



BOARD OF DIRECTORS MEETING 2015

WORLD SPACE WEEK ASSOCIATION
October 14, 2015

Executive Director's Report
Michelle Mendes



Overview

1. Preliminary Statistics of WSW 2015
2. Management and Human Resources Review
3. Long Term Strategy Update
4. Near Term Strategy Update
5. Projects in 2015
6. Fund Development Update
7. Plans for 2016

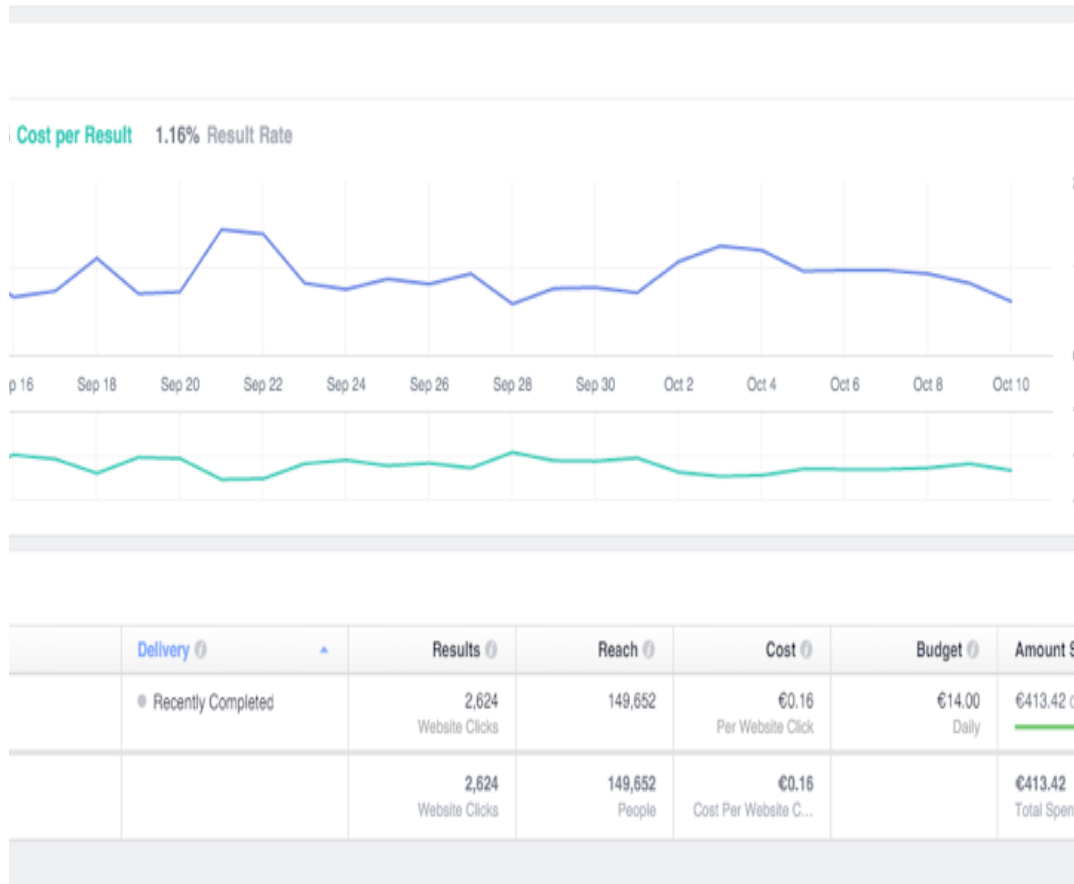


Statistics WSW 2015

- 2014:
 - ✓ 1,600 events
 - ✓ 100 Million media impressions
 - ✓ 40 million unique individuals
- 2015:
 - ✓ Highlights: Tweet Up, SEOC, UNAWWE, Skylight Opera
 - ✓ 1,000+ events (more to be tallied)
 - ✓ From 2 channels to 6 channels (increased WSW following by 94%)
 - ✓ Social Media Started September 10, 2015



