Growing the Space Weather Enterprise

“We are one big solar storm from being a primary mission”

(It’s likely to be a long wait)

• Challenges and Opportunities
  - From an “outsider”
Challenges to Growth

• This “Week” demonstrates the quality of the work

  But, good science isn’t good ‘sales’

• Short memories (What blackout? Last winter?)

• “Geek” problems (Galaxy 15, again, etc.)

• Sky is Falling
   GPS is unreliable – do you use it in your car?
   Polar air routes are unsafe – do you fly there?
   The “big one” is coming – and NYC will be hit?
To Grow #1: Follow the money

• What areas are likely to see increased funding?
  - NASA has been re-invented, overall budget up
  - “More humans for longer times in space”
  - STEM-related education
  - New NOAA focus: Climate

These areas, and others, won’t come looking!

• Can SpWx find a win-win with them? Get a bigger piece of the pie?

  (Hint: not with conventional thinking)
To Grow #2: Get kids interested

“Kids like dinosaurs and space, and we’re running short of dinosaurs” Neil deGrasse Tyson

- Keep it simple, make it fun
- Kids hear/learn about the sun and solar flares and sunspots – help teachers take the next step to “so what?”
- Don’t make it scary

- Get visible: NASA360, Discovery Now, Bill Nye
- Sell DSCOVR – to kids - and their parents
  - Great teaching aide (and great science, ops, too)
  - Get the public to pressure for an earlier launch
Bottom Line

- Space Weather, by itself, is a “difficult sell”
- Become a part of something more visible
  - “New NASA”
  - “New NOAA”
  - STEM Education
- Find, train, recruit experts who will also “sell”
  - Examples of good science and good sales:
    - Hubble, Spirit and Opportunity, …SDO???