Vice President Reports

Board of Directors
October 3, 2018
Ben Basely-Walker
Executive Vice President

• **To date:**
  • Supporting strategy development for WSWA
  • Supporting the VPs in their areas of responsibility
  • Building the team dynamic of the VPs

• **Looking forward:**
  • Hone the WSWA messaging to donors and the space community
  • Support the strategic development of goals
  • Support Athiye on fundraising strategy and messaging
  • Support Alex on communicating our “value add”
  • Mentor the new Executive Director
• Board Relations
  • Initiated Board of Directors newsletter
  • Brainstorming strategies for more efficient and effective engagement of the executive team with the Board of Directors
  • Discussing approaches to diversifying membership of the Board of Directors and ensuring its continuity

• Secretary
  • Active support to the WSWA President and the executive team above all in preparing for and holding WSWA Board of Directors meetings
Alex Karl
VP Partners and Programs

• **Partners**
  - Contacted all partners (some did not reply)
  - Prepared updated MOU template
  - Active communication with SGAC, TPS, MVA, InOMN, IAF and others
  - New MOUs with MVA, InOMN, ASP (signed or in work)
  - To do: streamline partnerships and follow up on partnership value for WSWA

• **Programs**
  - Approached Yuri’s Night@IAC (on Oct. 4), semi-joint event now.
  - WSW Greetings video (in collaboration with our partners SGAC and TPS)
  - Supported Space Selfies
Development is building the organisation -- via fund raising and other means

Types of Donors: individual donors, grants from government or private organisations, corporate social responsibility

- **Current Engagements:**
  - Routine check on the current donors (7 active donors: Fedex, Inmarsat, Astrax, Airbus, SWF, Sanwa Supplies, Heinlein Prize Trust in 2014-2018)
  - Campaign letter outcome: only 2 responses - defining new strategy for 2019
  - Researching potential development strategy for 2019

- **Future:**
  - Increase the number of active donors from 7 to 10
  - Sustainable growth with new strategy on planning - project based donations
  - Have a development launch process: planning, soft launch (choosing the most dedicated supporters), hard launch (social media/letter announcement), active period (project engagements), push to deadline (more activities), thank you and follow-up phase.

**Special thank-you to Lockheed Martin for early gift for 2019!**
- Coordination
  - 102 National Coordinators (NCs): 13 were new during 2018; around 10 are inactive; 33 use to send a yearly an optional NC Report; about 50% used to be more active and responsive
  - New updated WSW webpage resulted in attracting active NCs.
  - Plan to purge non-active NCs:
    - A new 'Volunteer Job Description for National Coordinator' to be sent out to NCs for acceptance.
    - NCs are required to provide a National Plan for the coming year and beyond.
    - Request to inactive NCs to declare adherence to the Volunteer Job Description. Status as NC of those who did not respond will discontinue.
    - Criteria have been developed for "inactive NCs"
  - Official NCs list will be updated in July and November of each calendar year.
  - NCs recruiting campaign through a high-level request support from partners like SGAC, ISU, Astronomers Without Borders, EU Universe Awareness.
• Education
  • As a result of attending the Scientix Conference organized by European Schoolnet, the organisation offered to collaborate with WSWA:
    • Include 'Space' in European Schoolnet STEM strategies and plans.
    • Organise WSW-related activities.
    • Creating a new "Space Working Group".
    • Helping each other in finding new partners and support.
    • Involving other related sectors through Scientix networking events held by European Schoolnet.
    • Plan and market special joint programs or with partners.
  • NASA Education: Contacted Flint Wild asking his team to help to promote World Space Week 2018 and forwarding that message to the NASA Education list. They created an EXPRESS message and a Current Opportunity description that they regularly disseminate.
  • In response to Dr. Mendieta's HOA letter, DLR sent message to its national teachers’ list inviting schools in Germany to participate in World Space Week.
  • SpaceUp Barcelona Unconference.
  • ESA ACT in Space Barcelona.