

AIAA Volunteer Leadership Town Hall

Dan Hastings
AIAA President

Dan Jensen
AIAA Speaker of the Council

2 October 2024

Agenda

- Introduction of Clay Mowry, AIAA CEO
- AIAA Council of Directors Update
- AIAA Foundation Update
- AIAA Board of Trustees Update
- Institute Status Report
 - FY24 Strategic Goals
 - FY24 Budget Update
 - Domain Strategy Update
 - International Strategy
 - IT Update
 - Looking Ahead

Introduction of Clay Mowry

- Senior executive with over 30 years combined for-profit and nonprofit leadership experience in the global aerospace, launch, and satellite fields
- Track record of successfully leading diverse teams to consensus and managing successful business development and regulatory strategies
- Fellow and Life Member, AIAA



Council of Directors Update

- For Board Action
 - Resolution for Bylaws change standardizing term limits for IOC to be consistent with TAD and overall intent
- For Board Awareness
 - Planning to evolve Green Engineering IC into Sustainability IC to better support Domains (to be actioned at November Council meeting)
 - Planning to propose Bylaws change to make Student Branch Committee Chair a voting member of the Council (to be actioned at November Council meeting)
 - Working to refresh Election Committee charter (will require future Board approval)
- The Council has established a Task Force to deliver a “clean sheet” recommendation on the IOD to the joint Board and Council meeting in April
- Work Continuing on the Following:
 - Divisions focusing on improving Diversity and Inclusion
 - Regular and meaningful interaction by all Division with Domains
 - Moving from “bench” to “talent pipeline” for future leaders

AIAA Foundation Update

- Mary W. Jackson - New \$10,000 undergraduate scholarship available this fall
- Newly revised Careers in Aerospace handbook is now available online or physical copies can be requested.
- The last group of 80 middle school and high school students attended the GOES-U launch in June as part of Students To Launch. This program has now been sunset, and we will look to repurpose all content developed.
- The last set of lessons plans developed through the National Science Teaching Association partnership will be released in December.
- The Foundation impacted 662,168 students through programs and partnership in FY24. We expect to reach our goal of impacting one million students in FY25.
- 3 December is Giving Tuesday. Please consider a donation!

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.

FY24 Milestones to Achieve Strategic Goals

	FY 24 Q1	FY 24 Q2	FY 24 Q3	FY 24 Q4
GOAL 1 Increase engagement and customer growth			100% Begin implementation of IT Roadmap	97% Professional Renewal (73% renewal rate) 100% Student Renewal Membership (13% renewal rate) 100% New Professional Membership 100% New Student Membership
GOAL 2 Improve volunteer and leadership development		100% Acknowledgment of Volunteer Leadership Agreement 100% Develop Leadership training to "lead by Influence" 100% Develop Mentoring Framework		
GOAL 3 Volunteer activities aligned and partnership with AIAA Staff	100% Recurring (3/year) Domain Briefings to CoD Chiefs/Directors and BoT-Directed Committee established 100% Domain review at Volunteer Leadership TH after each BoT	100% New Co-sponsorship Criteria and Process 100% Complete Decisions Gates Activity & Assessment Rubric 100% Deliver Evaluation Criteria & Process for to evaluate proposed new/enhanced products & services 100% Restart AIAA Policy Key Issues work 100% Established AI Advisory Group 100% Released policy on use of AI in AIAA pubs	<input type="checkbox"/> Brief BoT and Rollout to Volunteers and Staff on new product initiative process in FY25 100% Domain Focused Policy Campaigns 70% <input type="checkbox"/> Implementing AI Strategy in coordination with AIAA community	
GOAL 4 AIAA net positive revenue	100% Secure 1 new corporate partner		85% <input type="checkbox"/> Assess Forum Program Dev and Planning to improve performance and attendee experience after ASCEND and AIAA SciTech to benefit the 2024 co-located meeting and planning for FY25+	100% Achieve greater than \$4M from corp investments 100% Increase 12% year over year for corp mem dues and engagement 100% Focus pubs growth in Europe and Asia to reach \$250K in new sales
GOAL 5 Membership and leadership reflect society demographics	100% Established Baseline Stats 100% Outreach plan for MSIs	100% Develop DEI Statement 100% Communicate DEI plan	100% Review all governance documents	<input type="checkbox"/> Update on demographics

