Strategy to 2030



Association of Science and Technology Centers

Who We Are

The Association of Science and Technology Centers (ASTC) is a 501(c)(3) institutional membership organization that serves a diverse range of science and technology engagement organizations.

ASTC creates strategic opportunities, develops intellectual capital, and assembles resources to serve members working in a wide variety of contexts—all aimed at supporting members in realizing their goals to engage their communities.

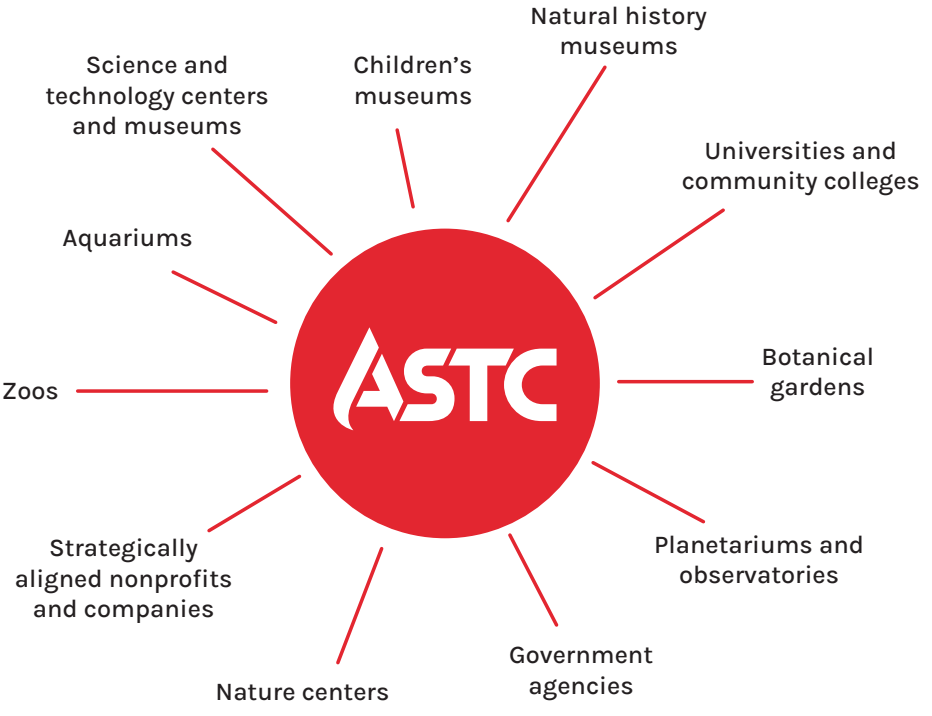
Our Purpose

To champion and support science centers and museums and the science engagement field to address their communities' evolving priorities

Our Vision

Increasing understanding of and engagement with science and technology among all people to enhance lives and livelihoods, strengthen communities, and sustain the planet

