

# AIAA Volunteer Leadership Town Hall

**Laura McGill**  
**AIAA President**

**Allen Arrington**  
**AIAA Speaker of the Council**

**Dan Dumbacher**  
**AIAA Executive Director**

**10 October 2023**

# AIAA Strategic Plan

**MISSION** AIAA EXISTS TO HELP AEROSPACE PROFESSIONALS AND THEIR ORGANIZATIONS SUCCEED

## CORE STRATEGIES



**DATA DRIVEN** Use the appropriate data in the analysis of decisions



**CURATE CONTENT** Be the leader in curated aerospace content



**THOUGHT LEADER** Be the thought leader in technology and capability advancement

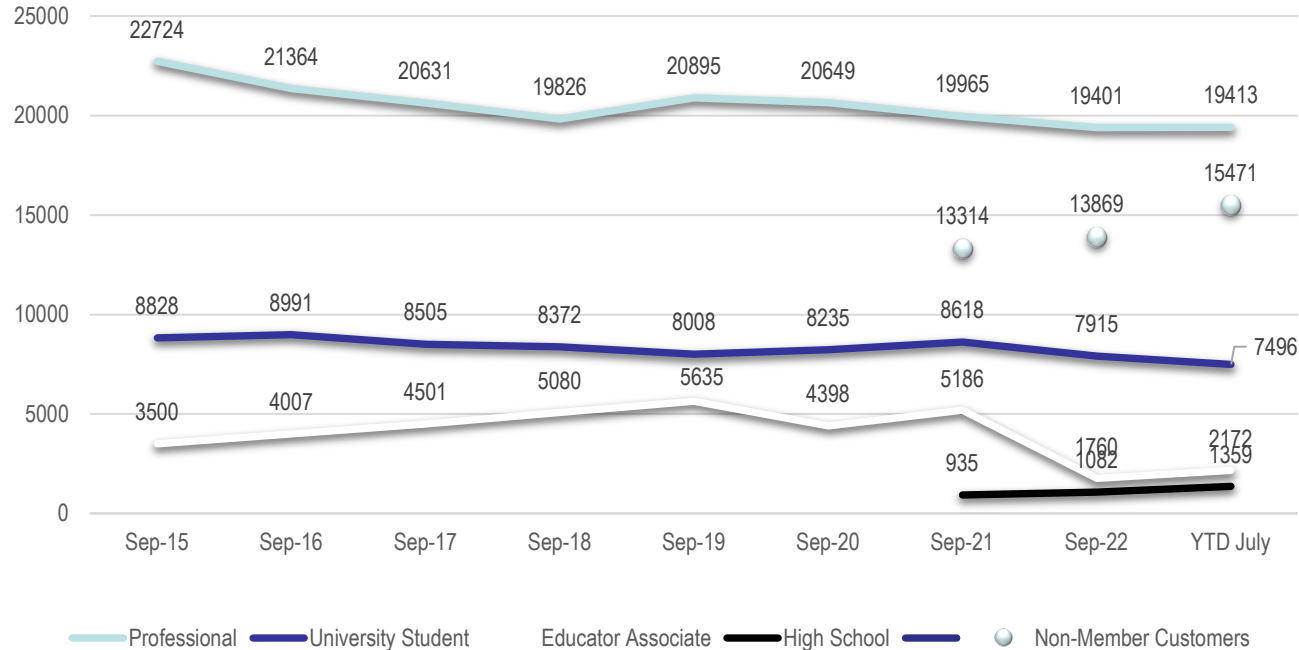
- ## GOALS
- 1: INCREASE ENGAGEMENT** and overall customer growth.
  - 2: IMPROVE VOLUNTEER & LEADERSHIP DEVELOPMENT** for AIAA's future.
  - 3: ALIGN VOLUNTEER ACTIVITIES** to the strategic plan in partnership with AIAA staff.
  - 4: ACHIEVE POSITIVE** net revenue.
  - 5: REFLECT SOCIETY'S DEMOGRAPHICS** in AIAA membership & leadership.

