WORLD SPACE WEEK ASSOCIATION

October 14, 2015

Executive Director’s Report

Michelle Mendes
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
• 2014:
  ✓ 1,600 events
  ✓ 100 Million media impressions
  ✓ 40 million unique individuals

• 2015:
  ✓ Highlights: Tweet Up, SEOC, UNAWE, 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

• 26,274 people viewed the Facebook page

*as of October 10, 2015
Twitter - Overview

- 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
Twitter – Tweet Activity

*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
• 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
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
• 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