Our Members



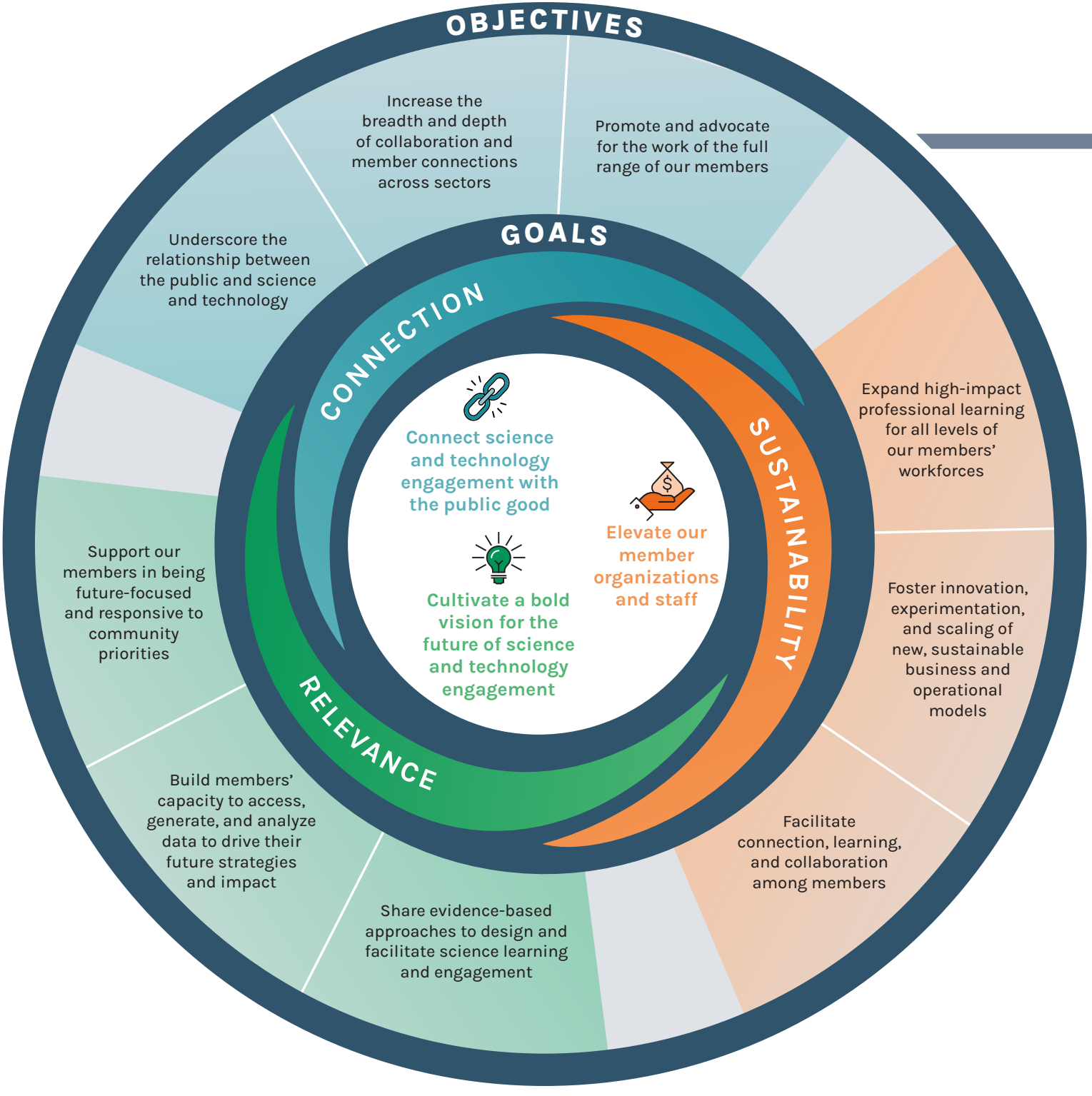
The Work of Our Members

Support lifelong science learning

Connect science and society

Engage diverse communities

Partner to tackle local and global challenges


OBJECTIVES
Increase the breadth and depth of collaboration and member connections across sectors
Promote and advocate for the work of the full range of our members
Underscore the relationship between the public and science and technology
Expand high-impact professional learning for all levels of our members' workforces
Support our members in being future-focused and responsive to community priorities
Foster innovation, experimentation, and scaling of new, sustainable business and operational models
Build members' capacity to access, generate, and analyze data to drive their future strategies and impact
Facilitate connection, learning, and collaboration among members
Share evidence-based approaches to design and facilitate science learning and engagement
GOALS
CONNECTION
SUSTAINABILITY
RELEVANCE
Connect science and technology engagement with the public good
Elevate our member organizations and staff
Cultivate a bold vision for the future of science and technology engagement

Strategy Overview

ASTC's Strategy to 2030 includes three interconnected goals to help members strengthen their impact in a rapidly changing world. **Goal 1, Connection**, focuses on demonstrating why the work of ASTC members matters to the future of their communities. **Goal 2, Relevance**, focuses on building momentum around a bold vision for the future of science and technology engagement. **Goal 3, Sustainability**, focuses on strengthening members and their capacity, while recognizing that the challenging economic landscape requires a sharp focus on organizational sustainability and understanding that member organizations must evolve to realize deeper community impact.

