



# World Space Week Association Board Meeting February 5, 2015

## Executive Director Report Michelle Mendes



# Executive Team Re-alignment

- Executive Director – Management and Development Focus
  - Fund raising
  - Project management
  - Governance
- Operations Director – Hands on Operations Focus
  - Poster
  - Website
  - Social Media
  - Communications
  - Special Programs



## Executive Team

Executive Director

Operations Director

National Coordinator Relationship Mgr

Education, Media and Communication Mgr

Astronomy Liaison Manager

HR Manager

Marketing Manager

Webmaster

Office Manager

Michelle Mendes

Remco Timmermans

Goran Nikolasevic

Victoria Southgate

Haritina Mogosanu

Sonakshi Joneja

Zoe van der Meulen

Paul McMahon

Marcia Gilbert



# General Plans

- Long Term Strategy
  - Becoming the top space event brand in the world
  - Increase the budget along with the brand value
  - Increase and activate our partner network
  - Strengthen our UN relationship
  - Adapt more theme-based fundraising, cornerstone events and educational materials
- Near Term Plans
  - Strengthen management and communications
  - Focus on fundraising and new strategic sponsors
  - Invite participation in WSW by more organizations and individuals worldwide



## Progress To Date

- MOU signed with Canadian Space Society as Canadian NC
- Meeting of interested US organizations at Space Symposium in April co-hosted by partner Space Foundation
- #ImOnBoard success in cooperation with Lockheed Martin
- Event Participation and Management through task assignment
- Board communication to leverage WSWA influence
- 2015 Brochure to be ready shortly
- Use of Salesforce to enhance management

# 2014 Donors

## **Universal Sponsors \$10,000+**

Lockheed Martin (new)

## **Galactic Sponsors \$5,000+**

Airbus Defence & Space

Turksat\*

## **Stellar Sponsors \$2,500+**

Astrax (new)

Secure World Foundation

## **Planetary Sponsors \$1,000+**

ATK

IHI Corporation (\$2000)

Strategic Decisions Group (new)

## **Satellite Sponsors \$500+**

Bastion Technologies

LeFiell Manufacturing

Lex Mercatoria Solicitors

SpaceTek (new)

Smatis Film (new)

## **Teacher Program Sponsors**

Heinlein Prize Trust (\$15,000)

## **Poster Sponsors**

Inmarsat (\$3,000)

CNES (in-kind printing)

Agnieszka Kumuda (in-kind artwork)

## **Other Donations**

Dennis Stone \$200

Others \$50



## 2015 Development Goals

- Goal to raise \$70,000 (exceed \$40,000 budget)
- Already have Inmarsat as a poster sponsor
- Work with Lockheed Martin to leverage #ImOnBoard
- Activate donor renewal program
- Start new Flagship Grant Program
- Seek volunteers for communications, media relations, and web site