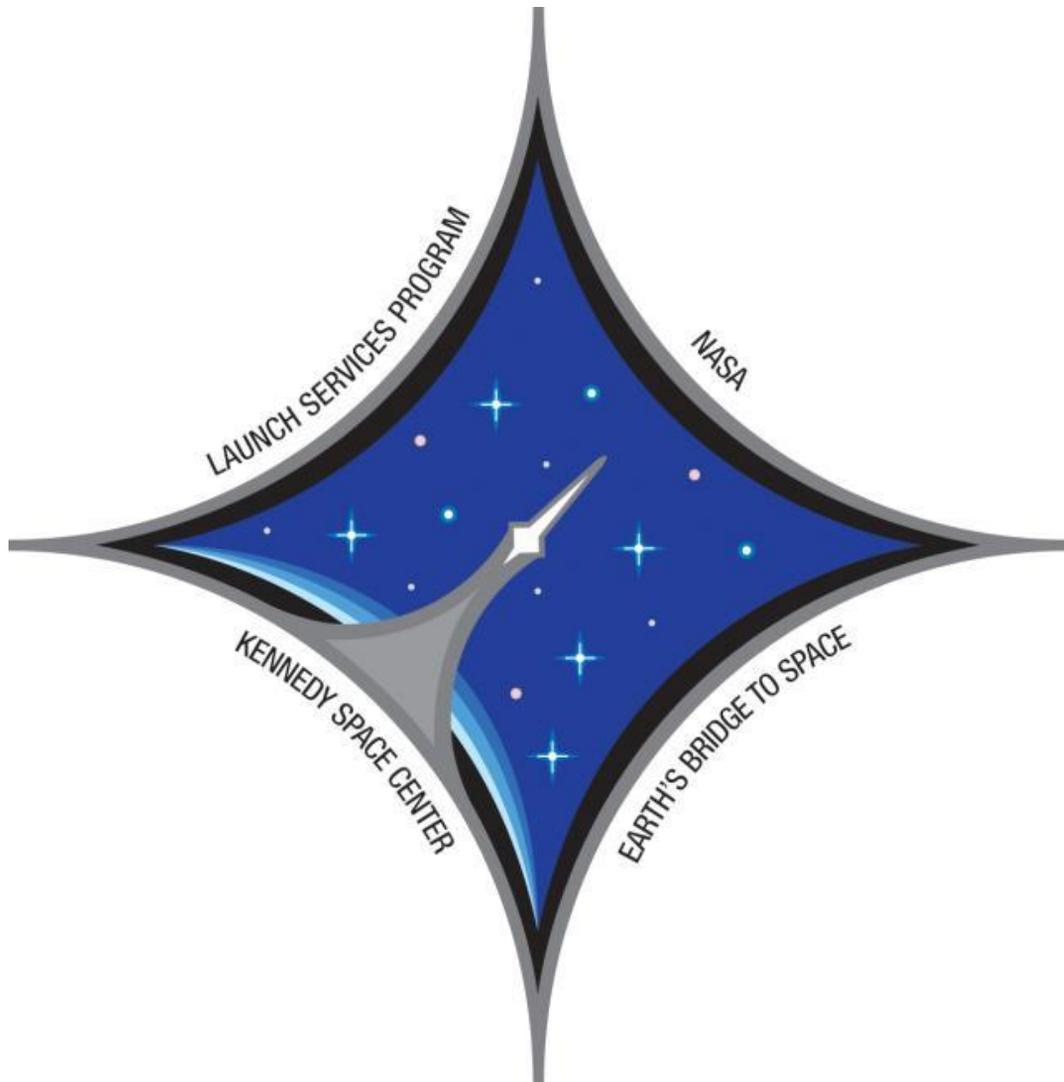


Launch Services Program Path to the Future



2012

LAUNCH SERVICES PROGRAM

Vision, Mission, and Goals

The Launch Services Program (LSP) was established at Kennedy Space Center for NASA's acquisition and program management of Expendable Launch Vehicle (ELV) missions. A skillful NASA/contractor team is in place to meet the mission of the Launch Services Program, which exists to provide leadership, expertise and cost-effective services in the commercial arena to satisfy Agency wide space transportation requirements and maximize the opportunity for mission success. The principal objectives are to provide safe, reliable, cost-effective and on-schedule processing, mission analysis, and spacecraft integration and launch services for NASA and NASA-sponsored payloads needing a mission on ELVs.



