



October, 2013

National Aeronautics and Space Administration
Johnson Space Center
2101 NASA Parkway
Houston, TX 77058

Subject: Recommendation letter for Ciandra Jackson

Please accept this as my letter of reference for Ciandra Jackson who supported NASA's Johnson Space Center ~ Public Affairs Office and the International Space Station (ISS) Program Science Office. Ciandra was responsible for overseeing *Destination Station*, NASA's International Space Station national public awareness campaign.

As the project lead for multiple campaigns, Ciandra managed critical components such as messaging and branding, media engagement, collateral/marketing material development and organizing outreach events at research institutions, K-12 schools, hospitals, professional sporting events and museums. She also created events around social media to increase engagement among vast audiences. In addition to exceptional technical skills, Ciandra demonstrated an ability to take on significant responsibilities and work effectively on teams.

Regarding her direct support to the space station program science office, Ciandra made a significant impact. For the Destination Station campaign in Atlanta, Ga. and Phoenix, Ariz., she performed extensive research of the local science community to understand their particular research interests and reached out to them as potential future users of the ISS. She also diligently worked with my office to ensure our outreach goals were met and as a result we've established new relationships with potential space station researchers from Emory University, the Centers for Disease Control & Prevention and the University of Arizona. Ciandra works with enthusiasm, creativity and professionalism. She is results oriented, customer-focused, and would be true asset to any organization.

It was a pleasure working with her, and I would highly recommend her for any organization that seeks creative, motivated, and customer-centered team members and leaders. If you would like to reach me to further discuss my experience with Ciandra, please do not hesitate to contact me at 281-483-9615 or tara.m.ruttley@nasa.gov.

Sincerely,

Tara M Ruttley, PhD
Associate ISS Program Scientist