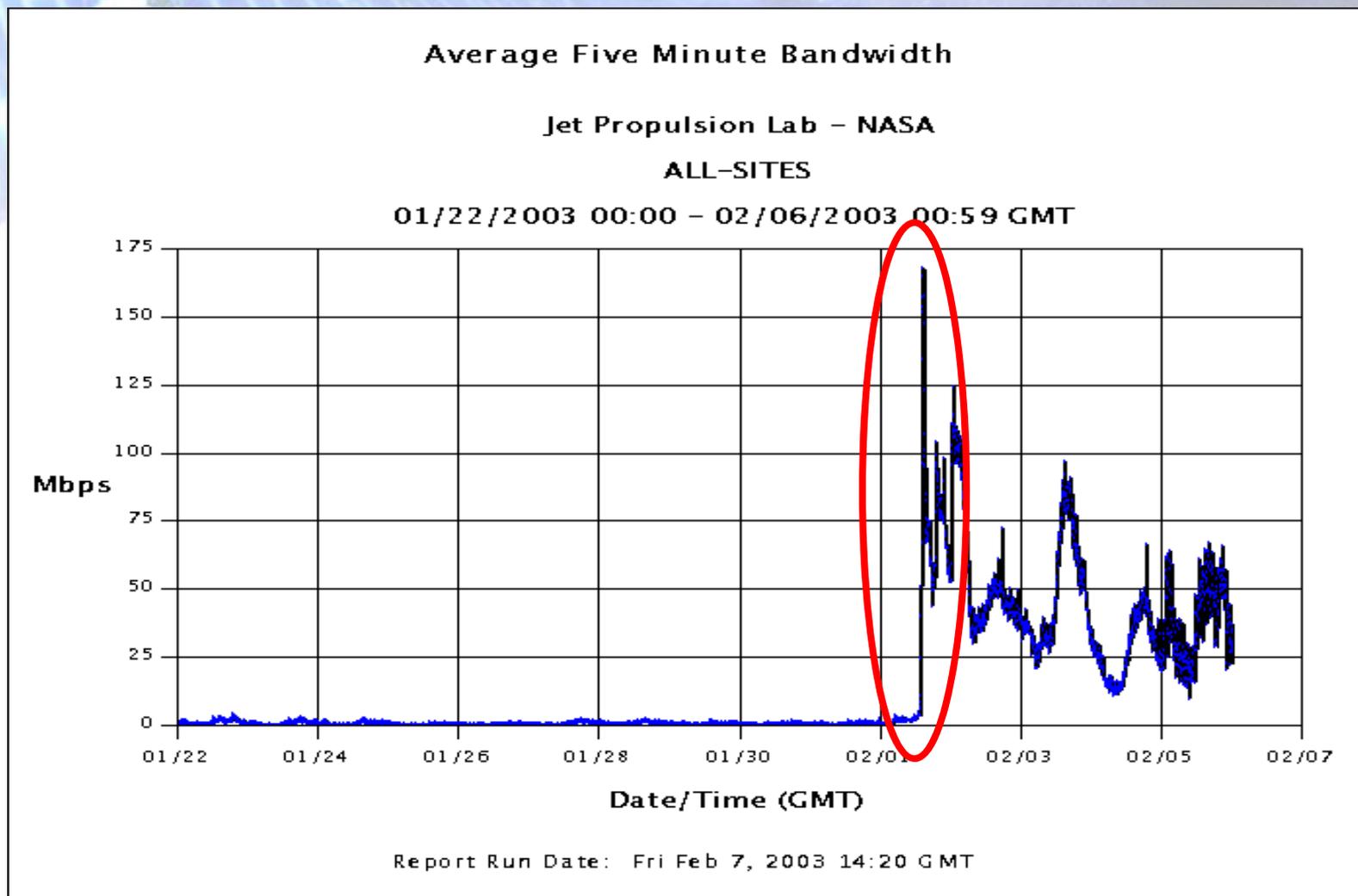
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Feb. 1, 2003

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Deep Impact – 24 hours

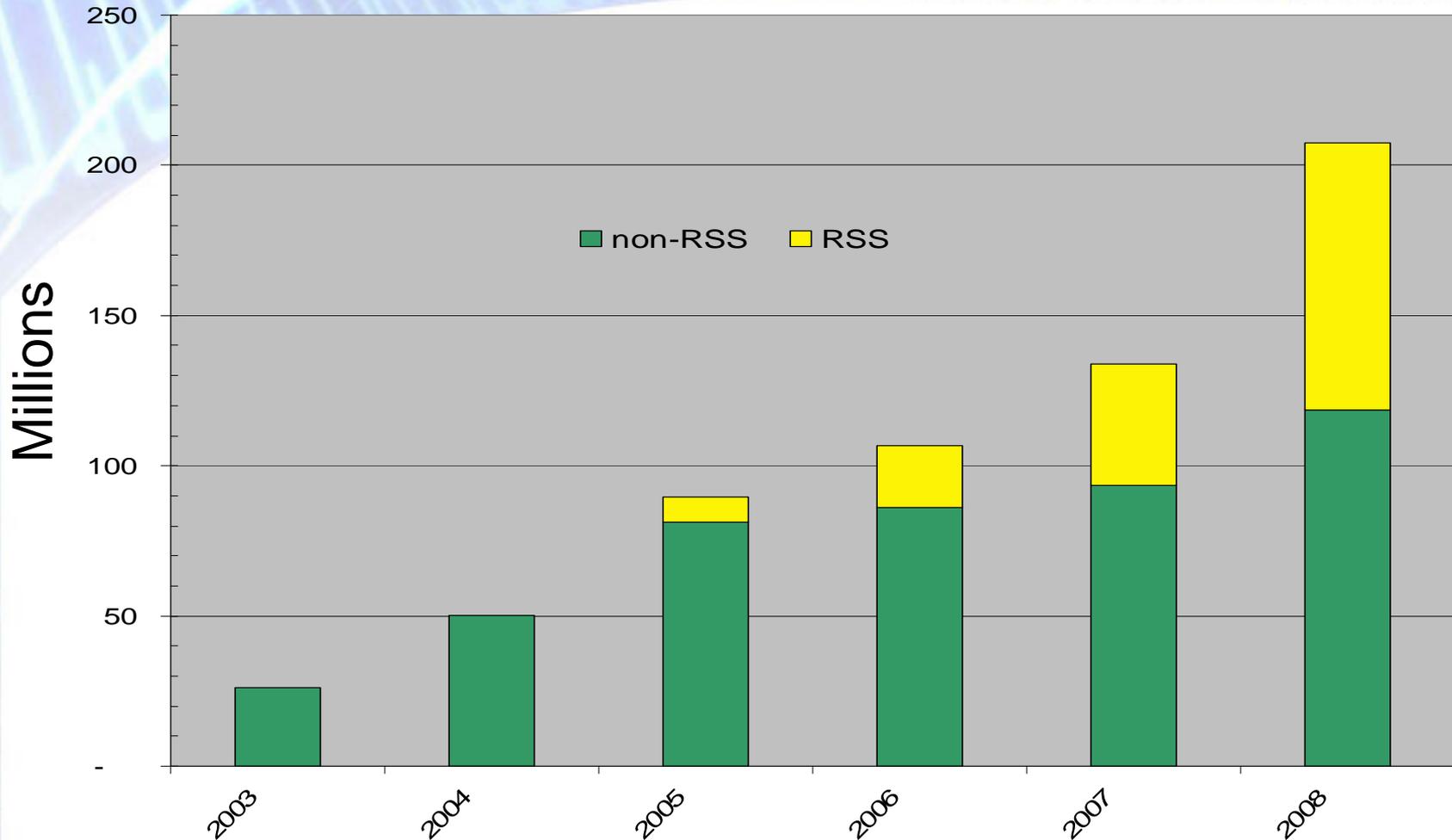
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- 80 million web pages viewed
- 118,000 simultaneous streams of NASA TV at impact
- 25 TB of data transferred
 - 30 x daily rate of Terra (Earth-observing satellite)
 - 1,200 x daily rate of Hubble Space Telescope
- Traffic was so intense the caching servers were overloading the origin servers looking for updates
 - Updated content would seem to appear, then disappear on subsequent visits because it could not propagate across the network quickly enough
- Vendors deployed intermediate server layer in real-time (45 minutes)
 - Two additional origin servers
 - Additional caching layer of 20+ servers