Facebook Activity - Reach



- 2,624 visits to Website
- 4,737 Likes – increase of 20%

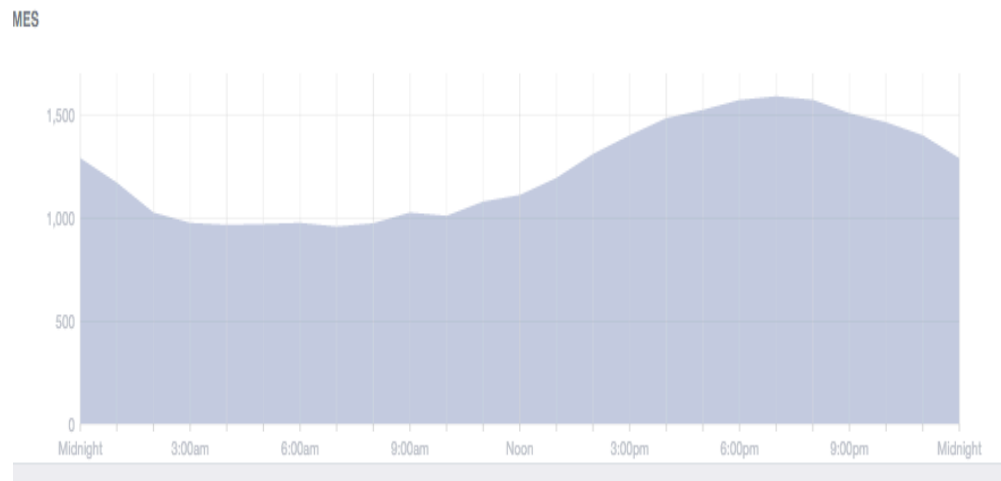
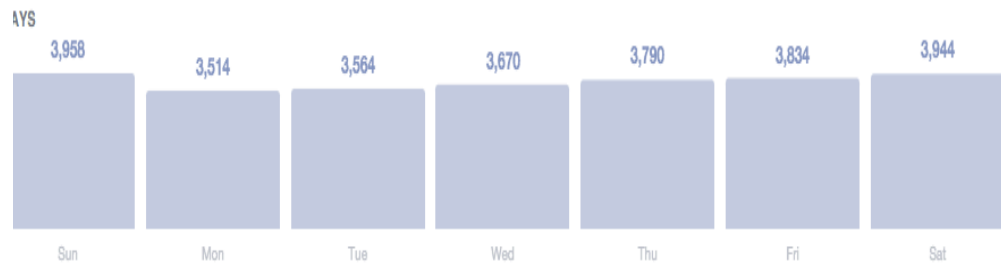
*as of October 10, 2015



Facebook Activity – People Who Viewed Oct 3-11

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



- 26,274 people viewed the Facebook page

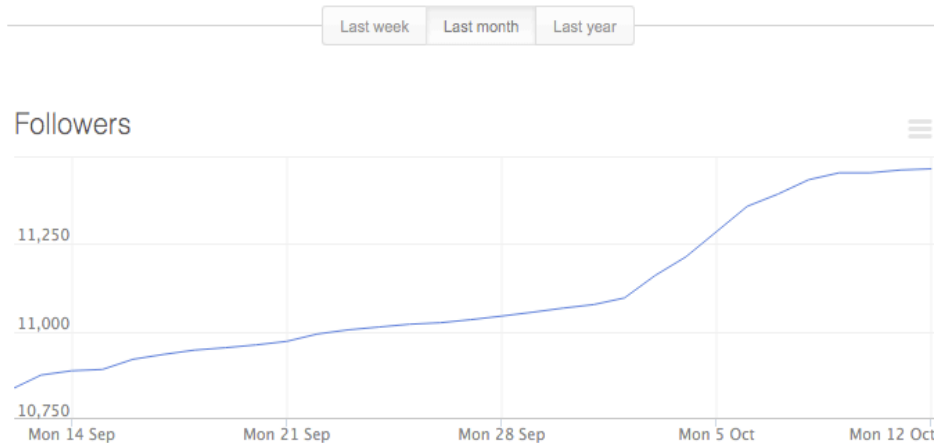
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Twitter - Overview

Account Analytics – @WorldSpaceWeek

11,464 Followers	5,783 Following	2,746 Tweets
314 Times Listed ⓘ	1.78 Influence ⓘ	0% Spam Probability ⓘ



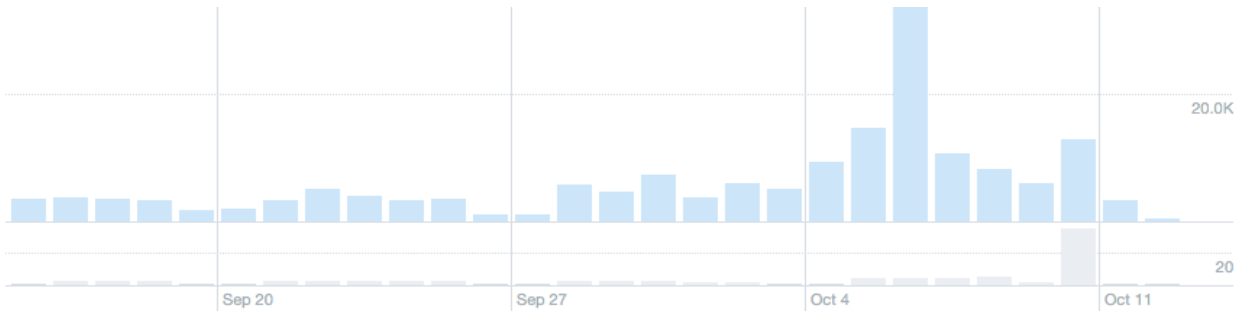
- Increase of 1,064 followers in 40 days to 11,464 (6%)
- Impressions – 179,700 in 28 days
- Sent 838 visits to the website
- 793 retweets

