Intelligent Systems Technology Group

Statement of Work: Outreach, Stakeholder Engagement and Innovation

1.0 Purpose

The purpose of this Statement of Work (SOW) is to define the tasks and deliverables required to support NASA's Intelligent Systems Technology (IST) outreach, stakeholder engagement, innovation ecosystem development, and collaborative events in alignment with the future solicitations and NASA's broader community-building objectives.

2.0 Background

NASA's IST portfolio operates within a rapidly evolving technology ecosystem spanning academia, commercial industry, startups, nonprofit research institutions, operational users, and federal partners. While many communities hold relevant expertise, pathways into NASA's planning, technology development, and concept exploration processes are not always clear or consistently utilized.

To address this gap, NASA requires a structured, repeatable engagement framework that strengthens community participation, surfaces emerging capabilities, identifies operational needs and use cases, and supports two planned Intelligent Systems Technology consortium or hub communities. NASA also requires support in conducting outreach for the future IST solicitation, delivering Best Practices and Q&A webinars, and facilitating two one-day Mind Meld (Innovation) Days.

3.0 Scope of Work

The Contractor shall provide targeted outreach, stakeholder engagement, facilitation, scenario development, event execution, and documentation support across three primary objectives:

1. Build the IST Innovation Pipeline
2. Execute solicitation outreach, webinars, and Q&A engagement
3. Plan and lead two one-day Mind Meld (Innovation) Days

All public-facing communications and event materials shall be submitted to NASA for review and approval prior to dissemination.

4.0 Requirements

4.1 Goal 1: Build the IST Innovation Pipeline

The Contractor shall:

- Develop a target audience and stakeholder matrix aligned with IST priorities and Mind Meld themes.
- Identify academic institutions, research organizations, commercial space and technology firms, startups, government partners, nonprofits, and operational communities relevant to the IST mission.
- Conduct NASA-approved outreach to broaden awareness of IST priorities and potential participation pathways for two emerging technology consortia or hubs.
- Track engagement trends, participation gaps, and emerging collaboration opportunities.
- Provide findings and recommendations that help strengthen NASA's long-term IST innovation ecosystem.

Anticipated Outputs:

- Consortium/Hub Engagement Framework
- Stakeholder Matrix
- Stakeholder Coordination Plan
- Innovation Opportunity Tracking Summary
- Community Engagement Findings Report

4.2 Goal 2: Execute solicitation Outreach, Webinars, and Q&A Engagement

The Contractor shall:

- Develop a NASA-approved strategic outreach and communications plan specific to IST.
- Prepare targeted messaging for stakeholder groups, including academia, industry, startups, nonprofits, and government users.
- Conduct NASA-approved outreach campaigns to promote awareness of the solicitation, participation opportunities, best practices webinar, and Q&A events.
- Support NASA in planning and executing one best practices webinar and one or more Q&A sessions.
- Maintain a log of questions asked during Q&A sessions and identify recurring themes to inform NASA's communication strategy.

Anticipated Outputs:

- Outreach and Communications Plan
- Solicitation Messaging & Stakeholder Materials
- Best Practices Webinar Support Package

- Q&A Session Agenda, Question Log, and Summary
- Outreach Metrics and Engagement Tracking Report
- Best Practices and Lessons Learned Summary

4.3 Goal 3: Lead Two One-Day Mind Meld (Innovation) Days

The Contractor shall:

1. **Mind Meld Day #1: Actionable Intelligence for the Coastal Zone**
    - Conduct outreach to coastal resilience, digital twin, emergency response, infrastructure planning, and environmental intelligence communities.
    - Support NASA SMEs in developing realistic discussion scenarios.
    - Facilitate a one-day collaborative innovation event focused on data integration challenges, digital twin use cases, decision-support needs, and capability gaps.
2. **Mind Meld Day #2: Adaptive Sensing for Decision Makers**
    - Conduct outreach to adaptive sensing, commercial space, forecasting, decision-support, automated tasking, and observation data fusion stakeholders.
    - Support development of mission-relevant scenarios highlighting sensing strategy, automated tasking, data accessibility, and future applications.
    - Facilitate a one-day collaborative event exploring operational needs, barriers, and emerging technology opportunities.

