



**This workforce solution was funded by a grant awarded under Workforce Innovation in Regional Economic Development (WIRED) as implemented by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This solution is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.**

**Aerospace Community Development**  
**New Space Professional Blog**

**Wired 3.8**

**February 5th, 2008**

**by: ME, TH, DD, RE**

**\* caution: what you are about to read may shock you**

# Wired 3.8 Blog

- A component of Wired 3.8 is to develop blog infrastructure and content for New Space Professionals. The blog will incorporate the following 3.8 projects:
  - **E-Mentoring**
    - Connect Students to Students and Students to Mentors
  - **Speakers Bureau**
    - An online searchable database of NSP speakers
  - **NSPWG Survey**
    - Collect information on issues that affect NSP's
- Additionally, the 3.8 blog will incorporate the following:
  - **WIRED**
    - Leverage the blog to benefit all WIRED projects/programs
  - **California Space Enterprise Strategic Plan**
    - Gather appropriate information relative to initiatives
    - Facilitate discussion and execution of key action items

# Wired 3.8 Blog

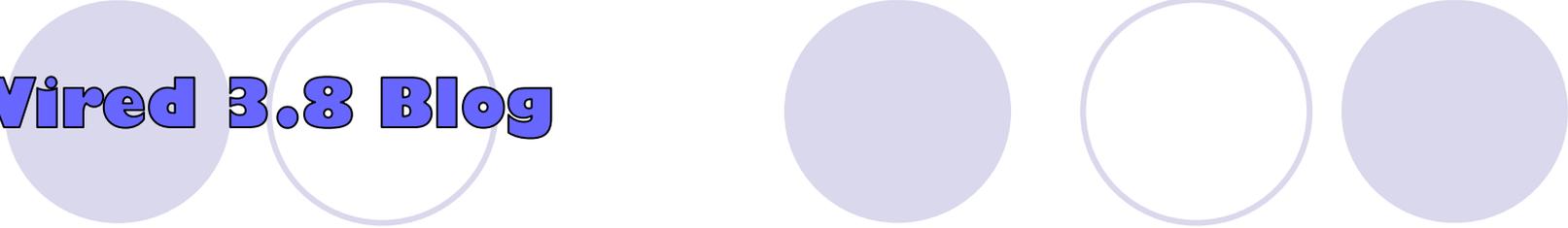
- In their book, *Connecting to the Net Generation: What Higher Education Professionals Need to Know About Today's Students*, Reynol Junco and Jeanna Mastrodicasa (2007) found that in a survey of 7,705 college students in the US:
  - 97% own a computer
  - 94% own a cell phone
  - 76% use Instant Messaging.
  - 34% use websites as their primary source of news
  - 28% own a blog
  - **44% read blogs**
  - 49% download music using peer-to-peer file sharing
  - 75% of college students have a Facebook account
  - 60% own some type of portable music and/or video device such as an iPod.

**When we look at the audience we are targeting, ex. Technical majors, we suspect that the percentages increase significantly.**

# Wired 3.8 Blog

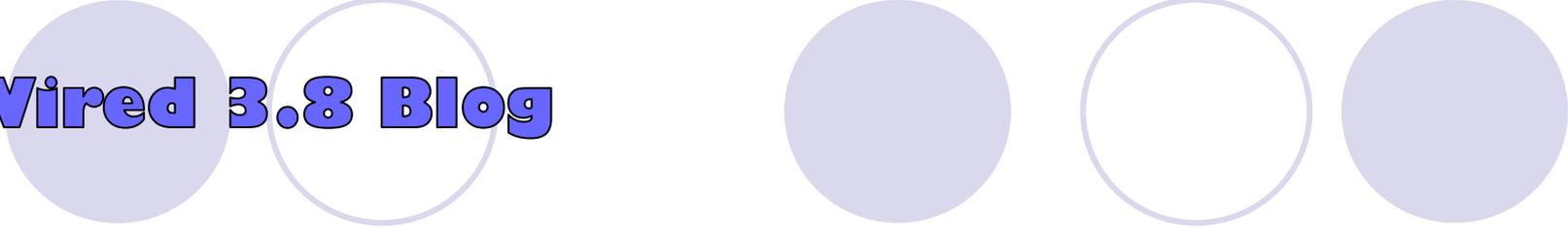
## ● Goal:

- Recruit New Space Professionals
- Capture information/data relevant to the space industry in California
- Be the “go to” space blog for the entire State of California



