

Our Strategic Direction 2019-2021



ASTC's strategy focuses on the meaningful participation of ASTC members and partners toward a positive shared future, as they engage their communities in science and technology.

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

Deep Engagement Informed Our Strategy

Ensuring access to opportunity for all—and tackling today's global challenges—calls for effective local approaches to public engagement in science and technology.

ASTC leadership engaged in an intensive, year-long process of listening to our members and partners about the opportunities and challenges they see in their work to support lifelong learning, connect science and society, and engage diverse communities. What we heard deeply informed ASTC's understanding of the aspirations and needs of our members, from case-making among stakeholders, to preparing for the future, to building capacity across the field and its workforce. In response, ASTC has developed a strategy to support our members to thrive now and in the future.

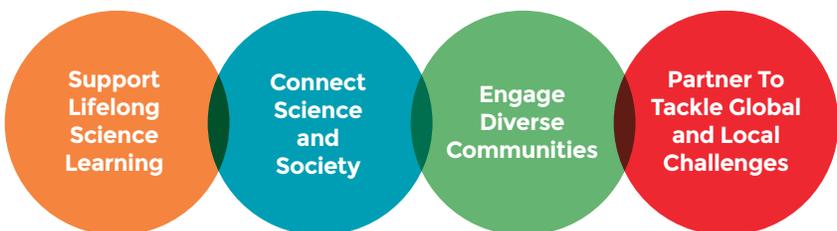
How We Will Work With Members

Our new strategic direction represents a pivot toward deeper ongoing collaboration with our members and partners.

We will work inclusively, collaboratively, humbly, and effectively with our members.

- +** We welcome a diversity of perspectives and aim to **build an inclusive organization and community** that supports and engages the full breadth of ASTC members.
- +** Recognizing that we **are more effective together**, ASTC will pursue mission-driven partnerships and collaborate with the global science-engagement community.
- +** We will **collect, share, and learn from data** to inform ASTC's work and adapt nimbly to changes in our—and our members'—environment and context.

The Work of Our Members



Support Lifelong Science Learning

Connect Science and Society

Engage Diverse Communities

Partner To Tackle Global and Local Challenges

The Three Pillars of Our Strategic Direction

The strategy is focused on supporting members to thrive—now and in the future. This commitment runs through each of the three pillars of our new strategic direction:

1

Champion Public Engagement With Science

ASTC will do this by elevating the work of science centers and museums, forging new collaborations across the science-engagement ecosystem, and investing in communications and advocacy.

2

Set Course Together for New Frontiers

We will do this by supporting our members to prepare and lead with their communities, act on market and societal trends, and embrace effective approaches that advance equitable engagement in science and technology.

3

Support and Connect Members

We will do this by facilitating learning, catalyzing shared efforts, sharing data, and cultivating leadership and skills across the science-center workforce.

Our Guiding Principles

These principles define how ASTC works with the full breadth of our members and partners:

- + Support all types 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

Benefits for Our Members

Successful implementation of ASTC's strategy will help our members build new capacity across science and technology centers and museums—and their workforce—to lead in and adapt to the future. We will work together with our members to nurture a future generation of leaders in the field.

How Our Strategic Direction Supports Your Work

- + Supports you in setting a **bold vision for the future of science and technology centers and museums**
- + **Better supports and engages** you and your team
- + Prepares leaders like you with the **knowledge, skills, and network** you need to **tackle today's global challenges and to co-create a positive future for your institutions**
- + Provides **inclusive support** of the entire science and technology center and museum field
- + Provides **greater opportunities for you to share knowledge, learn from, and collaborate** with your peers

Ongoing Engagement

ASTC is a network of nearly 700 science and technology centers and museums, and related organizations, engaging more than 110 million people annually across North America and in almost 50 countries.

We want to hear from you. Reach out to us any time at ideas@astc.org to share your thoughts on our strategic direction, and to let us know what more we can do to support your efforts.