# Institute Status – FY23 Strategic Goals

# FY23 Milestones to Achieve Strategic Goals

	FY 23 Q1	FY 23 Q2	FY 23 Q3	FY 23 Q4
Increase engagement and customer growth	Membership Baseline Metrics Defined & Communicated	Customer Opportunities Defined		Prof Renewal @ 70% Student Renewal @ 11%
Improve volunteer and leadership development			Leader Expectations Documented Training Plan developed and initiated	Proposed updates to nominating and election process defined
Volunteer activities aligned and partnership with AIAA Staff	Adjacent Content Plan w/ all stakeholders	Revised Domain Roadmaps to Board Forum 2024 implementation plan to Board	Finalize comm plan w/ volunteer leaders	
AIAA net positive revenue	Continue monthly tracking of FY 23 revenue targets, w/ recovery plans where needed	Proposed revenue experiments and list of sunset items to Board		Revised 5-year projections
Membership and leadership reflect society demographics	Establish VP Diversity, Workforce and Membership			5-year plan to the Board

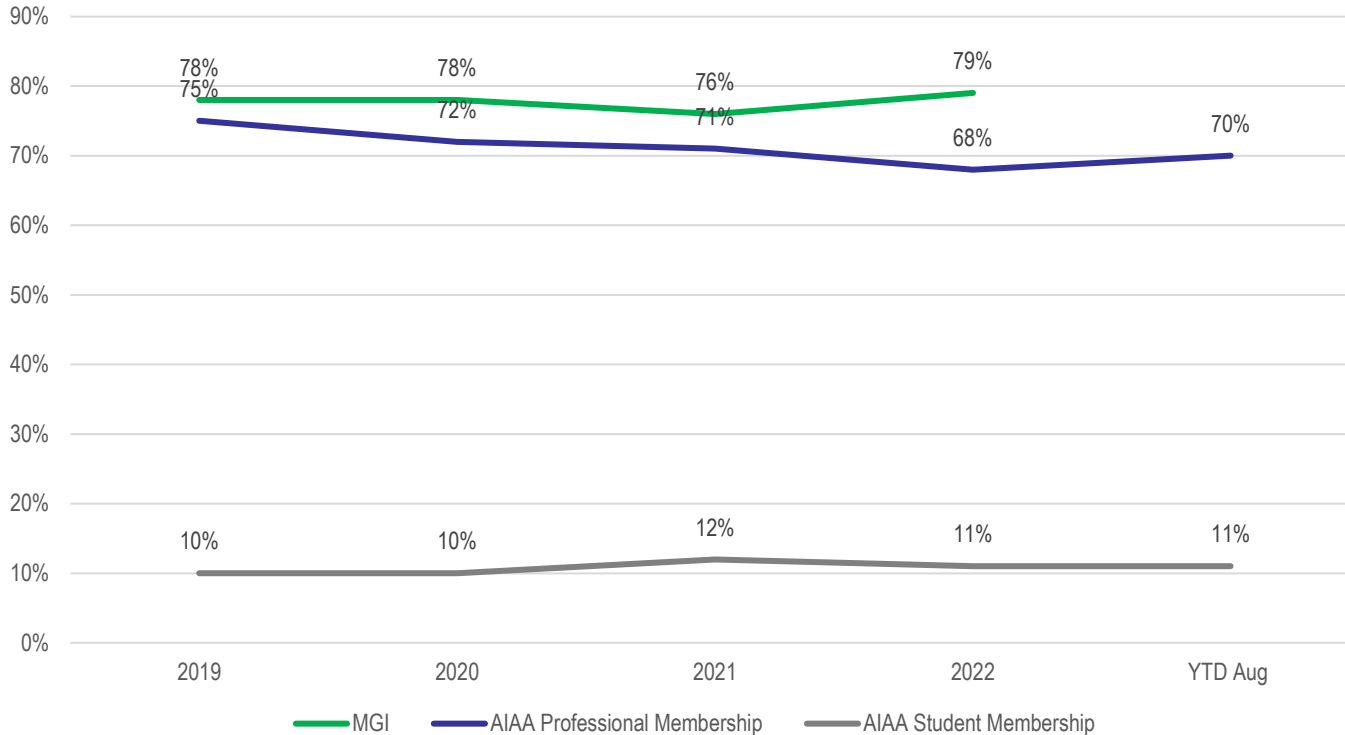
# Goal 1: Engagement / AIAA Customers



**Nonmember Customers** includes transactions of a monetary value, complimentary forum and event participation, and webinar registrations. Nonmember customers includes both never been a member and lapsed members.