www.nasa.gov User Sessions

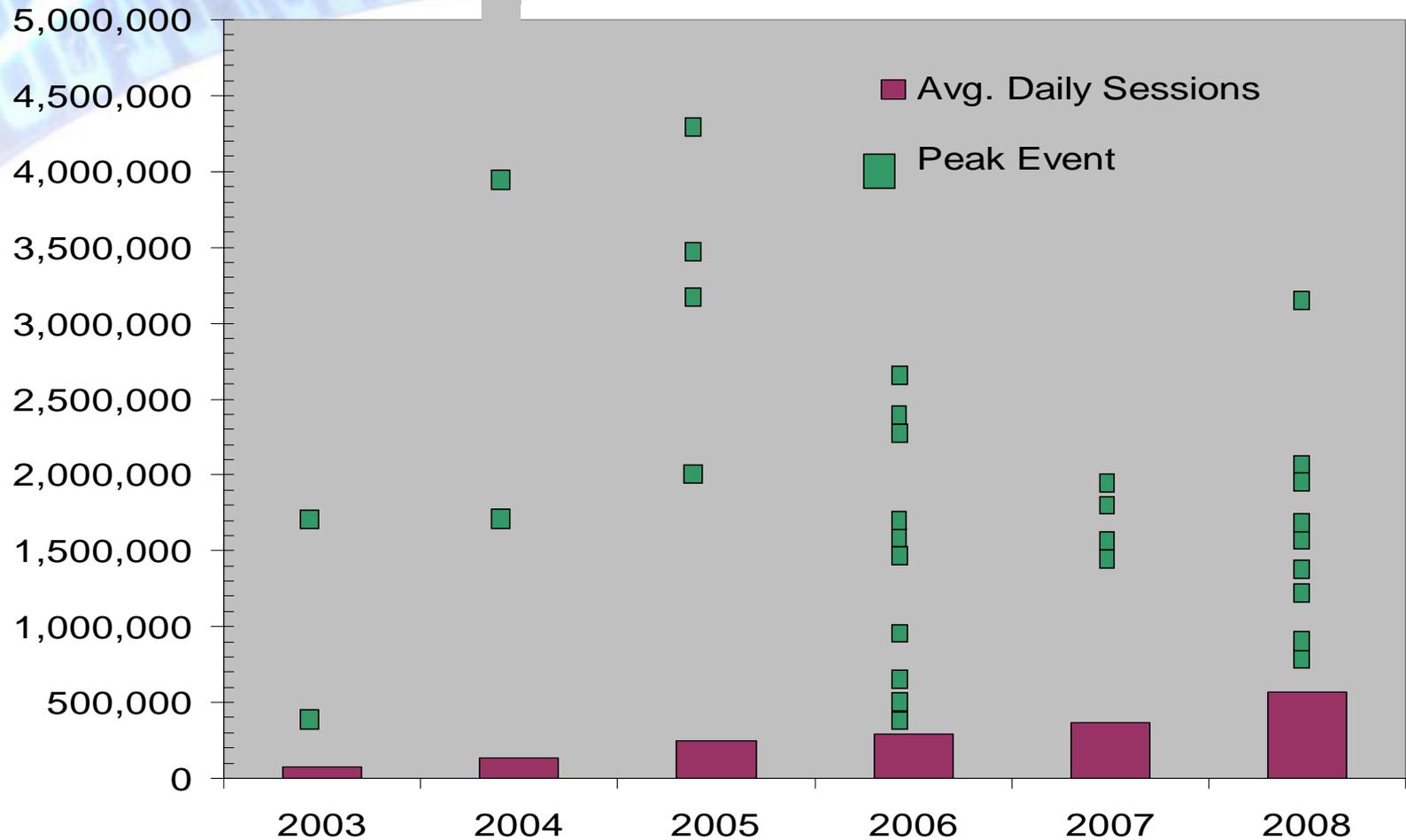
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Peak vs. Baseline Bandwidth