*as of October 10, 2015







World Space Week
October 4 - 10

Twitter – Tweet Activity



During this 20 day period, you earned 6.3K impressions per day.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	World Space Week @WorldSpaceWeek · Oct 10	Closing our panel at the #SGC_WSW2015 Tweetup		657	12	1.8%
View Tweet activity						
	World Space Week @WorldSpaceWeek · Oct 10	Is every #discovery worth being communicated to the public from the audience #SGC_WSW2015		550	8	1.5%
View Tweet activity						
	World Space Week @WorldSpaceWeek · Oct 10	#planetary #protection does play a role in #discovery #COSPAR #policy		507	1	0.2%
View Tweet activity						
	World Space Week @WorldSpaceWeek · Oct 10			860	20	2.3%

Engagements

Showing 28 days with daily frequency

ENGAGEMENT RATE

1.9%



LINK CLICKS

838



On average, you earned 30 link clicks per day

*as of October 10, 2015



Management and HR Review

- Executive Re-alignment
 - ✓ Resignation of Operations Director in July
- Implementation of Project Manager
 - ✓ Asana – cloud based to track projects
- Human Resources Strategy
 - ✓ Submitted in April
- Human Resources Update
 - ✓ Activity of Volunteers
 - ✓ Volunteer turnover



Long Term Strategy Update

- Value in Attending more events
 - ✓ Grows the brand value = increasing the budget
- Strengthening UN Relationship
 - ✓ Attended and presented at COPUOS
 - ✓ Co-hosted a reception in Vienna in June
- Activated our partner network
 - ✓ Yuri's Night, Space Foundation, UNAWE
- Cornerstone events, theme-based fundraising and educational materials
 - ✓ Tweet Up, Hubble and multiplied educational resources



Long Term Strategy Update

- Education Resources – why they are critical
 - ✓ Traffic to WSWA website
 - ✓ Encourages Peer-to-Peer Participation Marketing
 - ✓ Reputational enhancement in all sectors
 - ✓ Access to grants, subsidies and other foundation support
 - ✓ Value Added sponsorship opportunity initiatives
 - ✓ Template for other disciplines (Policy)



Near Term Strategy Update

- Strengthening Management & Communication
 - ✓ Executive Director Professional Development (free)
 - ✓ Asana strengthened Communications
- Focus on Fund Raising and New Partnerships
 - ✓ Mission Accomplished
- More World Wide WSW invitations to participate
 - ✓ Social Media, COPUOS, Conferences, Peer to Peer
- USA National Coordinator Initiative
 - ✓ Meeting at Space Symposium
 - ✓ USA NC established



Projects in 2015

- WSW Flags flown on Orion EFT-1 December 5, 2014
- Poster Contest
- WSW Annual Report – June 2015
- WSW Calendar fixed
- COPUOS
 - ✓ Presented at COPUOS Feb and Jun
 - ✓ Co-Hosted Reception with SGAC
- New Partners
 - Planetary Society
 - SpaceRef



Restructure Global Network

- Suggestions:
 1. Rename the position with new titles
 - Defines the role better
 - Adds credibility or prestige to the role
 2. Add Regional Managers
 - North America, South America, Europe, Middle East, Asia, Africa, Oceania)
 3. Amend Job Description – more year round activity
 4. Recruiting – Avoid WSWA risk and engage better candidates with targeted recruiting



Fund Development Update

- Development Projects:
 - ✓ Board Engagement
 - ✓ Conference Attendance
 - ✓ Social Media and Marketing Materials
 - ✓ Business Plan
 - ✓ Co-branding & Advertising
 - ✓ Partnerships
 - ✓ Engagement with Educators (Universities, Education, etc.)
 - ✓ Merchandising & Licensing
 - ✓ Grant Funding