Members	Sep-15	Sep-16	Sep-17	Sep-18	Sep-20	Sep-21	Sep-22	YTD Jul
Professional International	4190	3892	3617	3304	3302	3083	2947	2958
Student International	1808	1805	1376	1444	1472	1501	1376	1430
YP Transitions*	295	296	492	586	529	348	105	64

# AIAA Member Renewal Rate

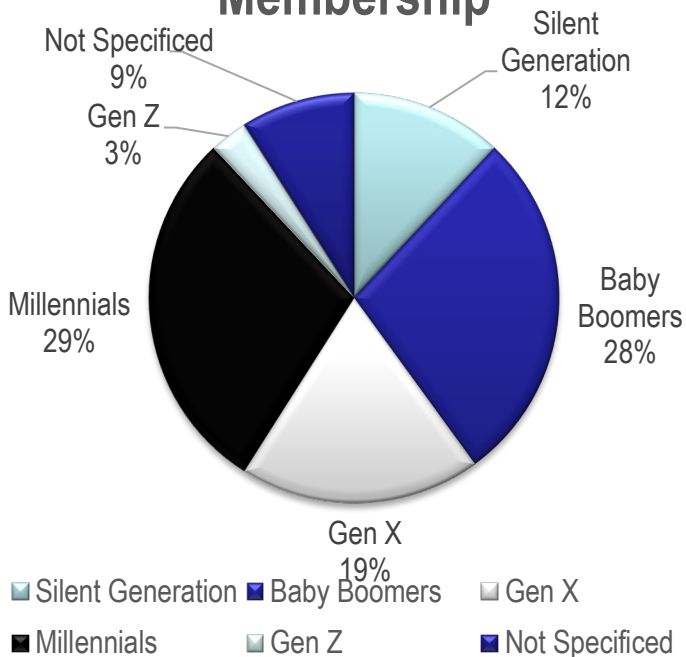


MGI conducts an annual benchmarking survey of associations every year to determine trends. In Spring 2022 we used their benchmark renewal rate of 76% to set AIAA objectives.

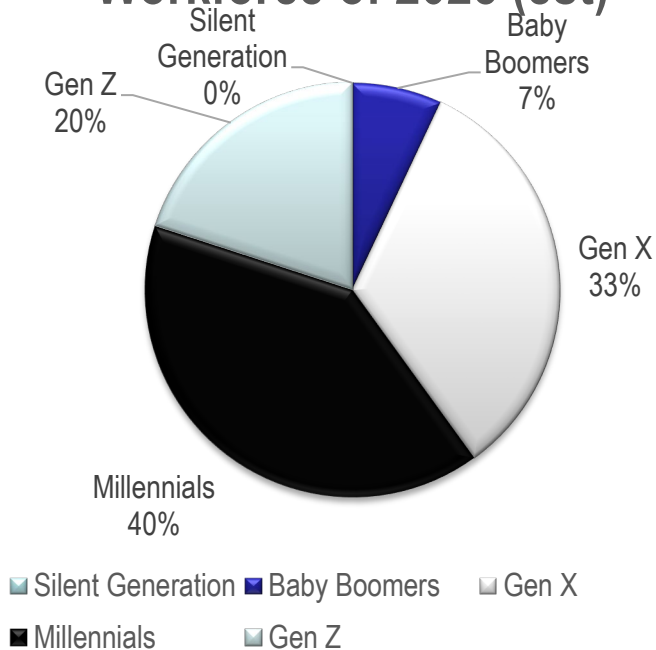
FY23 strategic goal is 70% professional member renewal rate.