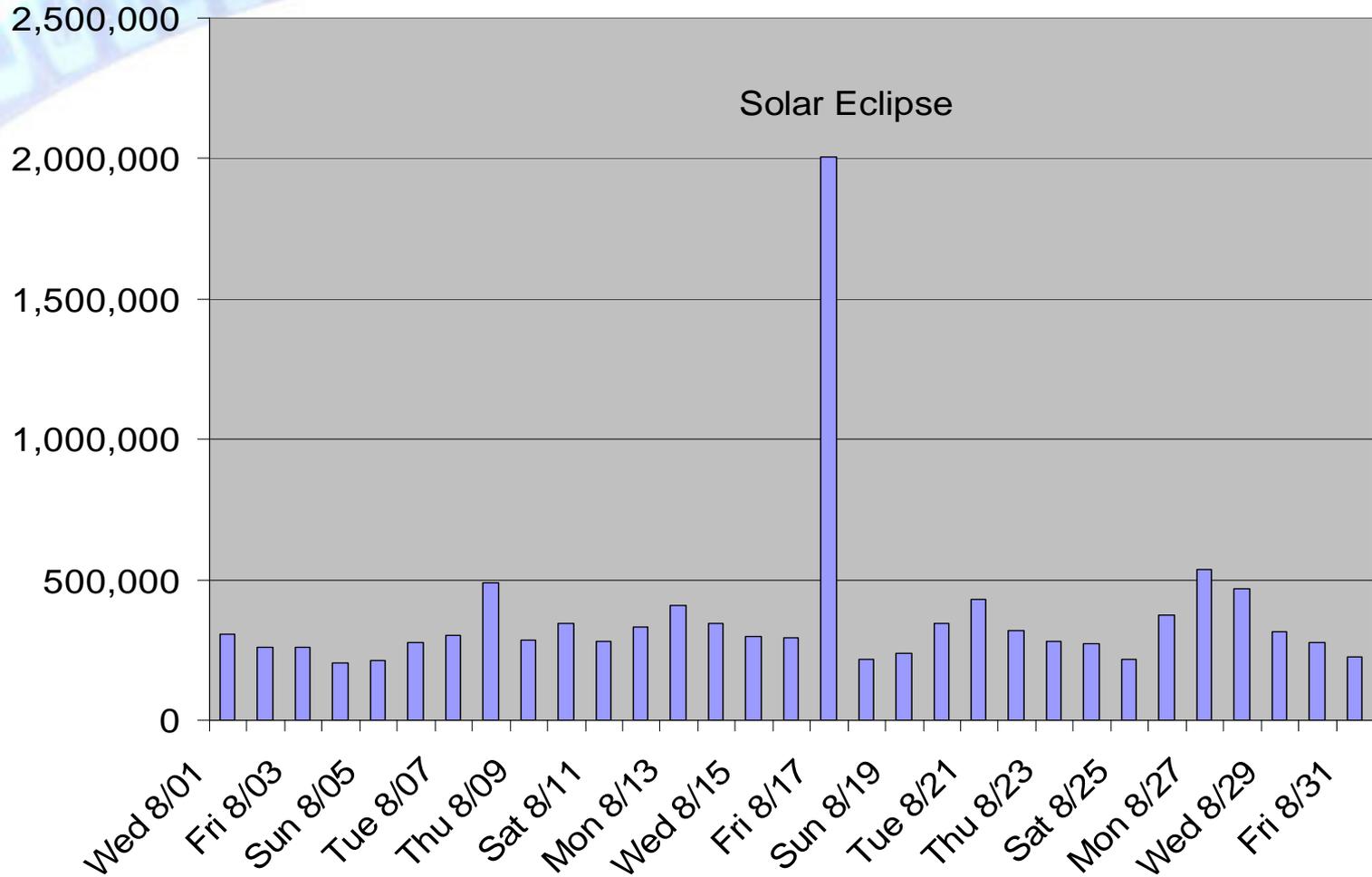
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Hits to search.nasa.gov, Aug. 2007

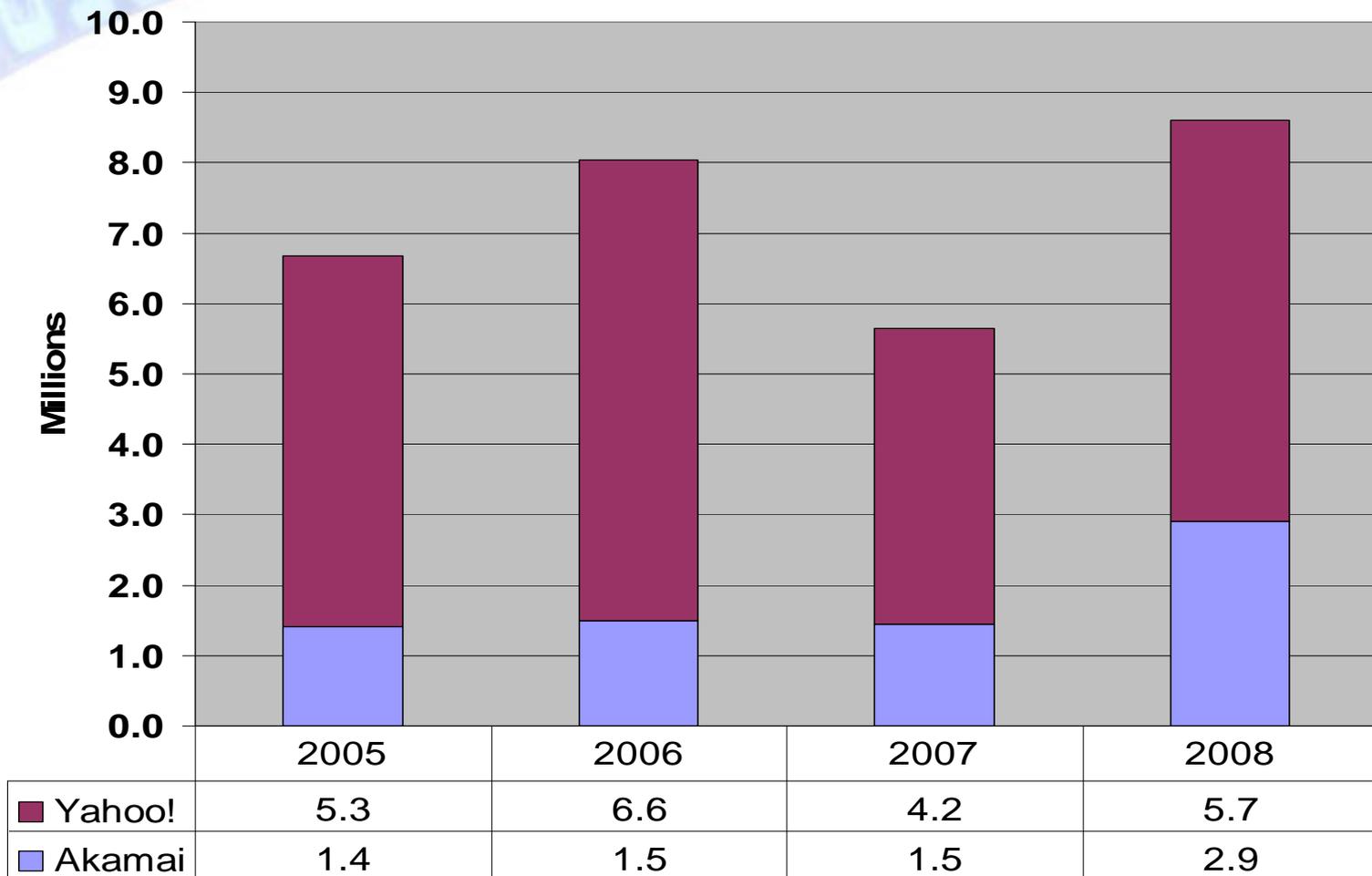
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NASA TV Streams

