



American Astronautical Society

We Advance Space

STRATEGIC PLAN

Vision

Advancing space activities for all.

Mission

Engage our diverse membership network to:

- Grow the global space community through networking events, affiliates, members, and recognition of key achievements in space related activities
- Facilitate dialog on space activities across government, academic, international, and private sector communities
- Promote science and technology for the advancement of space activities
- Impact development and implementation of space policy
- Inspire students to undertake space-related careers

While serving the professional needs and interests of our members.



IMPLEMENTATION GOALS

- Goal 1: Conduct at least five major high-quality, inclusive events (e.g., Goddard, Glenn, Von Braun, Space Flight Mechanics, Astrodynamics, GNC) per year to broaden understanding of science, technical, and programmatic activities, and capabilities.
- Goal 2: Expand our membership by 10% each year recruiting new corporate members and sponsors, affiliations including universities, and individual members.
- Goal 3: Increase university members 10% per year with objective to expand student interest in professional careers in space.
- Goal 4: Impact space policy by improving understanding of space policy issues and fostering space community dialogue
- Goal 5: Engage in at least three activities (e.g., IAC, embassy events) per year to facilitate understanding of international activities and cooperation in space.
- Goal 6: Increase Journal for Astronautical Sciences (JAS) publication cadence from four issues per year to six issues per year
- Goal 7: Grow digital presence (e.g., number of website visitors, social media followers, etc.) through greater than 10% annual increase and become a trusted online reference for information on space activities.