

Assistant Director Report
April 14, 2023

Marketing We have prepared a PowerPoint master that showcases our Student, Faculty, Outreach and Industry programs. Data is available for each institution detailing the number of awards and amount of funds WSGC distributed since 2009. Over the summer, we will be updating our student, faculty and outreach brochures so that they are ready for distribution at the Annual Conference. If you have a student or faculty member at your institution you would like to see highlighted, please reach out me! We love to showcase awardees. We will continue to provide posters for our programs and they will be available at the Annual Conference. Just as COVID was ramping up across the nations, we had two students prepare an #IAMSPACEGRANT video. We would love to see more of these types of videos submitted to WSGC. If you are interested in creating a video promoting WSGC projects on your campus as part of your cost-share commitment, feel free to talk with Kevin or me about your idea.

Social Media For the past several years, we have used Hootsuite to manage our Social Media presence. The platform is no longer free and we are exploring other software that can assist with this process. WSGC maintains a Facebook, Flickr, Instagram, Twitter, and YouTube account. We have discussed possibly expanding to LinkedIn as well. My time has been limited the past couple of years. I would welcome the opportunity to work with one of our affiliates to boost our online presence. If there is someone on your campus that would like to assist us with our social media presence as part of your cost-share, please reach out to our office.

Website Spacegrant.carthage.edu incorporated new features during the migration process.

1. On the homepage, you will see a “**WSGC Events**” section at the bottom of the webpage, displaying Announcement of Opportunities, Deadlines, and Events directly from the WSGC calendar.
2. Under “News & Awards” you will find a “**Calendar**” page. The calendar lists all WSGC events on the calendar. The calendar may be displayed daily, weekly, or monthly.
3. On the “**Tools & Tips**” pages, we nestled information into accordion folders, making it easier for the user to navigate and find forms, information, etc.
4. “**First Nations Launch**” was added to the navigation tabs, allowing users to quickly find our flagship national program.
5. “**Student Spotlight**” and “**Simpson Street Free Press**” have a new look.

Application Process In Summer 2021, our office was conducting an internal audit on the WSGC funding program application process. Unfortunately, we weren’t able to complete the audit due to the loss of staff and the death of my husband. Now that we are fully staffed, I would like to begin the audit once again. If you would be interested in joining a working group to review the pre- and post-award application process, please let me know. We would like to begin the evaluation as soon as possible so we can request updates to the application site prior to June.

Funding Overview See spreadsheet

Award Cycle When Carthage College became the Lead Institution in 2014, WSGC received carryover funds from UW Green Bay. As a result, we have continued to carry funds over from one grant year to the next grant year. A couple of years ago, NASA brought this to our attention. NASA was showing a 2-3 year lag in WSGC spending. Although we were encumbering the funds, we weren't meeting the spending thresholds. In an effort to align our awards with the grant year, we've been doubling the # of awards in certain funding programs. As we look to the 2023-2024 grant year, we will be reviewing our annual funding cycle and calendar of opportunities. Our goal is to align our programs so that the scholarships, fellowships, internships, and grants are invoiced within the grant award year (June 23-June 22). If you are interested in reviewing our award cycle process, please let me know. I will schedule meetings in May/June with the final calendar of opportunity set by July 1.

NASA Reporting Beginning in the 2023-2024 funding cycle, NASA will require all SG applicants to register on the NASA STEM Gateway system. NASA designed the new system to alleviate some of the state/program reporting requirements SG submits annually. Kevin served on an implementation committee. NASA requires First Nations Launch to utilize the system for the 2022-2023 competition. We just received instructions on the registration process. It appears to be a 10-15 minute process. We hope to have more information for you at the annual meeting.

Affiliate Dues and Affiliate Agreements We are behind in sending out this year's request for affiliate dues. The National Space Grant Foundation will be sending the request in May. I also anticipate sending out the annual affiliate agreements and match forms in the next couple of weeks. Please work with your institution to submit this information as quickly as possible. We will be required to report on the cost-share component during our site visit on July 20. Our initial report will be due 45 days prior to the actual site visit.

Respectfully submitted,
Christine Bolz