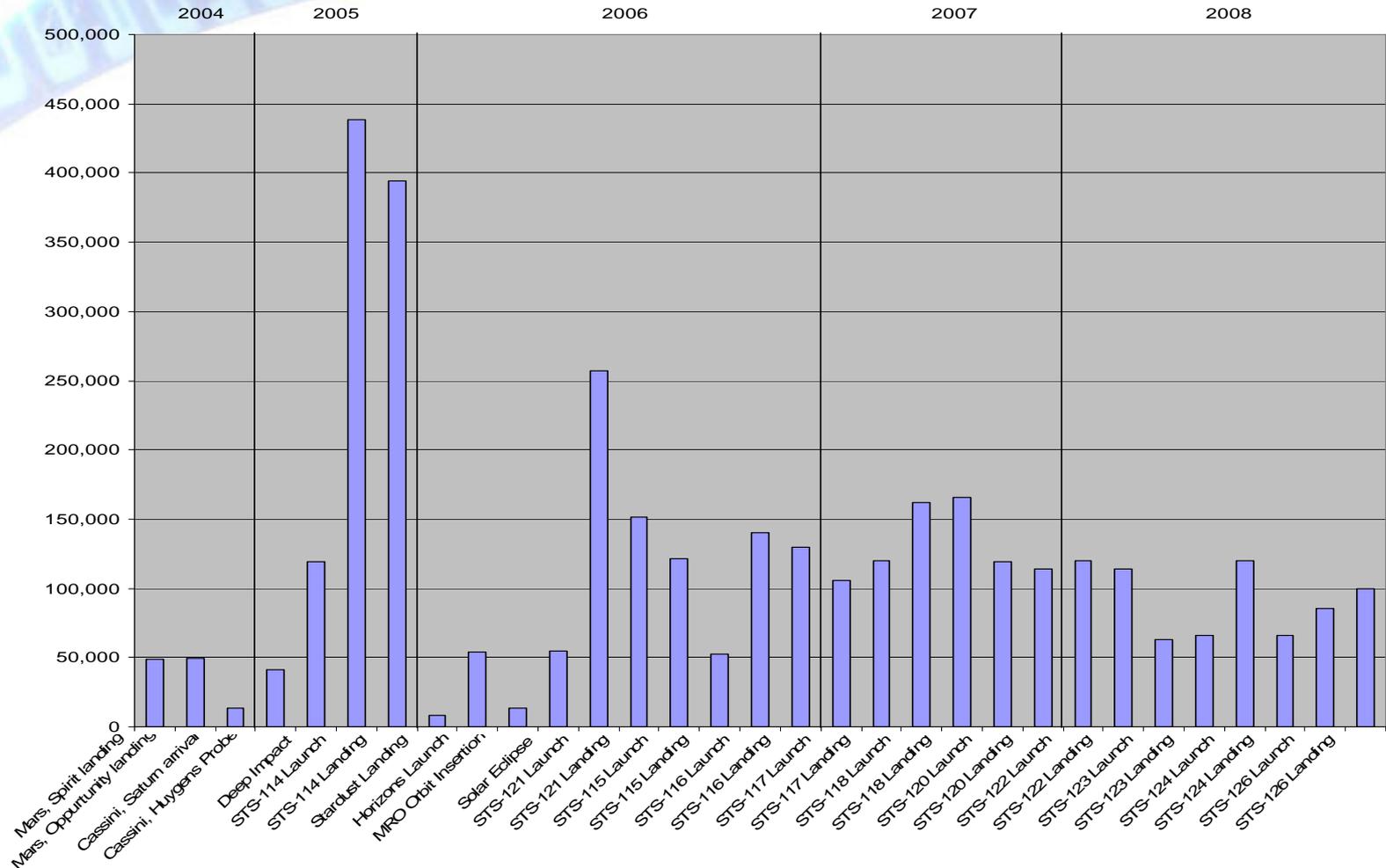
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Peak Streaming Connections

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Yahoo Space Act Agreement

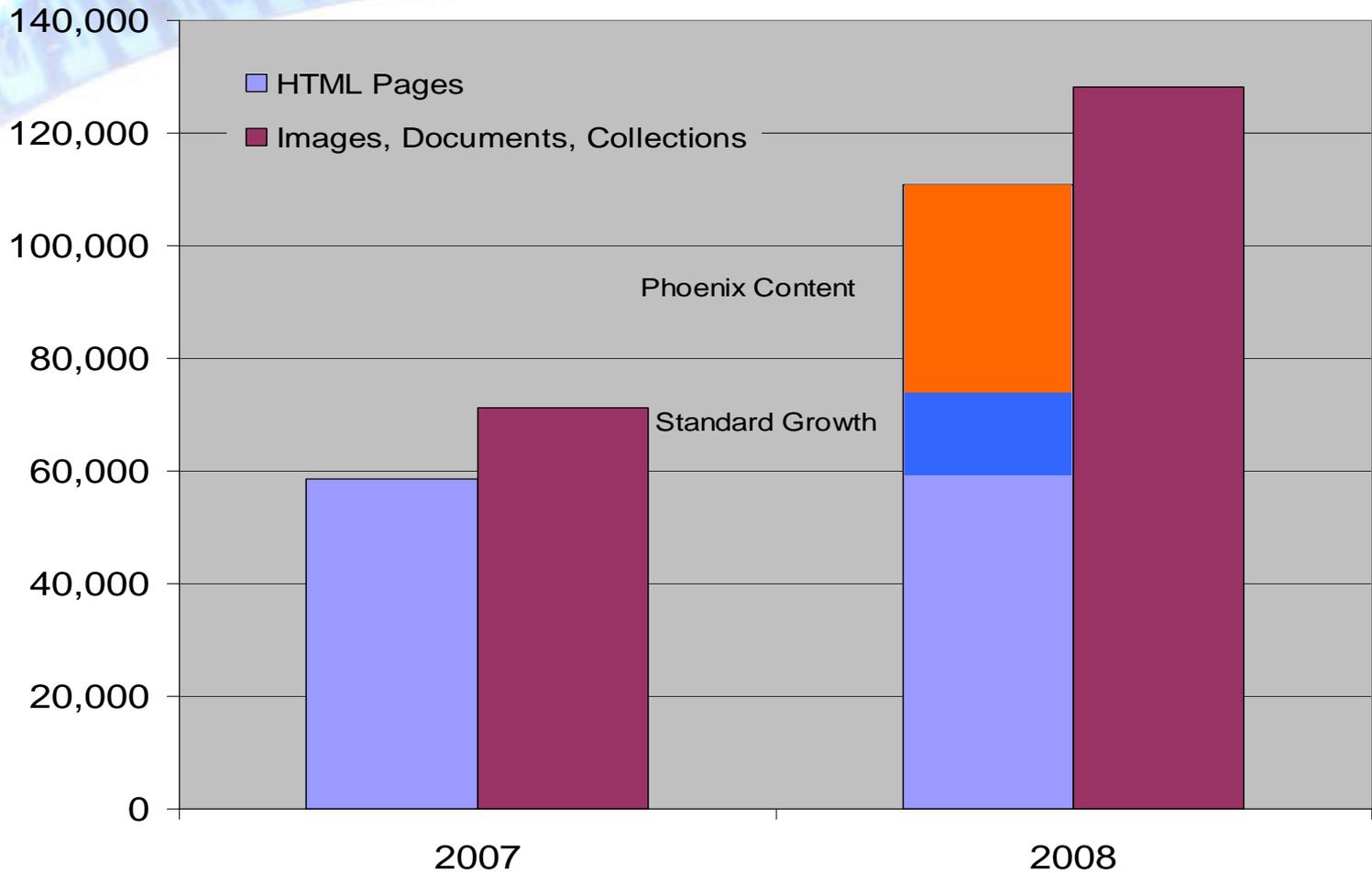
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- Yahoo! streams live NASA TV under a Space Act Agreement with NASA
 - No exchange of funds
 - Yahoo receives acknowledgement and logo placement on NASA TV main page
 - Ends the earlier of the last shuttle flight (currently June 2010) or October 2011



