WSWA
Executive Director’s Report

Goran
Nikolasevic

WSWA BoD meeting, Vienna
02.02.2018.
• WSWA 2017 Activities
• World Space Week 2017 results
• WSWA 2018 Plans
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 encouraging 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)
World Space Week 2017 Results

- 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 2017 Results
World Space Week 2017

Number of Reported WSW Events by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>500</td>
</tr>
<tr>
<td>2013</td>
<td>1000</td>
</tr>
<tr>
<td>2014</td>
<td>1500</td>
</tr>
<tr>
<td>2015</td>
<td>2000</td>
</tr>
<tr>
<td>2016</td>
<td>2500</td>
</tr>
<tr>
<td>2017</td>
<td>3000</td>
</tr>
<tr>
<td>Rank</td>
<td>Country</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
</tr>
<tr>
<td>1</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>2</td>
<td>Pakistan</td>
</tr>
<tr>
<td>3</td>
<td>Ireland</td>
</tr>
<tr>
<td>4</td>
<td>India</td>
</tr>
<tr>
<td>5</td>
<td>Mexico</td>
</tr>
<tr>
<td>6</td>
<td>Romania</td>
</tr>
<tr>
<td>7</td>
<td>Japan</td>
</tr>
<tr>
<td>8</td>
<td>Croatia</td>
</tr>
<tr>
<td>9</td>
<td>France</td>
</tr>
<tr>
<td>10</td>
<td>Germany</td>
</tr>
</tbody>
</table>
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 relationships with international organizations.
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!

World Space Week  OCTOBER 4-10