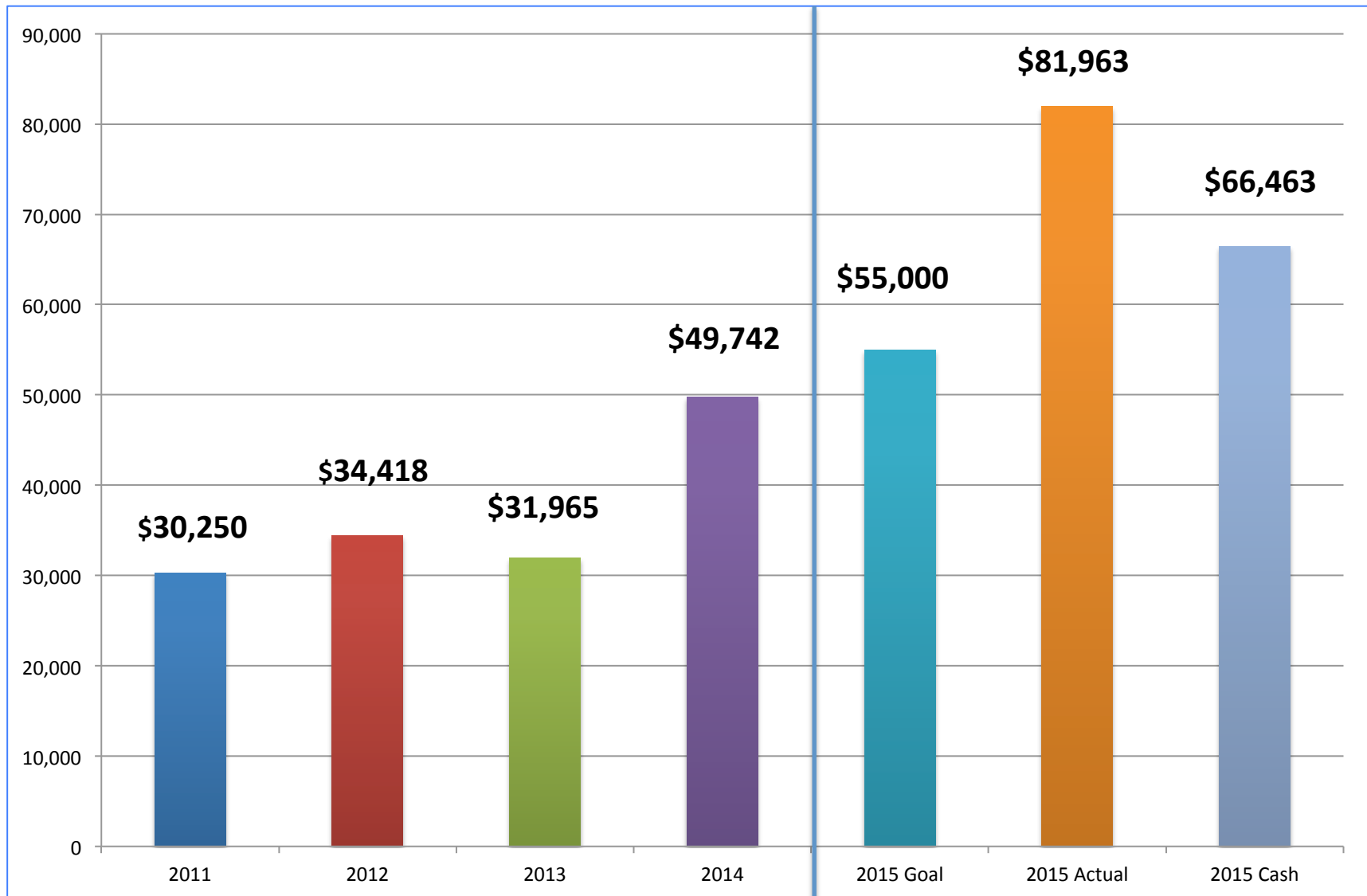
Fund Development Update

- Last year's goal was \$55,000
- 2015 Raised \$81,963
 - ✓ \$66,463 CASH
 - ✓ \$15,500 IN KIND
- Bypass goal by almost \$30,000 (149%)
- Increased donations by + \$32,000 and (65%)
- Since 2014 over \$130,000 raised



World Space Week
October 4 - 10

Chart of total donations 2011- 2015





New Plans for 2016

- Foundation Documents of WSWA
- Writing of a business plan
- Start new WSW calendar project (Yuri's Night)
- New website design
- Hiring of volunteers
- Strategic Alliances and Partnerships
- Adjustment of the Partner Policy
- Adjustment of the NC Network and NC Package
- Education Outreach Program



Conclusion

- 2014 and 2015 Achievements
 - ✓ Increased funding
 - ✓ Rallied support by various stakeholders
 - ✓ Engaged various supporters
 - ✓ “Tiuterra Crystal” went with Samantha Cristoforetti to space
 - ✓ WSW flags flown on Orion Exploration Flight Test One (EFT-1) on December 5, 2014.
 - ✓ The Martian movie released near WSW
 - ✓ The Skylight Opera (UNESCO and 32 nations)
- WSWA faces critical decisions