www.nasa.gov Content Growth

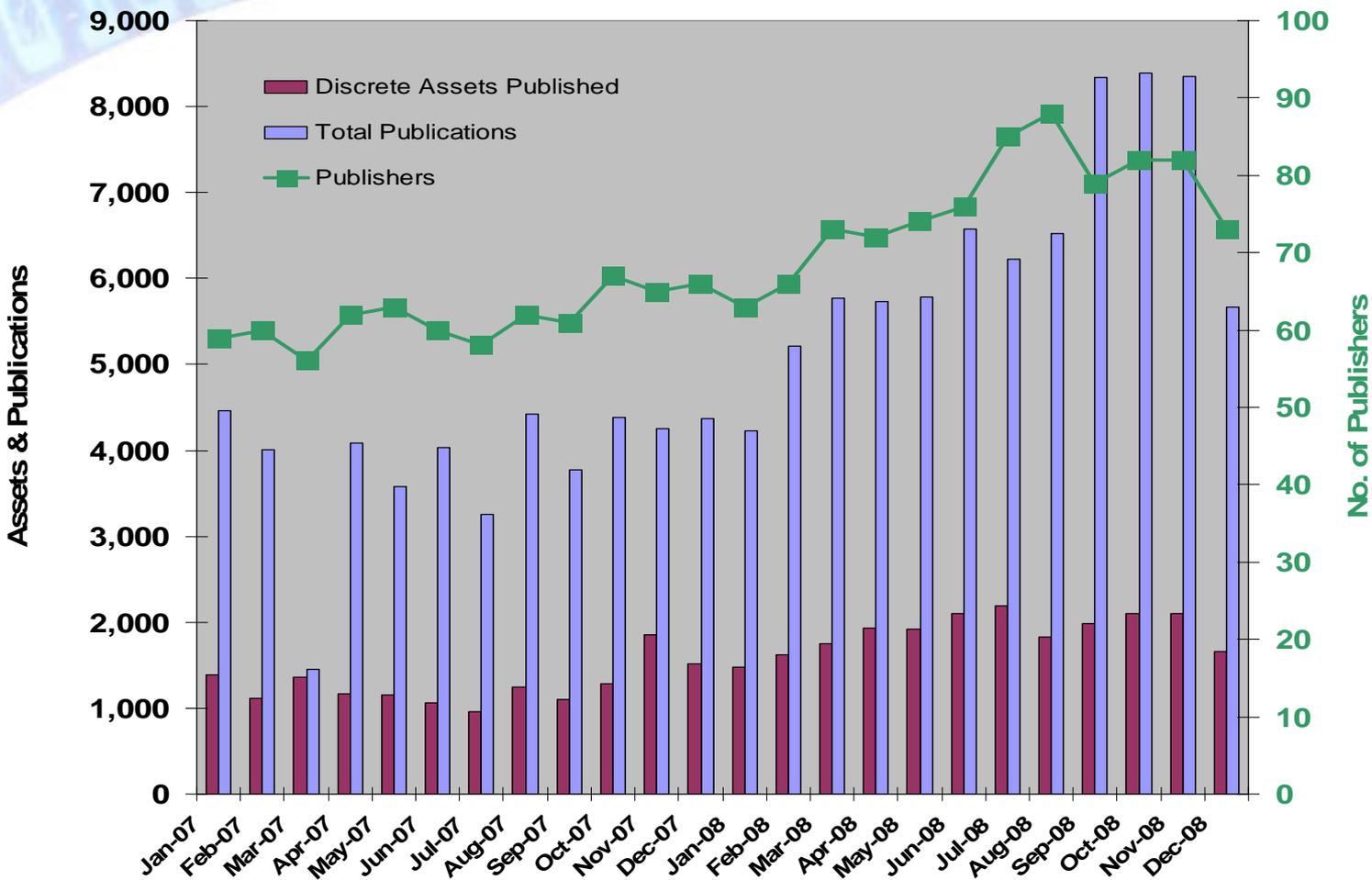
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Content Publishing

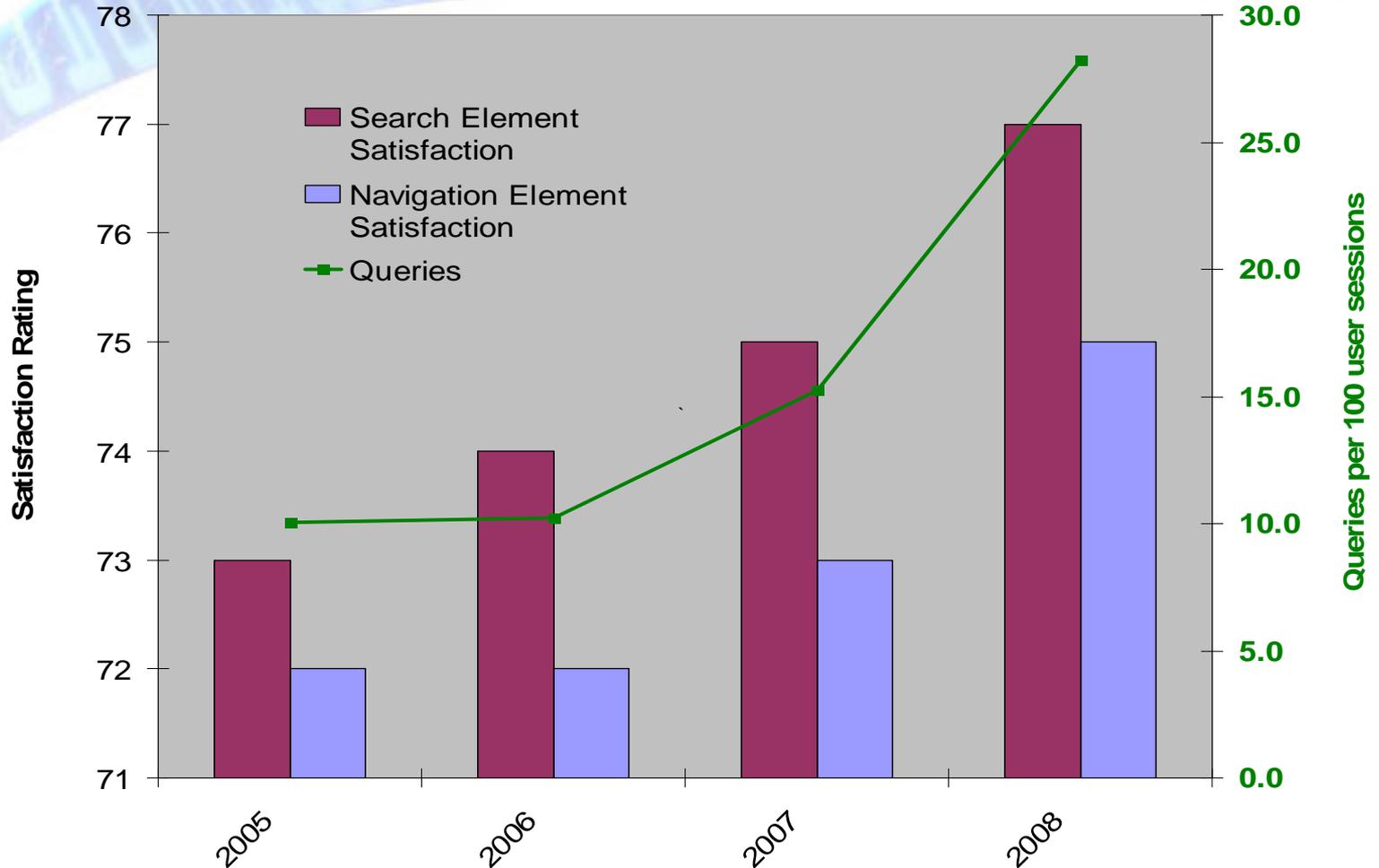
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Search: Queries & Satisfaction

