



World Space Week  
October 4 - 10

# Executive Director's Report

Timiebi Aganaba-Jeanty

WSWA Board of Directors

28.09.2016



# 2016 Action plan

- **Filled critical volunteer positions/Hire some paid staff/contractors**
  - **National Coordinator Manager**
  - **Washington Rep**
  - **Social Media Manager – Social media up**
  - **Traditional Media Manager**
  - **Web Developer – National pages for Coordinators.**
  - **Global Partnership Manager**
  - **Highlights Editor**
  - **Education Manager**
- **Increased engagement of team through monthly team wide meetings and weekly media meetings**



# 2016 Action plan

- **Attended more events to introduce WSW to more diverse audiences**
- **Increased opportunity for strategic alliances and partnerships**
- **Merchandizing Cooperation**
- **Poster Project Implemented**



# 2016 Action plan

- **Fundraising: diversify funding sources, more top level sponsors and a more ambitious performance target:**
  - **11 sponsors plus 3 New Sponsors**
  - **Main leads/Sponsors lost in 2016**

## **Lessons Learned:**

- **Utilize Board members**
- **Importance of Social Media**
- **Timing**



# 2016 Action plan

## NOT YET ACHIEVED

- Press relations
- Capstone event
- Greater support to NC's
- High level thematic sponsor
- Crowd funding campaign

## WHAT'S NEXT?

- Discussions on new projects
- Strengthening our national coordinator network ( Increase engagement)
- Institutionalizing World Space Week
  - Case study of Pakistan (replicate in other Developing countries)
  - Increase reach in the US

# Thank you!

