

SMART and Performance Criteria

SMART Objectives

NASA is looking for certain Informal Education criteria. Please indicate how your Informal Education project will increase learning, educate students, educators and general public on STEM (Science, Technology, Engineering, and Math) content, and expand the nation's future STEM workforce. In addition, the Informal Education project must include metrics and standards-based supplemental materials/handouts; the content must incorporate educational standards/learning objectives. Special consideration is given to projects targeting diversity and underrepresented minority students.

Goals must be **SMART**:

- **Specific**
- **Measurable** [Tangible evidence of completion (metrics) to indicate success in the area]
- **Acceptable**
- **Realistic**
- **Time frame** [short and long term goals]

NASA Education Performance Measures

It is important to show metrics for program success. Please consider the following metrics when determining your project proposal.

Higher Education Measures

- Percentage of NASA higher education program student participants employed by NASA, aerospace contractors, universities, & other educational institutions.
- Percentage of undergraduate students who move on to advanced education in NASA-related disciplines.
- Number of underrepresented and underserved students participating in NASA higher education programs.
- Number of institutions served.
- Number of new or revised courses targeted at the STEM skills needed by NASA that are developed with NASA support.
- Ratio of funds leveraged by NASA funding support.

Elementary/Secondary/Education Measures

- Percentage of elementary and secondary educators who participate in NASA training programs and use NASA resources in their classroom instruction. (≥ 2 days of training)
- Number of elementary and secondary educators who either obtain NASA content-based education resources or participate in short-duration NASA education activities and use NASA resources in their classroom instruction.
- Number of elementary and secondary student participants in NASA instructional and enrichment activities.

Informal Education Measure

- Number of museums and science centers across the country that actively engage the public in major NASA events.