# Wired 3.8 Blog

- **Blog Categories**
  - Your Work Space
  - Industry Space
  - Student Space
  - Factoid Space
  - Political Space
  - Babble Space
  - Big Idea Space
  - Meeting Space



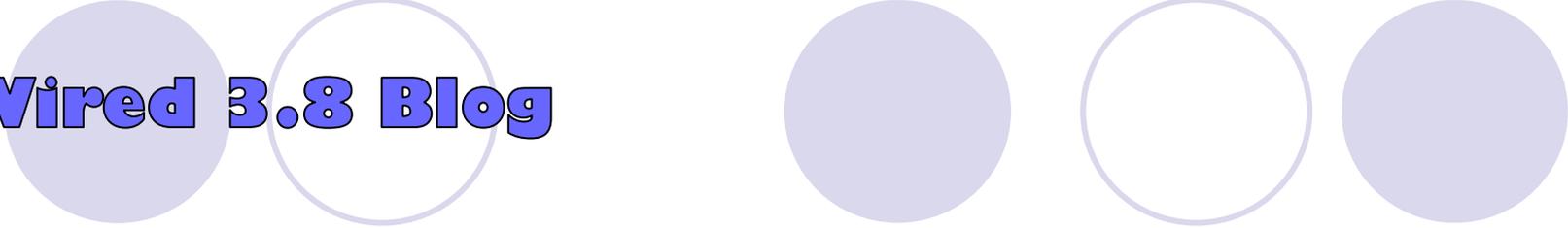
## Wired 3.8 Blog

- **Your Work Space**

- A blog space for quality of life issues, workforce related issues, funny work related stories and how it is being a young person working in the space industry

- **Industry Space**

- A blog space for industry news such as new job requirements or necessary skills, small business and supply chain related issues and future workforce needs



# Wired 3.8 Blog

- **Student Space**

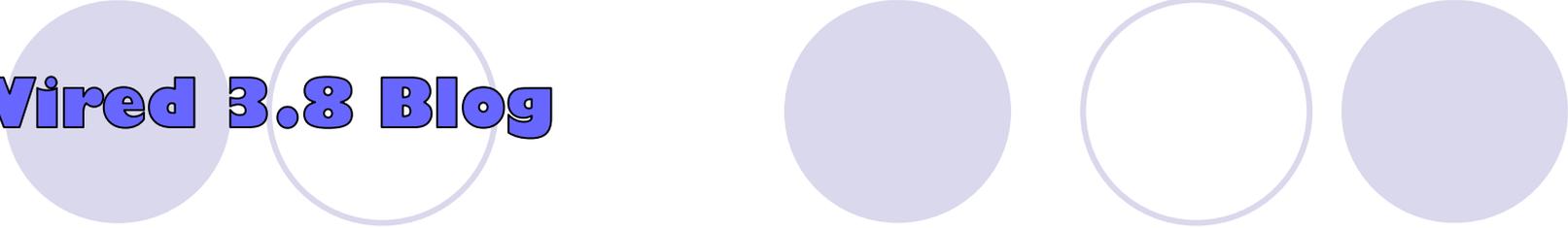
- A blog space where students can collaborate with other students (student to student and advisor to student mentors)

- **Factoid Space**

- A blog space for historical dates, facts and statistics

- **Political Space**

- A blog space for information on political candidates views towards the space program



## Wired 3.8 Blog

- **Babble Space**

- A blog space for everything and anything not necessarily space related

- **Big Idea Space**

- A blog space for entrepreneurs and innovators that want to get their ideas out in the public's eye

- **Meeting Space**

- A blog space for local community meetings that are not mainstream enough for public calendars

## Wired 3.8 Blog

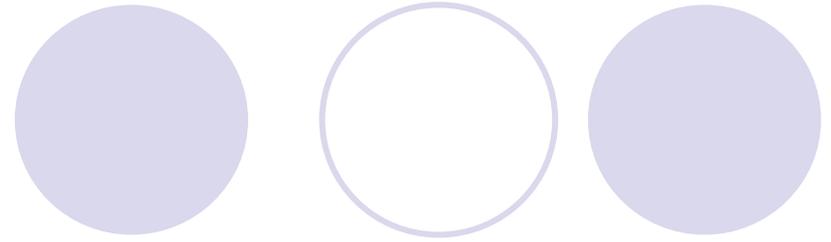
- **How do we market our blog to NSP?**
  - Address the negative stigmas about working in the space industry
  - Adapt to the lifestyles and tastes of the NSP
  - Create something fun, quirky, creative and smart that encourages open participation and collaboration

## Wired 3.8 Blog

- Rumor has it that the space industry is for a bunch of dweebs, geeks and weirdos. Well, call us what you want to call us, but one thing you can't call us is un-cool. Today we are an industry that rebels against labcoats and pocket protectors - signally how the old times are a changing. These changes won't come in the form of a "giant leap," but the first step starts here. The California Space Authority's *New Space Professionals Working Group* is jettisoning space culture to a whole new level through their fun, quirky, creative and smart, blah blah blah, blog series. It's time to sit-down, log-on, sign-up and blog - till the well runs dry and the cows come home.

