Strategic Direction 2019-2021
Association of Science and Technology Centers

**ASTC**
- Founded in 1973
- 700 members, including 500 science and technology center and museum members
- Based in North America, with global members in 48 countries

**Our Members**
- Science and technology centers
- Natural history museums
- Children’s museums
- Nature centers
- Aquariums
- Planetariums
- Zoos
- Botanical gardens
- Nonprofits
- Companies
- Consultants
- Organizations that share an interest in science learning and engagement
Our Vision

Increased understanding of—and engagement with—science and technology among all people
Our Purpose

To champion and support science and technology centers and museums
The Work of Our Members

- Support Lifelong Science Learning
- Connect Science and Society
- Engage Diverse Communities
- Partner To Tackle Global and Local Challenges
ASTC focuses on the meaningful participation of ASTC members and partners toward a positive shared future. We support our members to thrive as they engage their communities in science and technology.
These principles define how ASTC works with the full breadth of our members and partners.

- Support all types and sizes of science and technology centers and museums
- Include diverse ideas, perspectives, and backgrounds
- Collaborate through mission-driven partnerships
- Engage globally from North America
- Make data-driven decisions and adapt to change
Our Strategic Pillars

1. Champion Public Engagement With Science

- **APPROACH ONE**
  Elevate the work of science and technology centers and museums

- **APPROACH TWO**
  Collaborate with the broader science-engagement community

- **APPROACH THREE**
  Invest in communications and advocacy
Our Strategic Pillars

2. Set Course Together for New Frontiers and an Equitable Future

**APPROACH ONE**
Support members in engaging their communities on significant future trends

**APPROACH TWO**
Cultivate and share research on the societal trends affecting the business of members

**APPROACH THREE**
Spread and scale inclusive approaches that advance equity and access
Our Strategic Pillars

Support and Connect Members

1. **Approach One**
   - Facilitate learning and collaboration among members

2. **Approach Two**
   - Share data and spread ideas that work

3. **Approach Three**
   - Cultivate leadership and skills across our members’ workforce
Share your thoughts on this direction and let us know how else we can support your efforts.