



# Executive Directors Report

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# Why and how do we do what we do?

- **People** are at the heart of World Space Week. All across the world from Nairobi to Tokyo, people who engage with World Space Week as volunteers, event participants, sponsors and partners have three things in common:
  - They want to be part of something unique and big;
  - They want to be recognized; and
  - They want to be connected.
- The World Space Week Association (WSWA) makes this happen by:
  - creating a **platform** for people to come together through developing a WSW theme that unites event participants,
  - creating a **calendar** of events and using social and traditional media to promote and highlight events, and also **organizing** events and contests,
  - **distributing** available resources and coordinating a network of 80 national coordinators
  - **Soliciting** for funding from space related/space supportive institutions.
- It takes A LOT of time and dedication and hard work from all the **volunteers** to make this possible, because we have a **passion for space** and for ensuring that the whole world have **ACCESS to opportunity** to share our passion! There is so much more to do and the demand is ever increasing.
- But, what is access without **support**?

# The Real Demand for WSWA

- World Space Week Association has not consistently held WSW events, so that is not the core need, rather:
- National Coordinator Manager, Operations Manager and Office Manager get **daily requests from** all around the world for resources and support to host events, and promote STEM
- All donors and funders are interested to hear about **project proposals** and how the WSW platform supports STEM and promotion of space
- National Coordinators want the WSW team **to engage with them**, see the work they are doing and have opportunities to interact with the global space community and be involved in projects
- Society want to **hear from** a global audience and get their contributions to solutions to fix our world, and understand the benefit of space

# How Did We Meet the Demand: Outcomes of 2016

- **+2700** events in **86** countries with participation from over **1330** organizations. If we analyze events in 2016, the vast majority of events were held in **schools, universities, or other educational organizations**. WSW is primarily a resource of young people for the space community. We had their ears!
- **3500** posters distributed to National Coordinators across the globe, effectively coordinated by National Coordinator manager, Operations Manager and Office Manager. Poster contest gave national and international **attention** to 17 year old Filip Glogoški of Croatia
- Executive Director (ED) and Operations Manager (OM) engaged in WSW **outreach activities and presentations** in Pakistan, Colorado Springs, Abu Dhabi, Vienna, Paris, Ottawa, New York and Guadalajara. From just ED, OM and NC Manager alone we made over **300** new contacts to add to database who receive our newsletters. Pakistan only NC we really engaged with and they were very happy!
- Significant attention was brought to the previously **unrecognized efforts** of Mexico leading to Mexico Space Agency head **joining** the board of directors of WSW. We added a new **feature** to the events calendar to highlight individual countries.
- Internationally **recognized and renowned** social media campaign, resulting in millions of impressions, shares and mentions and direct engagement with **42** organizations during WSW
- **Victoria Southgate**, WSW National Coordinator of the United Kingdom (UK) and past Media volunteer for WSW global was **awarded the Sir Patrick Moore Medal** from the British Interplanetary Society for her WSW UK activities, keeping the UK in the top 10 WSW countries
- Public Interest story: 8year old **Croatian Ivan Rubčić** is our new Stella Felix

## OPERATIONS

- **4** New sponsors recruited by Board member Misuzu Onuki and ED in addition to retaining **8** previous sponsors, and **2** new partners. One additional **in-kind sponsor** to support logo and brand development valued at \$25,000.
- Successful **hand over, training and mentorship** of brand new executive team, led by Volunteer President WSWA. Solid team of passionate people recruited by ED to fill management positions – Now a team of **10**. Addition of **2** new board directors

# Spotlight on Social Media

“Talia Landman is amazing and will go far” Erin Greeson ,Director of Communications, The Planetary Society

“I can not believe the passion and energy that Talia has for her work, this was one of the most significant parts of the WSW campaign” Olga Stelmakh



- **#WSW2016** hashtag had an impression of over **9.7 million people**
- **#WorldSpaceWeek** hashtag had an impression of over **8.7 million people**
- Facebook accumulated **over 467,000 impressions** and **engaged with over 6,000 people**
- Twitter accumulated **over 240,000 impressions** and **engaged with over 5,000 people**
- Instagram accumulated nearly **5,500 impressions**
- LinkedIn reached over **6,500 thousand people**

