Attachment A:

**Statement of Work – DEVELOP National Program**

**Position:**  Communications Fellow

**Dates:** Spring Term January 25 – April 1, 2016

**Duties & Responsibilities:**

*Objective: Fulfill all Communication Fellow duties as required.*

Reoccurring Responsibilities:

* Join the National Telecon and report applicable activities/updates
* Join the biweekly Junto

2016 Spring Term Responsibilities:

* Organize social media campaigns (Lead: Ryan, Support: Mark) – organize and edit content, create posts
* The DEVELOPer Newsletter (Lead: Mark, Support: Ryan) – collect and compile content
* Publications (Lead: Vickie, Support: Mark/Ryan) – identify means of encouraging project teams to pursue publishing results, coordination collection of content, provide technical edits and feedback, coordinate the review process, identify new venues to publish
* DEVELOP website (Lead: Ryan, Support: Mark) – support content creation for news updates, hero banners, updates to pages, etc.
* Virtual Poster Session (Lead: Vickie, Support: Mark/Ryan) – collect and compile content for VPS, review for accuracy and make technical edits, submit to Earthzine, engage in launch and dialogue
* EOX (Micro Article Journal) (Lead: Ryan, Support: Mark) – identify best practices for selecting projects to be included, coordinate inaugural projects article creation, improve content innovation guidelines and directions, provide technical edits and feedback
* Quadchart Collection (Lead: Ryan) – collect and compile weekly activities when applicable (by Tuesday COB weekly)
* Recruiting (Lead: Mark, Support: Ryan) – coordinate the Campus Ambassador Corps, track outreach efforts, support social media campaigns, etc.
* Inter-Node Communication (Lead: Mark, Support: Ryan) – explore potential opportunities for sparking increased communication between nodes and project teams
* DEVELOP promotional videos (Lead: Vickie, Support: Mark/Ryan) – produce promotional videos to target key audiences (participant, partners, etc.)
* Educational Tools (Lead: Vickie, Support: Mark) – create visual tools to educate participants, end-users and project partners relating to NASA Earth observations (resolution, sensors, orbit, etc.), compile tutorials created by teams and ensure they are available on DEVELOPedia

General Responsibilities:

* Read the updated DEVELOP handbook
* Support the creation and submission of all project deliverables based on the deliverable list and deadlines provided below: ensure deliverables are on the proper template, use proper file nomenclature, and are reviewed by science advisors prior to submission
* Support performance reviews being conducted with participants: entry, mid-term, exit
* Support coordination of close out planning and any partner hand-offs for your node
* Engage in the VPS launch & activities – commenting/dialogue
* Support teams completion of any software release forms if applicable to their project
* Begin formulating 2016 Fall project ideas, engaging potential partners, and proposal writing
* Ensure all activities (conferences, presentations, outreach events, etc.) are recorded and included in tracking metrics spreadsheets
* Actively engage with and utilize DEVELOPedia
* Support and coordinate meetings and activities with advisors and project partners
* Support external publication editing and writing
* Conduct recruiting activities for future terms
* Support and coordinate any conference and/or meeting activities for your location
* Review any project presentations by participants from your node for conferences
* Support DEVELOP’s social media outputs - Facebook, Twitter
* Prepare and deliver presentations and other information as requested by DEVELOP NPO and Applied Sciences Program management
* Maintain open communication lines with Center leadership, advisors, and NPO

**Deliverables & Deadlines:**

* Handbook Forms – 1/29
* Term Start Survey Completed – 1/29
* Gear Order – 2/2
* DEVELOP ~5 min Promo Video – 2/5
* Project Summary RD – 2/11
* EOX Inaugural Projects Identified – 2/26
* 2016 Summer Proposals FD – 3/4
* Project Summary FD – 3/10
* VPS Image – 3/10
* VPS Page Content Compiled – 3/18
* VPS Video & Transcript – 3/22
* Newsletter Content Compiled – 3/25
* Tech Paper FD – 3/31
* Term End Survey Completed – 4/1
* Optional Deliverables – 4/1
* National Telecon Participation – 1/27, 2/3, 2/10, 2/17, 2/24, 3/2, 3/9, 3/16, 3/23, 3/30
* Junto Participation – 2/9, 2/23, 3/8, 3/22

Offices Closed: In Observance of President’s Day 2/15