

NMSGC Strategic Plan – 2011-2015

Goals:

Goal #1: Marketing – Communicate about the unique NMSGC programs to local, state & national leaders in STEM education and research.

- Objectives
 1. Communicate monthly
 2. Identify key audiences and constituents
 - Send letters to all Deans in Fall/Spring when scholarships are awarded
 - Request recognition at Colleges of Engineering, Business and Arts & Sciences Scholarship Brunches – For student recruitment in SLP/NMSGC programs
 3. Identify key messages
 - Opportunities and project updates
 - a. Scholarships
 - b. Research
 - c. Internships
 4. Package all programs
 5. Identify key marketing tools for key audiences
 - Identify upper-classmen to present Student Launch Program results to Freshmen classes – Is an objective in Goal #3
- Hire a marketing firm once we have raised the money and completed the “Identify” objectives

Goal #2: Enable Commercial Space Business Development by using unique NMSGC programs and capabilities.

- Objectives
 1. Use the US Space Policy to our advantage to enable commercial space business development in New Mexico.
 - ISPCS and COE/CST are critical programs to attain this objective and this goal.
 2. Develop the skills within NMSGC to design/build/launch experiments on vertical and horizontal launch vehicles.
 - Aaron Perez - Talk to Doc Aguilar & Bruce Lewis
 - Identify Intern program for Aaron Perez to develop his skills to design/build/launch experiments and space-rated hardware
 - Spin-off product development
 - Gain skill and capability to enable spin-off product development from Student Launch Program
 - Contact Technology Venture Corp. – Albuquerque for help on this – Doc Aguilar
 3. Develop the skills of customers to design/build/launch experiments on vertical and horizontal launch vehicles.
 - Identify customers
 - Identify needs
 - Identify launch vehicles that will fly from Spaceport America
 - Virgin Galactic - WhiteKnightTwo and SpaceShipTwo

- Identify requirements of launch vehicles for customers
- Armadillo Aerospace - Tube &
 - Identify requirements of launch vehicles for customers
- UP Aerospace - Spaceloft XL
 - Identify requirements of launch vehicles for customers

Goal #3: Education – Take advantage of our unique geographic position and proximity to Spaceport America to provide a link to commercial launch opportunities evolving through Virgin Galactic.

- Objectives
 1. Provide annual access to space for students from Spaceport America.
 - Webcast all student launches
 2. Involve Virgin Galactic customers with opportunities to support the Student Launch Program
 - Recruit 15-20 mentor annually
 - Recruit 15-20 judges annually
 - Raise \$5m to support the SLP
 - Expendable & endowed funds
 3. Support development of 10 classes in New Mexico in Higher Education
 - University & Community College
 - Identify 3 university partners by Spring 2011
 - 3 courses to be taught in Fall 2011
 - Use education and/or research enhancement funds to pay for course development and pay for initial flights for experiments
 4. Enable cross-disciplinary education opportunities
 - E.g. Engineering students create product & business students sell the product
 5. Publish experiment results from our Student Launch Program
 - Link back to Goal #1
 - Disseminate published results to grow partnerships
 - With industry
 - Trade organizations & professional organizations
 - With federal agencies
 - Other universities
 6. By 2015 have 25 Space Grant Universities involved in flying experiments from Spaceport America

Goal #4: Research Payloads – Develop student and faculty skills in payload design for multiple vehicles and form factors.