



**Cheryl C. Hurst**  
**Director**  
**Communication and Public Engagement**

Cheryl C. Hurst is the Director of Communication and Public Engagement for NASA's John F. Kennedy Space Center, a position she assumed in January 2015. The directorate mission includes NASA Guest Services, the KSC Visitor Center, Government and Communication Outreach, Education Programs and University Research.

Hurst is responsible to the Office of the Center Director, acting as the Center's focal point for centralized strategic communication, as well as developing, implementing, integrating, and administering agency and center policies, programs, and activities in coordination with NASA's Offices of Communication (OCOMM), Education (OED), and Legislative Affairs and Intergovernmental Affairs (OLIA). As KSC's focal point for these activities, the organization is responsible for effectively communicating the relevancy of NASA's mission, unique capabilities and contributions, and its value to all internal and external stakeholders.

In addition, she oversees the KSC Visitor Complex concession agreement and has oversight of the KSC History Program. She manages the center's Speakers Bureau, along with a variety of other strategic communications initiatives.

Hurst held executive-level, leadership positions at KSC as the Director and Deputy Director, Education and External Relations, and the Deputy Director of Procurement. In these roles she served on the NASA and KSC strategic planning, study, leadership development and implementation teams.

Hurst's career in federal service began in 1983 with the U.S. Air Force Contracting Office at San Vito dei Normanni Air Station, Italy. In 1986, she transferred to Scott Air Force Base, Ill., and held positions in acquisition with the Military Airlift Command and Air Force Communications Command. Since joining NASA in 1992, Hurst has held various acquisition and leadership positions, including that of the KSC administrative contracting officer for the Space Flight Operations Contract, NASA's largest consolidated hybrid service contract.

Hurst earned a Bachelor of Science in business administration from Thomas Edison State College in 1989. She attained the highest federal-level professional acquisition workforce certification status with NASA in 1998 and senior executive service certification for the Federal Government in 2008.

Hurst has been honored with a Silver Snoopy and was a Management Space Flight Honoree for NASA's 40th anniversary. She is also the recipient of the NASA Exceptional Leadership Medal and a Superior Accomplishment Award. She has received certificates of appreciation and commendation from Air Force commanders and KSC center directors, as well as many performance and group achievement awards.