



Executive Director's Report

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WSWA Board of Directors

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2016 Action plan

- **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**



2016 Action plan

- 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 through out 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 through 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!