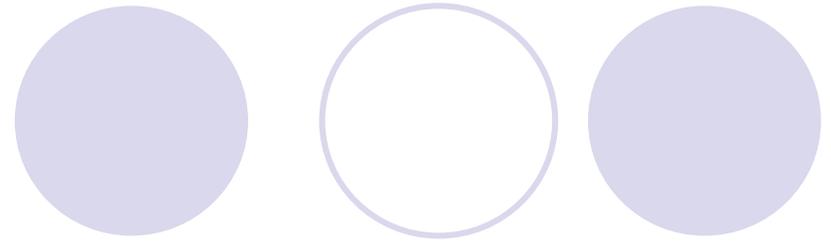
## ● **Your Work Space**

- This is a space for you to divulge anything from quality of life issues to your most embarrassing work blunders. In essence, we want to hear about issues like high cost of living, the time a piece of gum slipped out of your mouth nearly breaking a multi-gazillion dollar satellite, the time you asked what those giant reels of tape were for, or simply tell us about how you feel being young and working in the space industry. It's like myspace with substance!



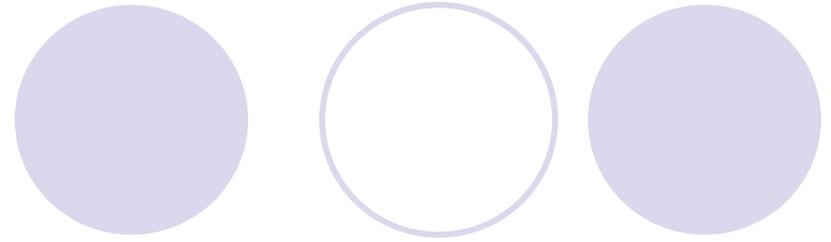
## ● **Industry Space**

- What's the latest haps in the space industry? Give us the inside scoop to the latest and greatest news going down on your side of the cube. Have a small business or supply chain issue you want to bring to the table? Are there any new job requirements or industry skills that could help out a fellow space cadet? Maybe there's an upcoming job announcement and you want someone young and hip to join your team? This is your cheap (as in free), one-stop, space industry, news source for everything industry related. We aren't here for nothing; spill it Albert.



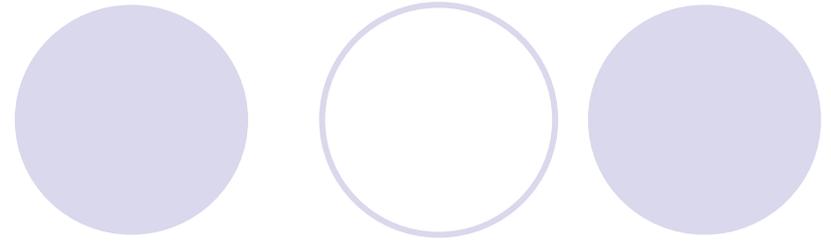
## ● **Student Space**

- Having problems passing your aeroelasticity class? Have a question regarding astrodynamics, electrotechnology or some other course ending in “ics” or “ology?” Are you excited about researching an interesting space related problem? This is where you network with friends, enemies and everyone in-between. Discover your inner mentor.



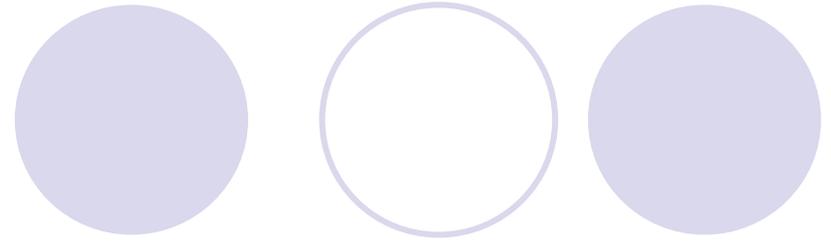
## ● **Factoid Space**

- YES! Finally a place for us all to store the useless knowledge we've accumulated over the many years of working next to the rocket scientist, program manager or even the lovely blonde receptionist. This is the “did you know” section where you can tell us anything from famous space anniversaries to how a gravity assist maneuver works. We're neither historians nor propulsion engineers so we leave this precious space in your hands.



