Executive Director’s Report

Timiebi Aganaba-Jeanty

WSWA Board of Directors

17.02.2016
- Get to know the WSWA family and network
- Fill critical volunteer positions (WSW National Coordinator Manager, and National Coordinators in key countries,) Consider new positions of WSW Regional Managers
- Hire some paid staff (Washington rep, webmaster and social media, classic media, potentially increase the executive team)
- Activities with national coordinators e.g. potentially develop a Webinar series to support national coordinators; visit some of them in their countries
- Attend more events to introduce WSW to more diverse audiences; Increase opportunity for strategic alliances and partnerships
- Fundraising: diversify funding sources, more top level sponsors and a more ambitious performance target
- Consider New platform for WSW calendar and update website
- Develop stronger relationship with the UN network to get access to their suppliers; Establish contact point in Vienna
- Develop better relations with the press – WSWA should be a point of contact to provide commentary on space news events throughout the year so more traction gained during WSW
  - Develop new communications strategy and PR campaign in traditional media
- Focus on a Capstone event in collaboration with Earth Day Network; design events that can be carried out throughout the year
- Build on Educational resources; Accessing grants in collaboration with partners
- Long term strategy: Design a crowdfunding campaign, Consider merchandising in cooperation with other organizations or companies
Thank you!