For both events, the Contractor shall:

- Provide run-of-show documents, facilitation guides, onboarding instructions, registration tracking, and event coordination.
- Implement NASA-approved non-monetary recognition mechanisms to highlight noteworthy contributions.
- Provide after-action documentation summarizing key findings, gaps, opportunities, and recommended follow-on actions.

Anticipated Outputs:

- Mind Meld Day Plans and Run-of-Show
- Scenario Packages (Coastal Zone & Adaptive Sensing)
- Participation Metrics (registrations, attendance, interested parties)
- Onboarding / Access Instructions
- Recognition Framework & Communications

- After-Action Reports with Findings & Recommendations

5.0 Deliverables

#	Deliverable	Description	Primary Alignment
1	Project Kickoff & Coordination Materials	Agenda, decision log, action tracker, schedule baseline, POCs	Startup
2	Stakeholder & Target Audience Matrix	Prioritized stakeholder list aligned to IST & Mind Meld themes	Goal 1
3	Strategic Outreach & Communications Plan	NASA-approved messaging, outreach strategy, approval workflows	Goal 2
4	Solicitation Outreach Materials	Announcements, invitations, messaging packages	Goal 2
5	Best Practices Webinar Package	Agenda, materials support, registration tracking, summary	Goal 2
6	Q&A Support Package	Agenda, question log, attendance summary, thematic analysis	Goal 2
7	Coastal Zone Mind Meld Package	Scenario package, facilitation materials, findings report	Goal 3
8	Adaptive Sensing Mind Meld Package	Scenario package, onboarding, participant summary, report	Goal 3
9	Outreach Metrics Report	Trends, coverage, engagement gaps, recommendations	All Goals
10	Final Findings & Recommendations	Consolidated lessons learned, capability gaps, use cases	Closeout

6.0 Schedule / Phased Execution

The Contractor shall execute the tasks according to the following phases; specific dates will be finalized after kickoff.

Phase 1: Startup and Alignment

- Confirm objectives, approval workflow, and schedule.

Phase 2: Stakeholder Mapping & Outreach Planning

- Develop stakeholder matrix and outreach strategy.

Phase 3: Solicitation Outreach, Best Practices, Q&A

- Execute outreach; support webinars and Q&A sessions.

Phase 4: Coastal Zone Mind Meld Day

- Build scenarios, recruit participants, execute event, document outcomes.

Phase 5: Adaptive Sensing Mind Meld Day

- Prepare onboarding, conduct outreach, execute event, document outcomes.

Phase 6: Integration and Closeout

- Deliver final consolidated findings and recommendations.

7.0 NASA Support Requirements

NASA shall provide:

- Solicitation strategy and milestone updates.
- Access to IST leadership, PIs, Commercial Satellite Data Acquisition (CSDA) representatives, and designated SMEs.
- Review and approval of all public-facing materials.
- Branding, public affairs, and communication guidance.
- Venue preferences and scheduling parameters.
- Access, onboarding, and technical participation requirements.
- Mission context and technical inputs for scenario development.
- Timely review and feedback on all deliverables.
- Participation in webinars, Q&A sessions, and Mind Meld Days.
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8.0 Acceptance Criteria

Deliverables will be considered acceptable when:

- Submitted on time in accordance with the approved schedule.
- Reviewed and approved by NASA's designated Technical Point of Contact.
- Compliant with NASA branding, communications, and public affairs requirements.

- Complete, accurate, and responsive to the requirements in this SOW.

9.0 Place of Performance

Work may be performed virtually, at Contractor facilities, NASA centers, or designated external event locations as approved by NASA.

10.0 Period of Performance

The period of performance shall begin upon award and extend through the completion of all tasks and deliverables. The final period of performance shall not exceed 18 months.