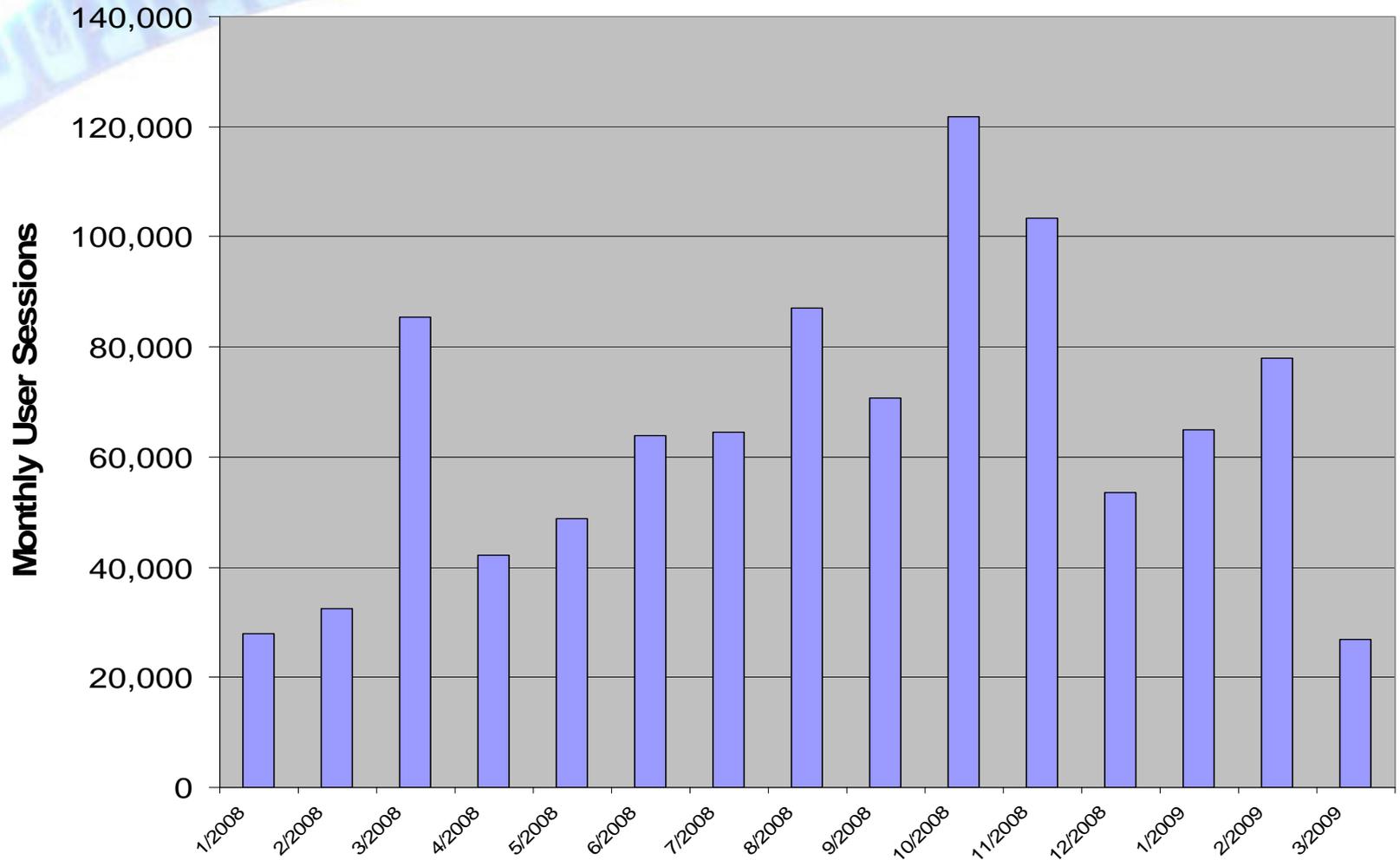
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Sessions: blogs.nasa.gov