# Generation Demographics

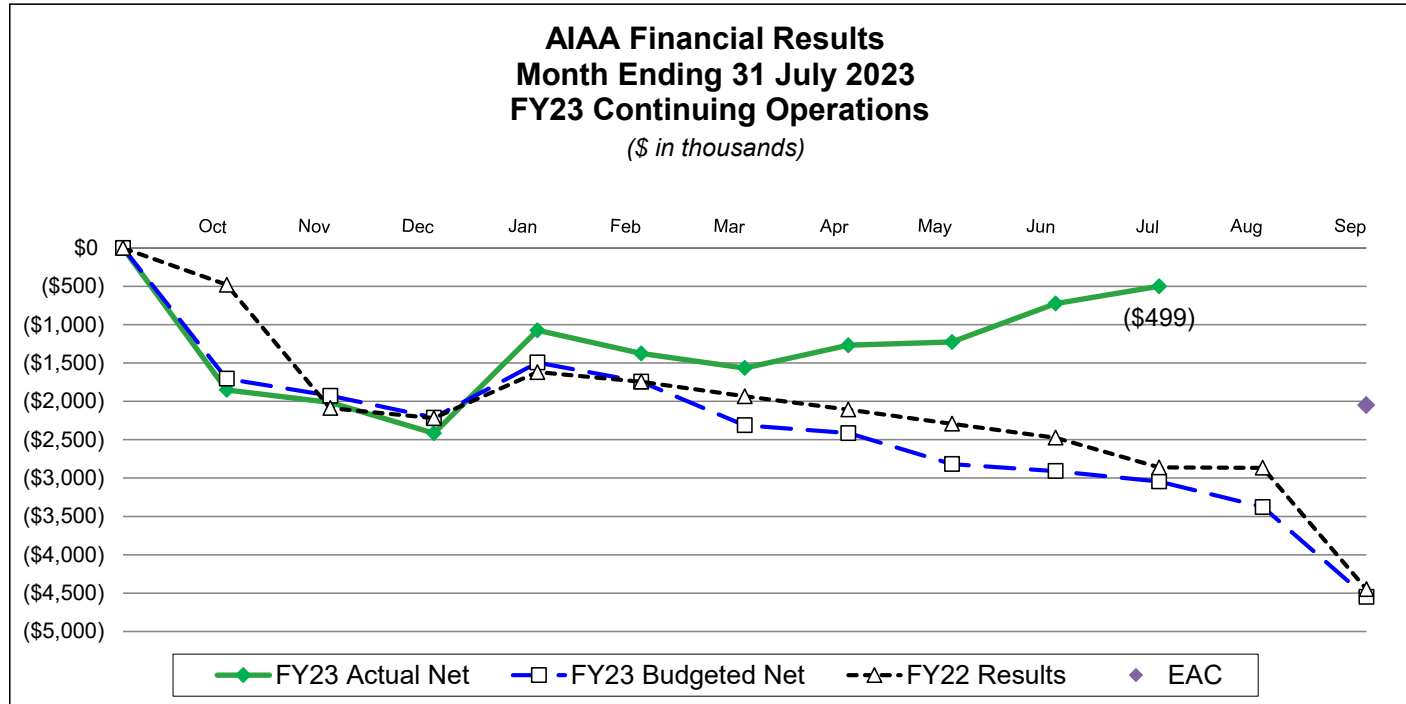
## Current Professional Membership



## Workforce of 2025 (est)



# Goal 4: Net Positive Revenue – FY23 YTD





# Goal 4: Net Positive Revenue – FY23 YTD

			<i>\$ in thousands</i>
<b>Institute Portfolio Balance</b>	<i>as of 31 August 2023</i>		<b>\$33,761</b>
<b>Minimum Reserve Formula:</b>			
A. Operations Budget (FY23)	70% x	\$25,707	\$17,995
B. Strategic Initiatives		FY23	\$860
		FY24*	\$860
		FY25*	\$860
		FY26*	\$500
		FY27*	<u>\$500</u>
Subtotal Strategic Initiatives			\$3,580
C. CPI <sup>+</sup> x (A+B)	3.7%		\$798
D. Outstanding Balance Line of Credit			\$0
<b>Minimum Reserves Required:</b>			<b>\$22,373</b>
<b>Funds Above (Below) Minimum Reserve</b>			<b>\$11,388</b>
<i>*Projected not yet approved + August 2023</i>			
<b>Foundation Portfolio Balance</b>	<i>as of 31 August 2023</i>		<b>\$17,957</b>

# Goal 5 – Reflecting Society

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Goal #5: The AIAA membership and leadership demographics should reflect the demographics of society as a whole.

