



World Space
Week ASSOCIATION

2019 Operating Plan

World Space Week Association Executive Committee

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1 INTRODUCTION

In compliance with the Bylaws of World Space Week Association (WSWA), this Operating Plan is approved by the Executive Committee to implement the direction specified by the Board of Directors.

The period of this plan is the Association's fiscal year beginning on 1 January 2019 and ending on 31 December 2019.

The overall mission, strategy, goal, and policy established by the Board are contained in section 2. Specific plans for the year are in section 3. Section 4 defines the budget. The organizational structure is depicted in section 5. Governance is described in section 6.



2 MISSION, STRATEGY, AND GOAL

This section depicts the mission, strategy and goal of the Association. This section is under the control of the Board of Directors, and is included for reference.

2.1 Mission

The mission of World Space Week Association is to strengthen the link between space and society through public education, participation, and dialogue on the future of space activities, using World Space Week (WSW) as a focus.

2.2 Goal

The long-term goal of the Association is to sufficiently institutionalize World Space Week such that it continues to grow throughout the world by itself.

2.3 Strategy

To achieve this mission, the strategy of the Association is to expand UN-declared World Space Week, 4-10 October annually, to efficiently focus global attention on space through widespread events that week and associated media coverage.

Specifically, the Association shall:

1. Institutionalize World Space Week in the plans of other organizations globally on the largest possible scale;
2. Seek media coverage of the resulting celebration;
3. Provide participating organizations with coordination and assistance;
4. Hold high-visibility events at a global level.



3 PROGRAM PLAN

This section contains the top-level program plan for this year.

3.1 Programmatic Plans

1. **Participant Marketing** – Increase participation in World Space Week (WSW) via marketing to the global space, education, and other sectors.
2. **Participant Support**
 - a. Provide services to WSW coordinators and participants, including the web site, poster, teacher resources, and global media campaign.
 - b. Increase support for National Coordinators and formalize the positions.
 - c. Improve the web site calendar and improve participant reporting.
3. **Special Programs** – Resources permitting, hold high visibility programs to help attract global attention to World Space Week.
4. **Global Partners** – Maintain and expand cross-promotional relationships with international organizations.
5. **20th Anniversary of World Space Week** - Special attention should be given to the 20th Anniversary of World Space Week. Based on resources, a series of “Leading up to the World Space Week” events could be held, such as podcasts and a reception for partners and sponsors of the Association.

3.2 Developmental Plans

1. **Strengthen Human Resources** – Continue to establish and fill officer positions and work toward a more stable, active volunteer base.
2. **Strengthen Financial Resources**
 - a. Seek greater engagement with the Board in fund-raising.
 - b. Develop tailored project proposals for specific donors.
 - c. Seek additional funding from current and prospective donors.
 - d. Increase WSWA visibility to current and prospective donors.
 - e. Recruit well-recognized Honorary Chair to solicit peers.
3. **Improve Visibility of the Association**
 - a. Share insights from WSW events to the global space community;
 - b. Actively participate at international events and projects, resources permitting;
 - c. Involve the Board of Directors as ambassadors for the Association.
4. **Enhance Efficiency** – Improve processes and tools to capture institutional knowledge, manage the annual plan of activity, and to facilitate collaboration



4 BUDGET

Income		
	4000 · Contributed support	
	4010 · Indiv/business contribution	\$40,000
	4230 · Foundation/trust grant	\$0
	4235 · Gifts in kind	\$0
	Total 4000 · Contributed support	\$40,000
	5000 · Earned revenues	
	5150 · Program-related sales	\$0
	5490 · Miscellaneous revenue	\$0
	Total 5000 · Earned revenues	\$0
	Total Income	\$40,000
	6000 - Cost of Goods Sold	\$0
	Gross Profit	\$40,000
Expense		
	7000 Grant and contract expense	
	7040 Awards & Grants-individuals	\$300
	Total 7000 Grant and contract expense	\$300
	7500 · Contract Services	
	7540 · Professional fees - other	\$400
	7545 · Executive Director- contract	\$21,000
	7550 · Office Manager - contract	\$7,300
	7560 Social Media Services	\$3,300
	7565 Web Developer	\$750
	Other	\$100
	Total 7500 · Contract Services	\$32,850
	8100 · Non-personnel expenses	
	8110 · Supplies	\$650
	8130 · Communications	\$800
	8135 · Web and Internet	\$1,150
	8140 · Postage, shipping, delivery	\$6,000
	8150 · Mailing services	\$400
	8170 · Printing & copying	\$4,300
	8185 Dues	\$925
	8188 · Artwork/Graphic Design	\$0
	8195 · Office Equipment and Software	\$80
	Total 8100 · Non-personnel expenses	\$14,305
	8300 · Travel & meetings expenses	
	8310 · Travel	\$6,000
	8320 · Conference Fees	\$1,275
	8330 · Events	\$0
	Total 8300 · Travel & meetings expenses	\$7,275
	8500 · Misc expenses	
	8505 · Bank Fees	\$600
	8506 Sending bank fees	\$32
	8595 Write off expense	\$0
	8590 · Other Expenses	\$100
	Total 8500 · Misc expenses	\$732
	8600 · Business expenses	
	8645 Insurance	\$1,355
	8650 License & Taxes-other	\$10
	Total 8600 · Business expenses	\$1,365
	Total Expense	\$56,195
	Net Income	(\$16,195)
Approved, contingent on receipt of additional donations, in priority order:		
	1 Reception	\$5,000
	2 IAC Stand	\$5,000
	3 NC Meeting at IAC	\$500



The scope of this budget is:

- Core Program (Participant Support and Poster)
- Support Services (Development and General & Administrative).