The LSP Vision

To be the recognized leader in launch services

The LSP Mission

Leadership and expertise in providing on-orbit, on-time, on-cost launch services

The LSP Goals:

Goal 1: Maximize Mission Success

Goal 2: Assure Long-Term Launch Services

Goal 3: Promote Evolution of a US Commercial Space Launch Market

Goal 4: Continually Enhance LSP's Core Capabilities

LSP's alignment with NASA's goals:

NASA Vision: NASA leads scientific and technological advances in aeronautics and space for a Nation on the frontier of discovery

NASA Mission: Drive advances in science, technology, and exploration to enhance knowledge, education, innovation, economic vitality, and stewardship of the Earth

LSP's goals:

LSP Goal 1: Maximize Mission Success

LSP Goal 2: Assure Long-Term Launch Services

LSP Goal 3: Promote Evolution of a US Commercial Space Launch Market

LSP Goal 4: Continually Enhance LSP's Core Capabilities

Goal 1: Extend and sustain human activities across the solar system

Goal 2: Expand scientific understanding of the Earth and the universe in which we live

Goal 3: Create the innovative new space technologies for our exploration, science, and economic future

Goal 4: Advance aeronautics research For societal benefit

Goal 5: Enable program and Institutional capabilities to conduct NASA' aeronautic and space activities

Goal 6: Share NASA with the public, educators, and students to provide opportunities to participate in our mission, foster innovation and contribute to a strong National economy

NASA's goals:

Bubble size indicates LSP involvement in NASA's goals: Large Orange = Prime; Small Purple = Secondary

LAUNCH SERVICES PROGRAM

2012 Program Goals Defined

The Launch Services Program has 4 main goals that it strives to achieve each year. These goals are in alignment with the NASA Agency Strategic Plan and focus on creating reliable, predictable, affordable access to space. To accomplish these goals, LSP has identified several initiatives and feasibility studies.



Goal 1: Maximize Mission Success

Maximize mission success and achieve mission excellence for all missions.

Goal 2: Assure Long-Term Launch Services

Assure services by providing end-to-end and advisory service expertise for NASA Science, Exploration, U.S Government, and Government sponsored missions.

Goal 3: Promote Evolution of a US Commercial Space Launch Market

Promote the evolution of a U.S. Commercial Space Launch Market through continued relationship development with customers and stakeholders as well as the continual enhancement of policy, contracts, and launch service products and services



Goal 4: Continually Enhance LSP's Core Capabilities

Enhance the Launch Services Program Core Capabilities by monitoring the Programs Performance Assessment Tools and Measures, Relationships with Customer and Stakeholders, Workforce, LSP Policy and Contracts, and Products and Services.

Assuring reliable and cost-effective access to space for payload missions also is critical to achieving our goals. Through our Launch Services Program (LSP), we are responsible for understanding the full range of civil space launch needs and working closely with other Government agencies and the launch industry to ensure that the safest, most reliable, on-time, and cost-effective commercial launch opportunities are

LAUNCH SERVICES PROGRAM

2012 Strategic Initiatives

LSP's Strategic Goals:	#	2012 Strategic Initiatives	Initiative / Study	Owner
Goal 1: Maximize Mission Success	1	Achieve mission success/excellence for all missions	Initiative	Everyone
	2	Evaluate the depth vs. breadth of LSP technical insight model for different launch services	Initiative	Carney
Goal 2: Assure Long-Term Launch Services	3	Continue to build an LSP/Commercial Crew support model	Initiative	R. Mueller
	4	Explore different contracting mechanisms to expand customer base and demonstrate flexibility	Initiative	Bedell/Wiese
Goal 3: Promote Evolution of a U.S. Commercial Space Launch Market	5	Enable providers to be available, affordable, reliable and predictable	Initiative	Bedell
	6	Determine the best way to implement PPOD/Ridesharing/Dual Manifest opportunities	Initiative	Faller
Goal 4: Continually Enhance LSP's Core Capabilities	7	Develop an advanced concepts capability (3 rd stage)	Feasibility Study	Beaver
	8	Design spacecrafts to be aligned with launch vehicles	Feasibility Study	Faller
	9	Explore options for LSP & launch vehicle budgets	Feasibility Study	Haber/Wiese
	10	Certification: clarify, communicate, and redefine for LSP and customers	Initiative	Vangani
	11	Explore alternative strategic outreach/marketing ideas	Feasibility Study	Lebron/Buckingham

The graphic features the text "EARTH'S BRIDGE TO SPACE" in a serif font. "EARTH'S BRIDGE TO" is stacked vertically on the left. "SPACE" is written in large letters to the right. A stylized Earth is positioned behind the letter "A" in "SPACE", with a bright sunburst effect at its center. A glowing orange arc, representing a bridge or orbit, curves from the top left towards the Earth. A vertical orange glow is on the far left.

EARTH'S
BRIDGE
TO
SPACE

National Aeronautics and Space
Administration

Launch Services Program
2012 Path to the Future