Note: Measured versus U.S. population

- The work is ongoing and iterative
  - Diversity Working Group
  - Measures already in place
- Requires changes to mindsets, policies, procedures along with recruitment, engagement, and partnership strategies.

# Goal 5 – Reflecting Society

- **Objective #1:** AIAA membership diversity metrics exceed the demographics of the aerospace professional community, and trend with positive gain annually toward reflecting society as a whole.

- **Tactics and tasks - Objective #1**

- Develop a DEI statement that aligns with the Institute’s mission, vision, and strategic goals.
  - Determine how international members factor into the metrics (question for the Board)
  - Establish baseline metrics – in progress
- Implement member recruitment, retention and engagement strategies that target underrepresented communities.
  - FY23 - Assess the needs of the targeted communities – completed a journey mapping exercise
  - FY24 - Obtain missing demographic data (e.g., 5,000 member records are missing race/ethnicity)
  - FY24 - Strategic Partnerships with demographically focused associations
  - FY24 - Outreach to MSIs, HBCUs, Tribal Colleges, etc.
- Communicate AIAA’s commitment to DEI to members and the broader aerospace community.

# Goal 5 – Reflecting Society (cont.)

## ➤ Tactics Objective #1 (cont.)

- Utilize our events and programs to amplify our commitment to DEI
- Identify ways to evolve AIAA's Honors and Awards Program to include the changing demographics.
  - FY24 focus on increasing the Sr. Member pool (gender and ethnicity) and increasing the pool for some of our awards
- Advocate for the underrepresented demographic groups
  - Diversity Working Group has ideas and would like to meet with Ryan Cooperman, Director of Public Policy & Government Relations
- Create space for diversity in publishing
  - Pubs Committee developing a plan to address the shortage of qualified reviewers – focus on early career individuals
- Reinforce commitment to DEI through the Institute's governing documents
  - FY23 - Review the governance documents to ensure they are DEI-conscious
- Staffing should align with the Institute's demographic goals and objectives

# Goal 5 – Reflecting Society (cont.)

- **Objective #2:** The membership and leadership diversity metrics for all Board Committees, ICs, TCs, Section Councils, and working groups exceed the pools from which they draw and trend with positive gain annually toward reflecting society as a whole.
- **Tactics and Tasks - Objective #2**
  - Implement strategies to ensure the volunteer leadership reflects our current membership AND those we wish to attract.
    - Assess the composition of our Board, Board Directed Committees, Council, ICs, TCs Section Council, Task Forces, Working Groups, etc.
      - Create Task Forces to help assess and make recommendations to grow the pool AND select or nominate members to serve. Have unintentional barriers been put in place?
      - Set goals for each of the areas.
  - Educate members on the benefits of volunteering with AIAA.
    - Develop a marketing campaign
    - Develop opportunities and pathways for the future generation