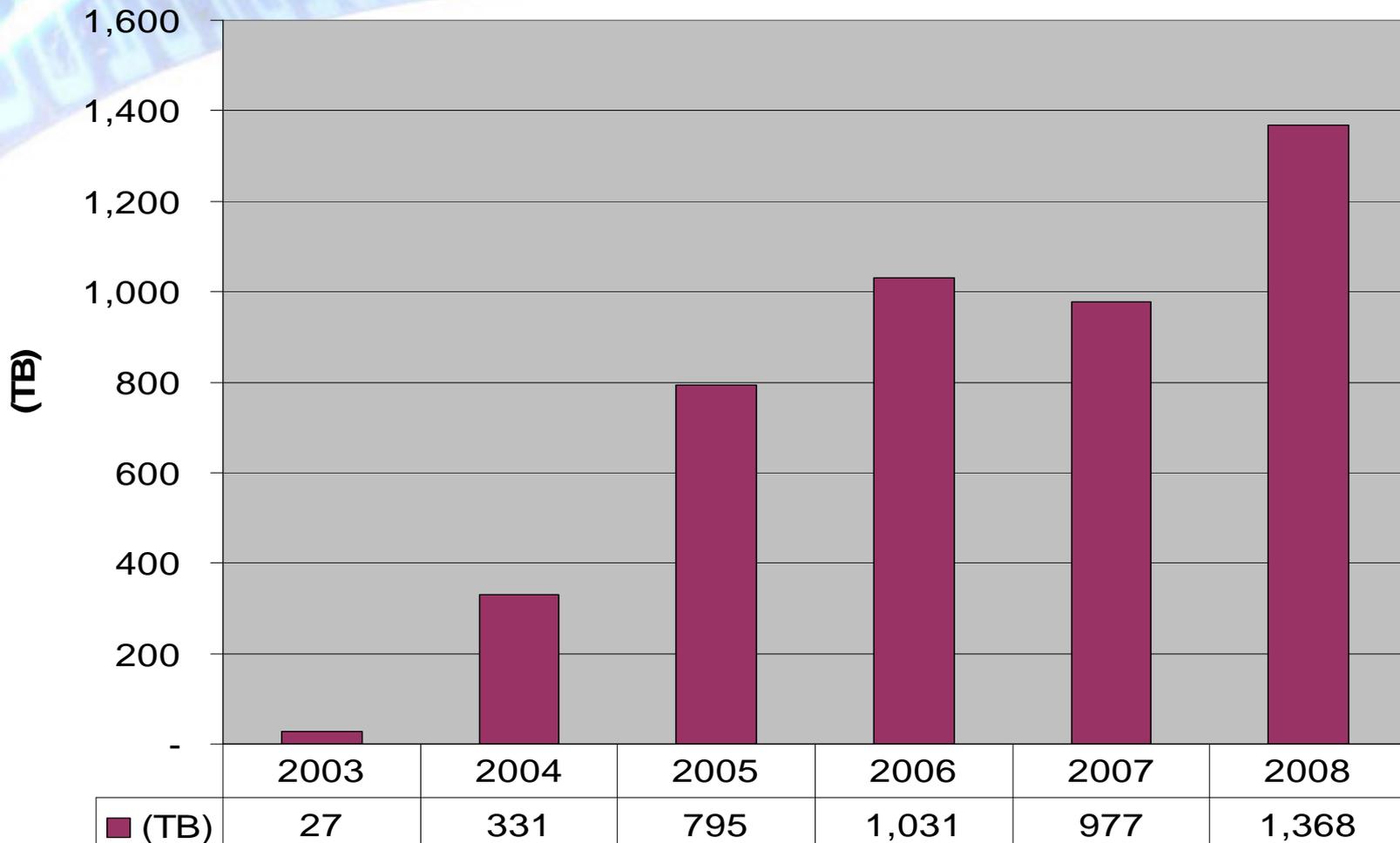
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Total Data Transferred

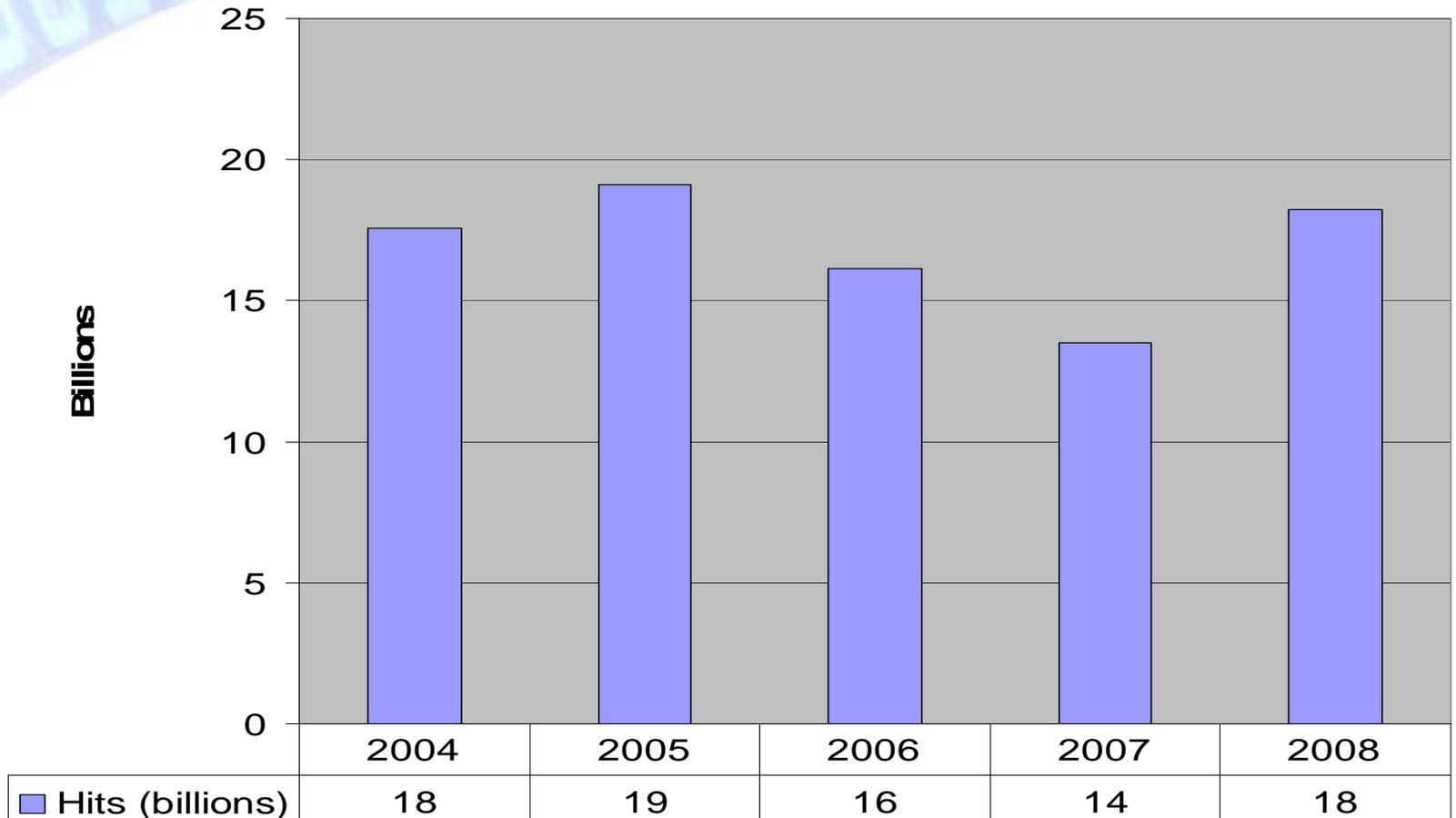
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Total Hits to Infrastructure