# Observations and Lessons Learned from 2016

- The work of the **National Coordinator Manager** is substantial to support 80 national coordinators who are all looking for support, resources and development – one person can not effectively manage this expectation.
- Operations requires **significant** administrative and procedural work that is unaccounted for, meaning that much of the benefits arise with little attribution to what makes it all possible. **Oversight** by President is also a significant undertaking.
- The premise of WSW is easy for everyone to understand, but many funders find it easier to support a **fundable and easy** to understand project – hence the new sponsors this year ALL supported the poster distribution and would have enjoyed seeing a pipeline of options to choose from. We need a big **WSW event** and we need a **big project** to reveal at the event! The 2 go hand in hand, and everyone can get excited about something! Difficult to determine how to engage partners without projects.
- Volunteers have a lot of **enthusiasm and energy** but need to be directed and supported to be of most value, which takes considerable time and energy that is also required for operations. When there is no time, their development is the first to go.
- **Increased communication** with board, partners, sponsors NC's and event holders is VITAL. A one hour call with board director Courtney Stadd resulted in some excellent and key introductions, and more is needed. Continuous feedback with sponsors is needed to show them what their money is being spent on, which may not be clear due to all the undocumented work that occurs.
- A lot of work goes into distributing posters. With a **distribution channel** in place, and WSW partners, we should use our distribution channel to distribute more resources from the space community to the national coordinator. This would be an increase in value to NC's, many of whom had expectations that a UN supported organization could do more for them! To identify who to support, we need to know their vision!

# 2017 Priorities to Meet Demand

## 1. Build a robust team

- New Roles have been created and assigned based on need and importantly + interest and skill set!
- Create incentives, development and training opportunities
- Support development of National Coordinator Network – See them as part of the core team with a HR strategy, clean up the network and request a vision and plan for STEM promotion in the country, if support was available
- Increase engagement with the board to support development activities, alongside administration

## 2. Build a robust platform

- Priority is to focus on developing a process tool and to store all the institutional knowledge regarding operations
- Account better for time spent through recording time spent
- Better policing of events calendar, improve ease of use, and data extraction and enforcement of protocols
- Increase impact of poster by only adding sponsors and partners that contribute towards supporting NC network

## 3. Relationship building

- More communication with donors on a consistent basis to ensure the understanding of the value of WSW
- Articulate better the value of the WSW platform and create a clearer benefits chart for donors
- Focus partnership on support for NC and projects
- Develop relationship with the press

## 4. Capstone Projects

- Develop a series of project proposals that can be funded
- Organize an official World Space Week Development Event/Awards Ceremony in Washington, plan for replication in other parts of the world, funds, time and experience permitting

# What can you do to help?

- **Board Members:** We need more support with your contacts, experience, and passion!
- **Executive Committee:** We need to account better for our time!
- **Volunteers:** We need commitment and engagement, and NC's need to communicate the vision for your country
- **Sponsors:** We need funds to support the development of the WSW platform and project proposals to take WSW to the next level
- **Partners:** We need resources to share with the event participants
- **Space Community:** We need you to go ahead and organize space events, reach out to us and tell us the great stories, or the challenges
- **Media:** We need you to understand that WSW is a powerful tool to reach out to the world and get some amazing stories
- **Educators:** WSW is a fantastic way to inspire kids, we have their ears!

# Special Recognition

- **Talia Landman**, for being a Social Media Superstar and all-round general inspiring person
- **Goran Nikolasevic**, Operations Manager, previous National Coordinator Manager, previous Croatian National Coordinator, dedicated and committed supporter of WSW and visionary: Congratulations for the Special WSW Service Award 2016!
- **Misuzu Onuki** for being an exemplary board member
- Lockheed Martin, Inmarsat and Fedex Space Solutions, and all sponsors for **continued support**
- **Dennis Stone** for dedication, and all the unaccounted for work!