Budgets for grants and other programs will be authorized per section 6.

The proposed budget assumes donations per donor do not increase from last year. The budget can be amended by the Executive Committee if revenue increases.

The Executive Director is authorized to:

- Move funds among accounts provided that total expenditures do not exceed the total authorized.
- Expend funds on the contingent expenses shown at the bottom of the budget above, based on receipt of additional donations or reduced spending in other accounts.

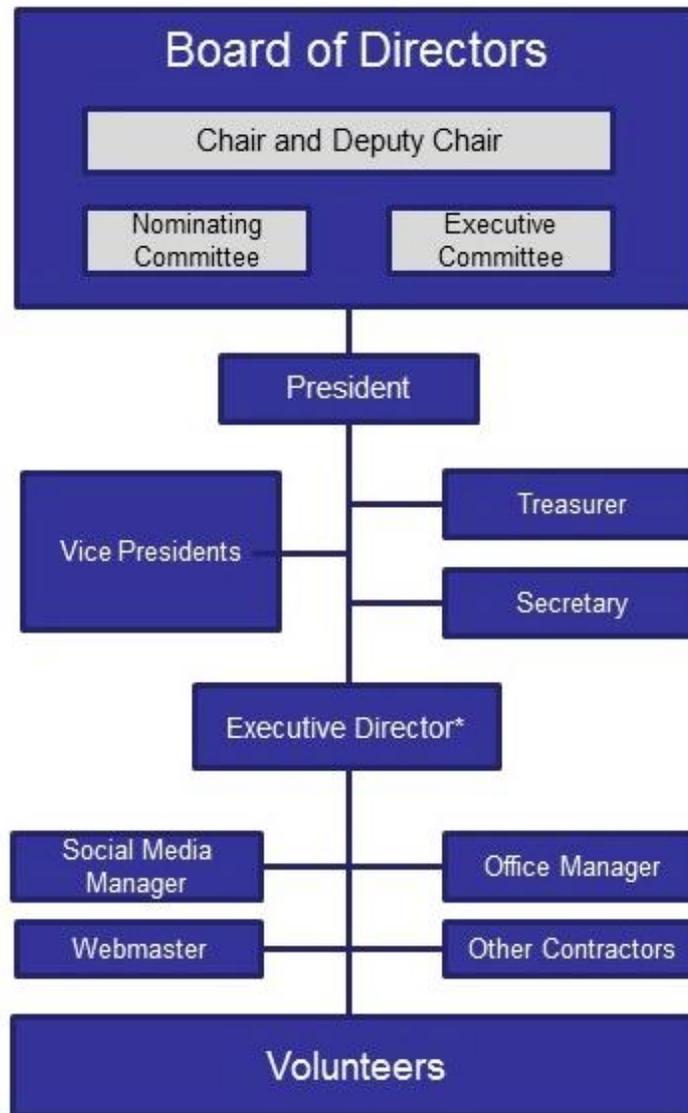
This conservative budget projects a net loss of \$16,195. Since we start 2019 with a surplus of \$16,441, this would result in a surplus of close to zero at the end of 2019. Although WSWA has traditionally underspent its budget, the Executive Director shall actively manage timing and amount of expenditures to ensure cash balances remain positive at all times, especially noting timing of donations.



5 ORGANIZATION

The WSWA Organization structure is depicted below. Per the Bylaws, Directors, Board Committees, and Officers are elected by the Board and the Executive Director is selected by the Executive Committee. All others (volunteers and contractors) are selected by the Executive Director as required to implement this Operating Plan. World Space Week Coordinators and Participants (event holders) are external to the Association and thus are not shown here.

The governance structure is under review this year.



* The Executive Director reports to the Executive Committee or the President in its stead.



6 GOVERNANCE

This section describes procedures for the governance of the Association.

6.1 Board of Directors

- The Board shall meet twice annually:
 - Annual Meeting – During the International Astronautical Congress.
 - Mid-Year Meeting – During the Scientific and Technical Subcommittee of the United Nations Committee on the Peaceful Uses of Outer Space.
- The Board may also conduct business electronically.
- Information for the Board, including meeting schedule, materials, and minutes, shall be available via the Association’s web site.
- Board approval shall be required for new projects with budgets over \$20,000 after preliminary approval by the Executive Committee.

6.2 Executive Committee

- The Executive Committee shall conduct business via email and may conduct telecons when desired.
- Minutes are not required, but decisions which affect the contents of this Operating Plan shall be reflected in updates to this Plan.
- The Committee shall provide a report at each meeting of the Board.
- Committee approval shall be required for all new projects with budgets over \$5,000 after preliminary approval by the Executive Director.