## ● Political Space

- Your tax dollars, your space program! What space policy issues are important to you? Should we spend more on NASA, the International Space Station, provide more funding to prize competitions? What does our leadership feel? What about those aspiring to be leaders? Election 2008 is alive and kickin, but some of these candidates are *kickin* space to the curb. We want to be in the know and we want you to be informed. Don't forget to vote!

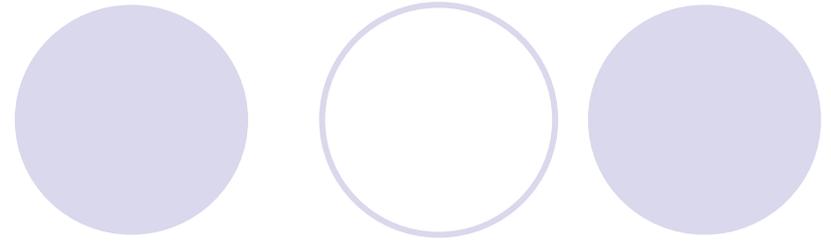


## ● **Babble Space**

- It's 4 o'clock in the afternoon and you're bored, but you should be working. All you really want to do is get home and veg out on last night's pizza. Well, sorry buddy, you'll be stuck at your desk for another hour. Until then, sit back and give *US* some food for thought. Share your nonsensical stories no one else wants to hear or link us to your own personal blog and twitter posts! I'll tell you one if you tell me one first.

## ● **Big Idea Space**

- Put Donny Deutsch in a room with a bunch of astronauts and this is what you get.... entrepreneurs and innovators working together to solve humankind's life problems using space products and services. Have a product, service or idea you want the world to know about? It's time you quit being a fly on the wall and do something about it.... this is your shot at being heard, and we're smiling because of it. Beware, investors may be lurking.



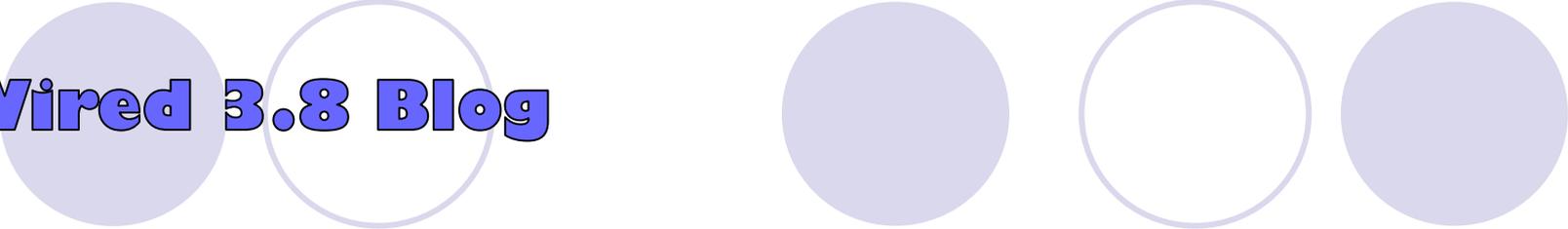
## ● Meeting Space

- A place, or uh, space rather, where you can share your Second Life or Real Life space-related events. Did you know NASA Colab has a gathering once a month, around the schedule of the full moon, to bring together creative communities of San Francisco to philosophize? Yeah, most people don't and that's because we weren't here to share our wealth of knowledge. Now that we are, don't be shy, spread the love!

## Wired 3.8 Blog

### ● **Wired 3.8 Blog Categories and Marketing**

- Fashioned after several prominent lifestyle magazines that utilize the same writing styles that capture our target audience
- Changes the public's perception of the space industry through real life connections
- Offers an insider's view from the NSP perspective
- Links individual personalities and lifestyles by re-defining space culture and/or image



# Wired 3.8 Blog

**Questions ? Suggestions ? Comments?**

**Wired 3.8 Blog**

**THANKS!**  
**-Wired 3.8 Team**



[www.InnovateCalifornia.net](http://www.InnovateCalifornia.net)



*Funding provided by Department of Labor, Employment & Training Administration: WIRED Initiative*