



2050 STRATEGIC GOALS

AURA enables astronomical discovery and promotes broad engagement in exploring the Universe

Vision

*AURA is committed to creating a world in which astrophysics
discovery inspires and engages all of humanity*

Mission

*AURA provides innovative, open resources to enable discovery and excellence
in research, to unify the astrophysics communities, and to promote public
understanding of our universe and the benefits of scientific exploration*

Core Values

*Core Values are behaviors that are
required for AURA to fulfill its Mission*

- Scientific Integrity
- Professional Integrity
- Service
- Respect
- Transparency
- Safety

Goal Values

*Goal Values are behaviors that are seen as
highly useful, which the organization always
strives to improve*

- Commitment to scientific research
within AURA
- Excellence
- Efficiency
- Diversity and inclusion
- Teamwork
- Innovation
- Engagement
- Leadership



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USERS

Astronomical users of our facilities, archives, and products

Strategic Goals:

AURA is a leading organization in envisioning, developing, and operating world-class ground- and space-based facilities that deliver forefront astrophysical science.

AURA manages public access to a world-class system of ground- and space-based public-private facilities that meets the highest priority goals of the astrophysics communities.

AURA ensures long-term curation and easy access to key astrophysics data and state-of-the-art analysis tools.

OTHER COMMUNITIES

Broader astronomical community (non-users), public, elected representatives (not always the same as funders)

Strategic Goals:

Communities and organizations with aligned interests view AURA as a valued partner and/or collaborator.

The broader scientific and technical communities view AURA as a valued partner for science advocacy.

AURA has been effective in gaining the public's appreciation for investments in astrophysics and scientific discovery.

FUNDERS

Funding agencies (NASA, NSF, Department of Energy, Air Force, etc.), private foundations, Congressional Appropriators; astronomy leaders

Strategic Goals:

AURA is trusted by the agencies, public and private funders, and the astrophysics communities to develop, and foster consensus for, astrophysics priorities.

AURA is an effective advocate to agencies and public and private funders for frontier astrophysics science and technology.

AURA has the necessary partnerships, resources, and intellectual capital to develop and operate current and next-generation astrophysics facilities.

AURA is recognized by agencies, public and private funders, and the astrophysics communities for its science-driven excellence in operations, management, and delivery of astrophysics facilities and data.

EMPLOYEES

Employees at all of AURA's Centers and sites

Strategic Goals:

All employees are committed to AURA's values, and to advancing AURA's vision and mission.

AURA's workforce has the appropriate skills to achieve the organization's strategic goals.

AURA provides its workforce with an inclusive environment that encourages professional development.

AURA has a world-class and diverse workforce.

