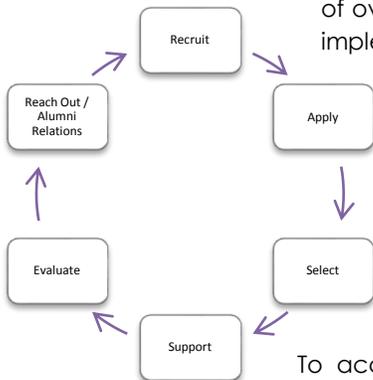


NASA Student Programs Support

As part of Lux's dual commitments to engage underrepresented populations and to advance STEM participation, we manage the entire student program lifecycle, from recruitment to post-program evaluations. In particular, for NASA's Goddard Space Flight Center, we developed a minority recruitment strategy; provided logistical support for travel, lodging, orientation, oversight, and exit



of over 200 interns annually; developed and implemented program schedules; and processed intern stipends.

Lux's special expertise is the online recruitment, application, and selection process. We have managed this process for multiple programs and centers at NASA as well as other government agencies.

To accomplish this, Lux customizes, deploys, and hosts its software-as-a-service (SaaS) application and review system to provide online access for applicants, program managers, sponsors, mentors, and applicant reviewers. In deploying this system, we work with clients to adapt their current interface, workflows, forms, and reports. During this process, we review the forms and reports and suggest changes to make them both more effective for and less burdensome to applicants, reviewers, and programs managers.

Lux's other specialty is the analysis of program metrics. For instance, the NASA Goddard Education Office wanted to know where to best use its recruitment funds to increase the number of interns from underrepresented populations. We began the analysis process by integrating recruitment feedback into the application system. We used this information to conduct analysis of both the overall and minority recruitment strategies.

Lux determined that recruitment efforts at universities brought in the most minority applicants; however detailed analysis showed that these applicants were successfully only eight percent of the time. Conversely, State Space Grants provided fewer overall applicants, however more than 25 percent of their minority applicants received an internship.

Finally, Lux conducted longevity analysis on applicants from multiple years and compares recruitment rates with several baselines, helping NASA analyze trends and project the composition of future employment candidate pools.



“It was a real joy working with the Lux Consulting Group whose personnel demonstrated in-depth knowledge and expertise of what they do best.”

Dr. M. David Kankam
University Affairs Officer
NASA Glenn Research Center

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