# 5-Year Strategic Plan

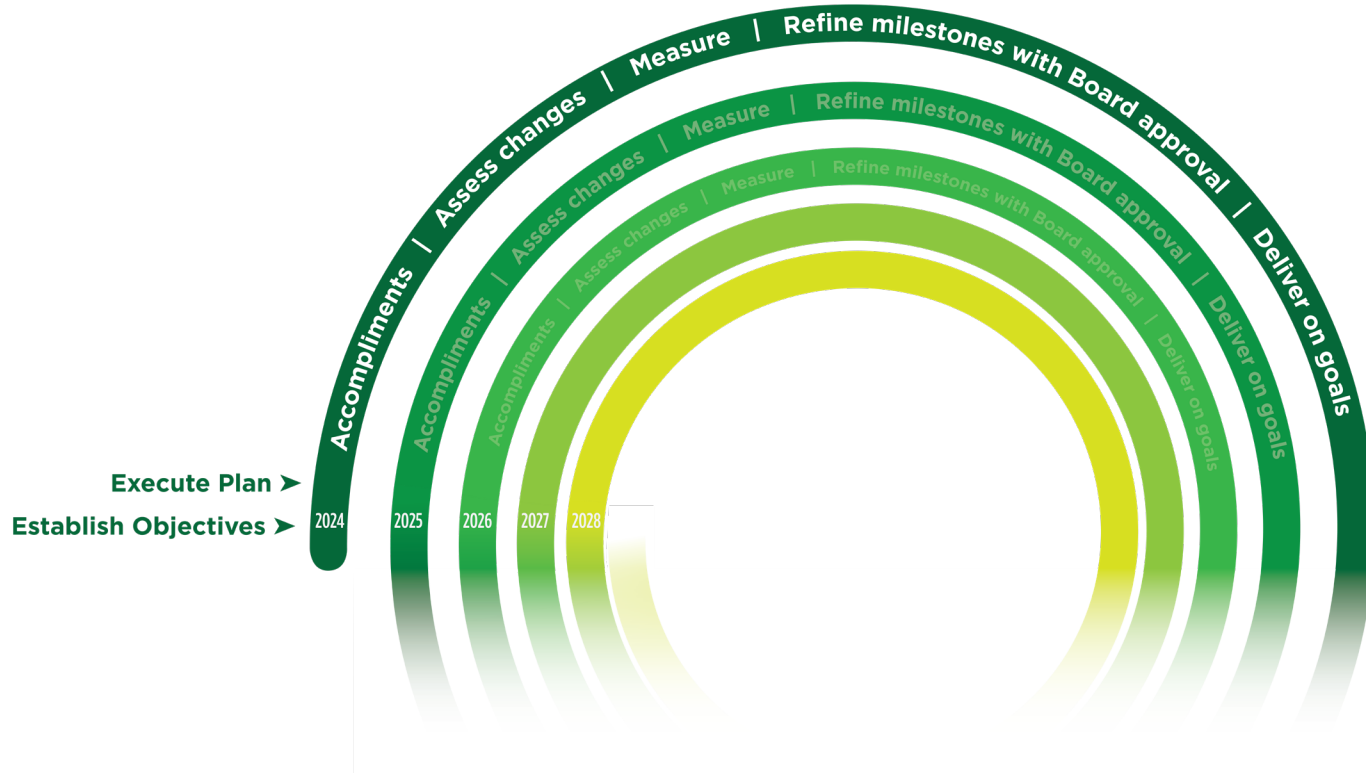
# Strategic Plan – The Path Ahead

- Navigating headwinds impacting associations
- Positioning the Institute for long term
  - Drive more value for individuals, institutions and corporations
  - Enhance our customer experience across all of our touch points
  - Sustain business operations and grow new revenue channels
- Aligning our volunteers and staff to enable lasting impact
- Keys to Success – Requires Change Mindset
  - Maintaining Technical Excellence at the Pace of Innovation
  - Serving/Powering the Next Generation of Members and Leaders (Inspire-Acquire - Mentor- Empower)
  - Survival in Post-COVID World - Developing New Products to Serve a Changed Industry/World



# 5-Year Strategic Plan Approach

## ESTABLISH FY24-27 PLANNED OBJECTIVES



# Sanctioned Countries Policy Update

- The following proposed policy is based on The Office of Foreign Assets Control's (OFAC) economic sanctions programs with specific guidance from AIAA's legal counsel
- For purpose of this policy, primary countries include Iran, Russia, North Korea, Syria, Sudan, Cuba and Belarus

# Domain Update: Focus on Aeronautics

# Remembering Ming Chang



# Advanced Air Mobility Task Force

## ➤ Charter

An ecosystem has arisen around the production of AAM technologies, but transformation on this scale requires multiple areas of effort, and many gaps and issues remain. As an aerospace organization of the future, AIAA needs to have a role in future outcomes of producing more time-efficient transportation modes and use of unpiloted and autonomous aircraft.

