

# **WSWA**

# **Executive Director's**

# **Report**

Goran  
Nikolasevic

WSWA BoD meeting, Vienna  
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- WSWA 2017 Activities
- World Space Week 2017 results
- WSWA 2018 Plans

## WSW2017

Our main accomplishments in 2017 were:

- Increasing WSW 2017 participation (charts to follow)
- Efficiently managing resources
- Expanding the leadership team

- WSWA participated in numerous events to encourage increased WSW participation:
  - IAF Spring Meeting
  - Space Symposium in USA
  - IST Congress in Pakistan
  - IAC in Australia
  - Space Expo in Bremen, Germany
  - UN COPUOS STSC, LC and the full COPUOS meeting in Vienna
- Included presentations, distribution of annual reports, side-meetings, etc.

## Leadership Expansion

- Dr. Mendieta becoming Chair was a significant milestone for the Association
  - First space agency head to chair the Board
  - Dr. Mendieta kindly agreed to sign a letter encourage other space agencies to increase their participation
- WSWA also conducted a very successful recruitment of new officers
  - We welcome all of you

## WSW2017 Poster

- WSW2017 poster was donated by Pat Rawlings
- 4000 posters were printed and distributed (FedEx poster sponsor)
- 6 active sponsors, 1 poster sponsors, 2 in-kind sponsors

- MOU was signed with UN OOSA
- WSWA-UNOOSA Essay Contest for WSW Volunteers
- WSW flag flown in Orion as the first prize
- Winning essay is published at UN OOSA's website (in WSW section)

- Twitter
  - **154,000 impressions** last year
  - Currently 14,400 followers
- Facebook
  - **3,732,000 impressions** last year
  - Currently **9,177** likes of WSW FB site





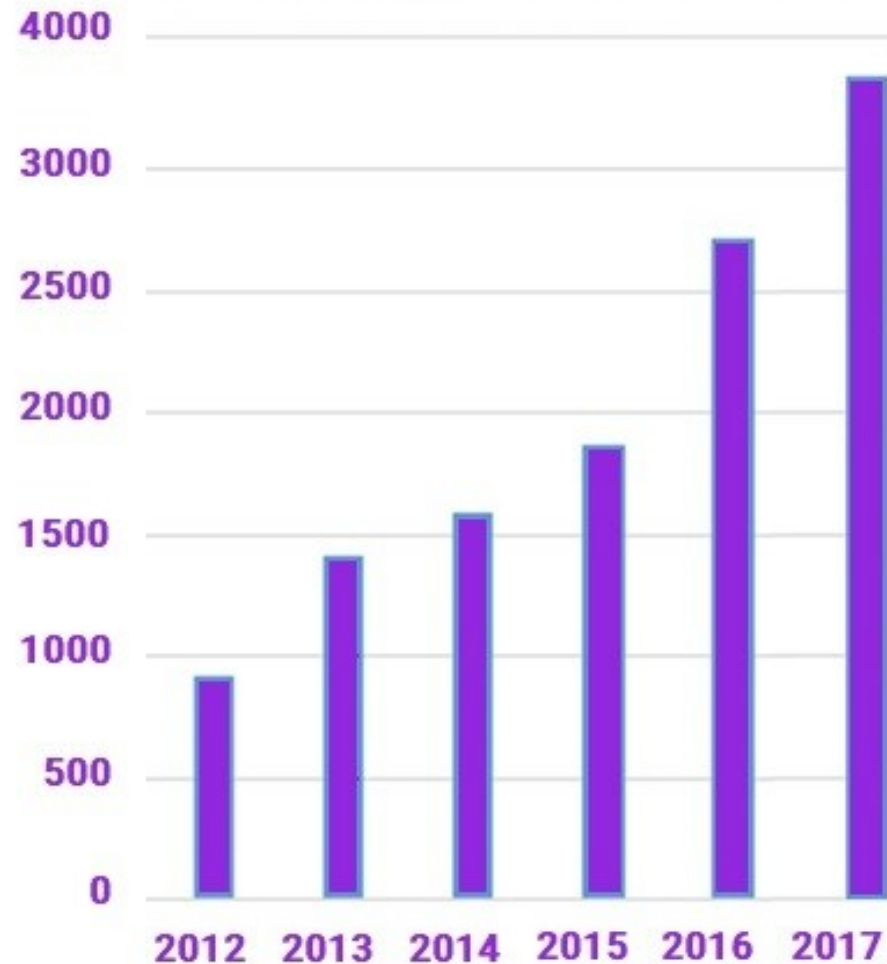
World Space  
Week ASSOCIATION

# World Space Week 2017 Results



# World Space Week 2017

Number of Reported WSW Events by Year



# World Space Week 2017

Rank	Country	Number of events 2017
1	Saudi Arabia	988
2	Pakistan	474
3	Ireland	313
4	India	300
5	Mexico	191
6	Romania	184
7	Japan	141
8	Croatia	138
9	France	128
10	Germany	124

## Plan for WSW2018

- WSW 2018 number of events – goal: more than 5000 registered events
- More active role of the WSWA BoD in promotion of the WSW2018 – use of social media would be ok
- Approach to the traditional media (TV, radio, printed media, etc.)

- Celebration of UNISPACE+50 in cooperation with UN OOSA (under existing MoU with UN OOSA)
- Work on WSW2018 poster
- Prepare national coordinators for WSW2018
- Select volunteers for the main tasks

- To hire or re-hire some staff (social media manager, traditional media manager, web manager, fundraising specialist – if funds permit it)
- Recruiting new national coordinators and replace inactive
- Improve website and calendar

## **Programmatic Plans**

**Participant Marketing** – Increase participation in World Space Week (WSW) via marketing to the global space, education, and other sectors.

## **Participant Support**

- a. Provide services to WSW coordinators and participants, including the web site, poster, teacher resources, and global media campaign.
- b. Increase support for National Coordinators and formalize the positions.
- c. Improve the web site calendar and improve participant reporting.

**Special Programs** – Resources permitting, hold high visibility programs to help attract global attention to World Space Week.

**Global Partners** – Maintain and expand cross-promotional



## Developmental Plans

**Strengthen Human Resources** - Establish and fill new officer positions and work toward a more stable volunteer base.

### **Strengthen Financial Resources**

- a. Seek greater engagement with the Board.
- b. Develop tailored project proposals for specific donors.
- c. Seek additional funding from current and prospective donors.
- d. Increase WSWA visibility to current and prospective donors.

**Strengthen Systems** - Begin developing processes and tools to capture institutional knowledge, manage the annual plan of activity, and to facilitate collaboration



**Thank you!**

