This report represents Astronomical Society of the Pacific's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**Mission:**
For 125 years, the ASP, headquartered in San Francisco, has inspired professionals, researchers, educators, amateurs, and armchair astronomers to look up and wonder about our place in the universe, and about what the universe can teach and tell us. Around the world, in classrooms, museums, planetariums, national parks, state parks, nature centers, astronomy clubs, city sidewalks, online and your own backyard, the ASP fosters scientific curiosity, advances science literacy, and shares the excitement of exploration and discovery. We design and deliver innovative astronomy toolkits, programs, publications and education guides in our mission to inspire youth and adults across the economic spectrum in support of their success as science, technology and academic leaders.

The content of this Charting Impact Report is the sole product and responsibility of Astronomical Society of the Pacific. This
report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

ASP's primary goals: •Serve: ◦Professional astronomers through our publications and connections. ◦Education & public outreach professionals through our national meetings and collaborations. ◦Communicators through our materials, programs and expertise. ◦K-12 teachers through our networks, resources and training programs. ◦Informal educators through our networks, materials and workshop opportunities. ◦Amateur astronomers through our networks, training and outreach tools. ◦Public audiences through our resources, outreach programs and memberships. •Grow our programs, networks and publications to connect our diverse audiences and stakeholders. •Build on our recognized leadership in using astronomy to advance science literacy, engagement and connectivity. •Strengthen our organizational foundation based on an agile, integrated and multi-faceted approach to science education and public outreach.

2. What are our strategies for making this happen?

At the ASP, we: •Connect scientists, educators, amateur astronomers and the public. •Share the results of astronomical research and news through our publications. •Design and deliver professional development, services and toolkits to educators. •Organize a national forum for science and science education through our annual meeting. •Recognize excellence in astronomy and astronomy education through our awards. •Communicate the excitement of astronomy and science to the public.

3. What are our organization's capabilities for doing this?

* A team of seasoned formal and informal educators and professional development experts * Diverse and well respected publications serving the professional, education, and amateur communities

4. How will we know if we're making progress?

Program participation levels, surveys, independent program audits, adherence to best practices in education professional development.

5. What have and haven't we accomplished so far?

* Publications of the Astronomical Society of the Pacific (PASP) has published 941 issues to benefit the professional astronomy community. * Approximately 3,000 teacher/astronomer teams have been trained to provide hands-on astronomy lessons to an estimated 350,000 school children at sites around the country. * More than 1,000 informal educators have been trained to increase astronomy education capacity at 700 museums, nature centers and national parks serving an estimated annual audience of 117 million people. * The ASP Conference Series has published 477 volumes to benefit the wider scientific community. * We support a network of 425 astronomy clubs, and provide training and materials to enhance their public astronomy outreach activities – logging 23,000 events reaching 2.4 million people.