## ➤ Chair

- Virginia Stouffer, Transformational Technologies

## ➤ Staff Liaison

- Ashira Beutler-Greene, [ashirab@aiaa.org](mailto:ashirab@aiaa.org)

## ➤ More information

- [Advanced Air Mobility](#)

## ➤ Status

- Lifecycle of initial Task Force ended at SciTech 23 with recommendations submitted in Q2 2023 to AIAA
- Three follow-on efforts:
  - AAM Content Expansion, led by Virginia Stouffer
  - Multimodal Integration, led by Husni Idris
  - Multivehicle Activity Initiative, led by Kelley Hashemi

# Carbon Emissions and Sustainability Task Force

## ➤ Charter

- AIAA must improve its ability to meet member needs related to reducing the impact of aviation to climate change

## ➤ Chair

- Ellen Ebner, The Boeing Company

## ➤ Staff Liaison

- Ashira Beutler-Greene, [ashirab@aiaa.org](mailto:ashirab@aiaa.org)

## ➤ More information

- [Carbon Emissions and Sustainability](#)

## ➤ Status

- Lifecycle of initial Task Force ended at AVIATION 23 with recommendations submitted in Q4 2023 to AIAA
- Two follow-on efforts:
  - Commercial Aviation Sustainability, led by Matt Orr
  - Sustainable Aviation Workshop, led by Phil Ansell

# Certification Task Force

## ➤ Charter

- Certification of Advanced Air Vehicle Autonomy and Hardware

As AAM is developed, the electrics, batteries control electronics, multiple rotor configurations, flight controls and aspects of autonomy, artificial intelligence and machine learning have become essential triggering technologies. The criteria used for aircraft certification and operations needs to have a paradigm shift to enable these capabilities to be an integral part of attaining flight vehicle airworthiness certification and continued operational safety.

- Preparing Policy and Regulations for a Future NAS

Development of a NAS with a potential 10X air vehicle population increase is imperative. Additionally, public acceptance regarding safety, noise and intrusion will become major governing factors. Airspace physical partitioning is impractical, and today's successful ATM is obsolete, with limited bandwidth and granularity. The committee might consider technology solutions with networked autonomous features that accepts disparate air vehicles.

## ➤ Cochairs

- Mike Borfitz, Kilroy Aviation
- Nick Lappos, Sikorsky/Lockheed Martin

## ➤ Staff Liaison

- Ashira Beutler-Greene, [ashirab@aiaa.org](mailto:ashirab@aiaa.org)

## ➤ More information

- [Certification](#)

## ➤ Status

- Final presentation to be given at SciTech24 and report to be presented by end of Q2 2024

# High-Speed Flight Task Force

## ➤ Charter

Today's technological environment is enabling high-speed aerial transportation to be intermixed with traditional commercial aviation. This integration will require close attention to operational performance and efficiency, safety, and airspace management. To keep pace with this development, global and national policies need to be in place to promote a sustainable, safe and economical growth of this capability.

## ➤ Cochairs

- Rodney Bowersox, Texas A&M University
- Todd Magee, Boeing Research & Technology

## ➤ Staff Liaison

- Ashira Beutler-Greene, [ashirab@aiaa.org](mailto:ashirab@aiaa.org)

## ➤ Status

- Kickoff meetings held in September
- Timeline and milestones in development; planned meeting at SciTech 2024 with likely mid-point at AVIATION 2024



# Upcoming Programming Highlights

- ASCEND, 23-25 October 2023, Las Vegas
- SCITECH, 8-12 January 2024, Orlando, FL
  - 7 January Council and Board Directed Committee Chair Training and Workshop; Workshop focused on Goal 5 of the Strategic Plan, engaging a more diverse and younger membership
- DEFENSE, 16-18 April 2024, Laurel, MD
- Annual Business Meetings, 13-15 May 2024, Washington, DC
- Awards Gala, 15 May 2024, Kennedy Center, Washington, DC
- AVIATION, 29 July – 2 August 2024, Las Vegas, NV
- ASCEND, 30 July – 1 August 20024, Las Vegas, NV

# QUESTIONS ?



**AMERICAN INSTITUTE OF  
AERONAUTICS AND ASTRONAUTICS**