HOW WILL WE MEASURE SUCCESS?

ASTC will measure the success of our strategic goals by measuring the association's and our members' progress* toward the following goals:

CONNECTION

Increase ASTC and our members' influence in their communities—growing their roles as community conveners and trusted resources

Measured through partnerships, public profile, and engagement in community governance

RELEVANCE

Broaden ASTC and our members' reach and perceived value—expanding the proportion of their communities they serve and providing greater value to their audiences

Measured through audience and evaluation metrics

SUSTAINABILITY

Improve ASTC and our members' organizational health—increasing financial sustainability and workforce capacity

Measured through operating finances and reserves, including endowments; planned capital projects and deferred facilities maintenance; and staff retention, skills alignment, and wellbeing

*Total members that report increases in these metrics between the strategy launch in 2026 and the completion in 2030.

CONNECTION

Connect science and technology engagement with the public good



OBJECTIVES

Leverage ASTC's leadership to underscore the significance of the relationship between the public and the science and technology ecosystem, and drive forward practices that deliver positive benefits on individuals, their communities, and the planet

Increase the breadth and depth of collaboration and member connections across sectors

Promote and advocate for the work of the full range of our members

KEY STRATEGIES

- Develop and disseminate new narratives and messages on why our members' work to engage the public in science and technology is critical to enhancing lives and livelihoods, communities, and sustaining the planet

- Expand and develop new strategic industry and cross-sector partnerships that support our members' work to serve their communities' priorities (e.g., increase job skills/readiness, scientific and technological literacy, and opportunities for joyful human connection)

- Using examples of member impact, influence potential funders (government and philanthropic) and industry partners to invest resources in ASTC members

- Focus ASTC's awards program and storytelling to members to celebrate member success aligned with community priorities

How will we measure our success?

Increase ASTC and our members' influence in their communities—growing their roles as community conveners and trusted resources

MEASURED THROUGH

- Partnerships
- Public profile
- Engagement in community governance

RELEVANCE

Cultivate a bold vision for the future of science and technology engagement



OBJECTIVES

Support our members in being future-focused and responsive to community priorities

Build members' capacity to access, generate, and analyze data to drive their future strategies and impact

Share evidence-based approaches to design and facilitate science learning and engagement

KEY STRATEGIES

- Engage members on how their organizations can adopt a future-focused practice to ensure they are able to adapt to changing community needs and priorities
- Evolve ASTC's Community Science Framework and tools for use by all members to help them support communities to address their own priorities and influence decisions that affect their lives
- Develop a suite of services (e.g., consulting, learning opportunities, tools, resources, and models) to increase members' data literacy (enhancing their ability to listen to their communities and their capacity to gather data that drives organizational strategy)
- Expand ASTC's strategic initiatives that support members in addressing common community needs and provide ASTC with opportunities for thought leadership

How will we measure our success?

Broaden ASTC and our members' reach and perceived value—expanding the proportion of their communities they serve and providing greater value to their audiences

MEASURED THROUGH

- Audience metrics
- Evaluation metrics

SUSTAINABILITY

Elevate our member organizations and staff



OBJECTIVES

Expand high-impact professional learning for all levels of our members' workforces

Foster innovation, experimentation, and scaling of new, sustainable business and operational models

Facilitate connection, learning, and collaboration among members

KEY STRATEGIES

- Expand ASTC's professional learning offerings and services to directly support members' strategies and organizational capacity, including building skills in business and strategy development, product development, revenue model development, and partnership development

- Develop new funding (and other) mechanisms that can directly support innovation and experimentation among members

- Continue expanding and improving Communities of Practice to enhance peer learning and network building

- Ensure that ASTC platforms (awards, conference sessions selections, *Dimensions*, etc.) recognize efforts (achievements and failures) that demonstrate innovative approaches

How will we measure our success?

Improve ASTC and our members' organizational health—increasing financial sustainability and workforce capacity

MEASURED THROUGH

- Operating finances and reserves, including endowments
- Planned capital projects and deferred facilities maintenance
- Staff retention, skills alignment, and wellbeing

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