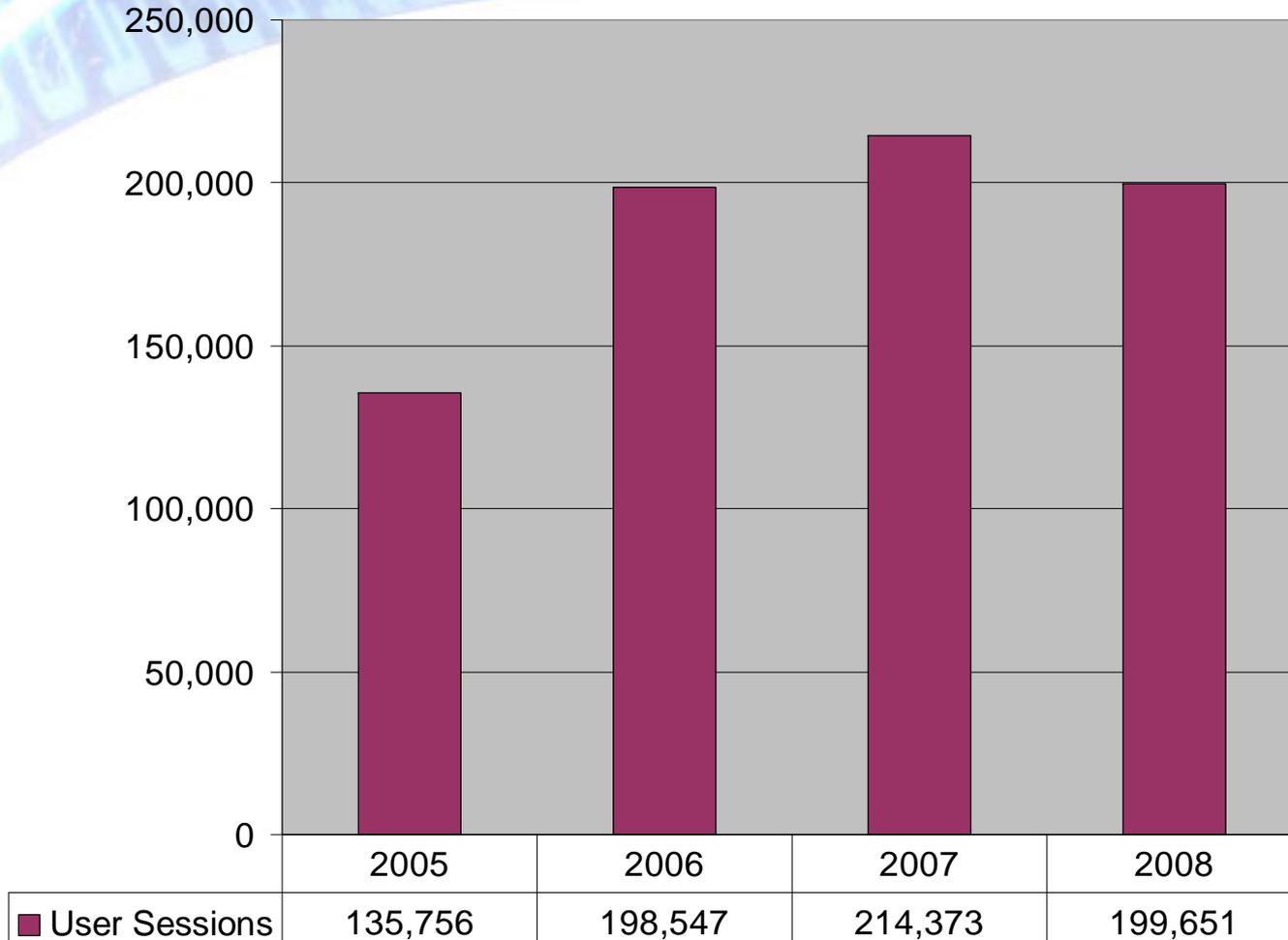
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Annual User Sessions: InsideNASA

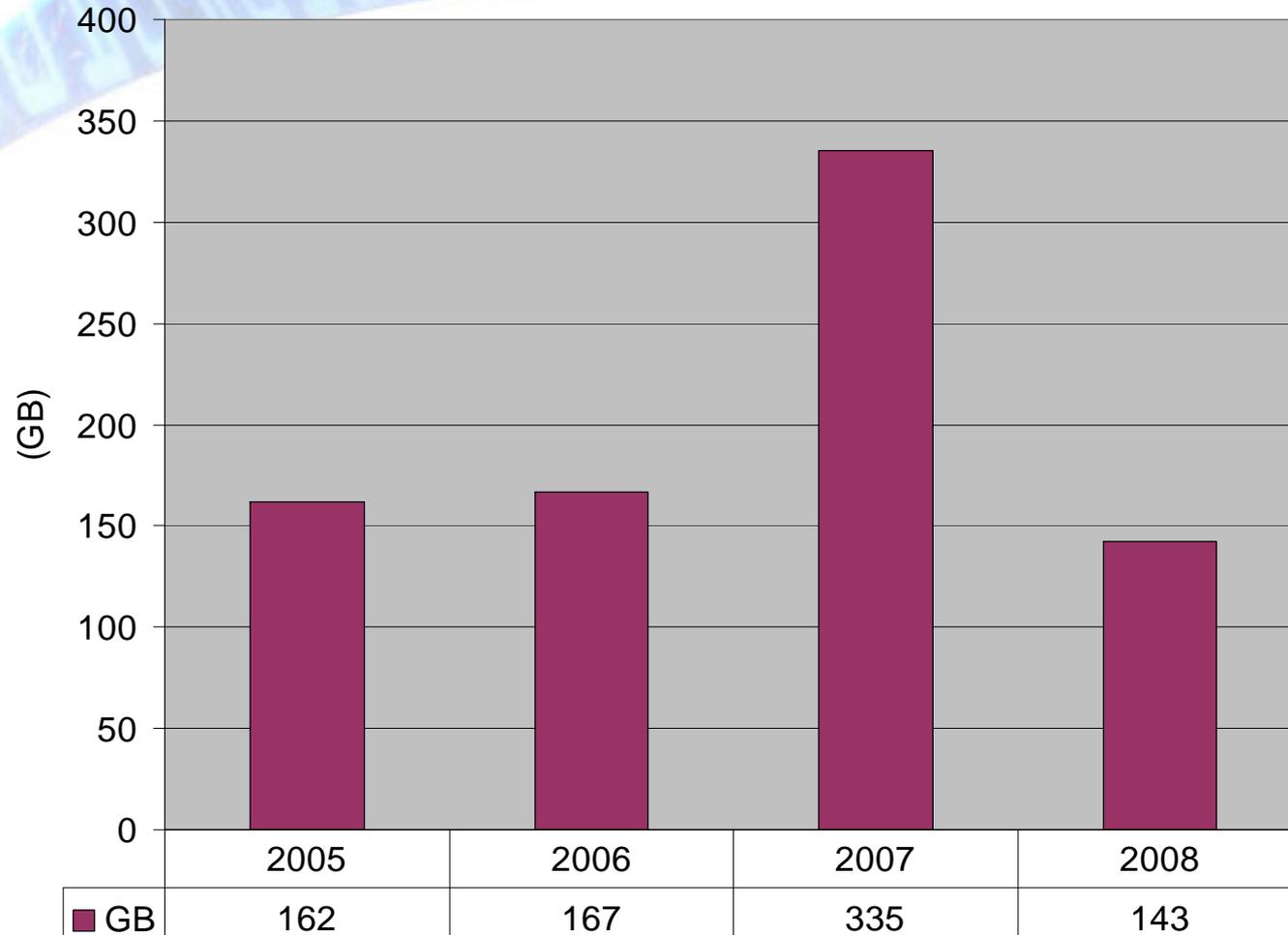
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Conclusion

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- Vendors are welcome to submit comments and questions via the process outlined earlier.
- We look forward to hearing from you