Launch Services Program
Path to the Future

2011

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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

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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

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’s 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

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

Bubble size indicates LSP involvement in NASA’s goals: Large Orange = Prime; Small Purple = Secondary
LAUNCH SERVICES PROGRAM

2011 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.
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<th>LSP’s Strategic Goals:</th>
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<th>2011 Strategic Initiatives</th>
<th>Initiative / Study</th>
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<td>Goal 1: Maximize Mission Success</td>
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<td>Achieve Mission Success/Excellence for all Missions</td>
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<td>Goal 2: Assure Long-Term Launch Services</td>
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<td>Develop a Commercial Crew support model</td>
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<td>Goal 3: Promote Evolution of a U.S. Commercial Space Launch Market</td>
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<td>Increase presence of LSP in the global space market</td>
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<td>Enable providers by looking at LSP strategies and core business to make space access more available, affordable, reliable and predictable</td>
<td>Initiative</td>
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<td>Goal 4: Continually Enhance LSP’s Core Capabilities</td>
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<td>Develop an advanced concepts capability</td>
<td>Feasibility Study</td>
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<td>Concurrent spacecraft and launch vehicle competitions</td>
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<td>Eliminate &quot;Best Price&quot; clause in government contracts</td>
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<td>Design spacecrafts to be aligned with launch vehicles</td>
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