Volunteer Leadership Development

- **AIAA Volunteer Leadership Acknowledgments**
 - Annual online forms to acknowledge various Institute governance documents
 - Segmented by divisions
- **New policy on Working with Minors**
 - An industry best practice
 - Any leaders volunteering at events with individuals under 18 years of age should complete this online form.
- **Acknowledgement links:** <https://www.aiaa.org/get-involved/aiaa-volunteer-leadership>
- **“Leading with Influence” presentation developed by AIAA Past President Laura McGill**
 - Offers best practices on the importance of leadership and best practices
 - Available On-Demand using the following link: https://www.youtube.com/watch?v=K7po_YN9W7s

Volunteer Leadership Development

One-Shot mentoring program developed for leaders needing guidance in a specific area of expertise. Mentor categories and individuals include:

Integration and Outreach Committee Mentoring

Tom Irvine

Former Integration Group Director

Section Mentoring

Joel Perez

Region VI Deputy Director of Membership

Emily Armbrust

Northern Ohio Section Vice Chair

Student Branch Mentoring

Ana Clecia Alves Almeida

Diversity Scholar, University of Akron Student Branch Chair & Region III

Student Conference Lead Organizer

Duha Bader

Diversity Scholar & Region VI Student Conference Lead Organizer

Technical Committee Mentoring

Carolyn Woeber

Meshing, Visualization, and Computational Environments Technical Committee Chair

Rick Mange

Former Aviation Technology, Integration and Operations Group Director

Young Professional Engagement Mentoring

Taylor Fazzini

Young Professional Group

Nathan Crane

Young Professional Group

AIAA Volunteer Brand Resource Center

AIAA Brand Resources Center

As AIAA brand ambassadors, our collective actions shape the future of aerospace.
Explore essential resources designed for AIAA partners and community leaders to lead with excellence.

aiaa.org/brand-resources-center

Volunteer Resources



FY24 Budget Update

AIAA Financial Results of Continuing Operations

Month Ending 31 July 2024

(\$ in thousands)

FY23 Actual	Operations	FY24 Actual	FY24 Budget	Variance to Budget	Var %
\$20,268	Revenues	\$19,472	\$19,894	(\$422)	-2%
<u>(\$20,767)</u>	Expenses	<u>(\$19,439)</u>	<u>(\$20,661)</u>	<u>\$1,222</u>	6%
(\$499)	Net Operations	\$33	(\$767)	\$800	

Domains

- Driving Strategic Systems Thinking for the Institute
 - Aerospace and the aerospace profession is evolving rapidly.
 - Traditional aerospace technical disciplines must now blend with new disciplines, with modern approaches to design and development, and with continuous consideration of societal needs.
- AIAA tracks, anticipates, and shapes our dynamic profession.
- AIAA is an information ecosystem: our product is insight into complex aerospace systems and activities, and our medium is communication across and beyond the aerospace community.
- The Domain approach helps keep our stakeholders at the forefront of both technical and business innovation to tackle current and future challenges.

Aeronautics—Recent Activities/Outcomes

- Progress toward formalizing Sustainable Aviation with IOD
 - Relaunching Green Engineering IOC into Sustainability IOC
- Progress toward content alignment (journals, conferences) on Sustainable Aviation themes
- Received draft Certification Task Force final report
- High-Speed Flight town hall meeting at AVIATION 2024, including preliminary recommendations
- Steps towards a multimodal AAM challenge that would bring together TAD, IOD, READ in concrete Domain-oriented action
- Establishing new, focused efforts to understand the key technical gaps, challenges, and opportunities for addressing essential and inevitable evolution of the aviation sector:
 - **Artificial Intelligence-Enabled Aviation** a systems-level companion to bottom-up initiatives in the Aerospace R&D Domain.
 - **Aviation Cyber Resilience and Cybersecurity** required for the aviation sector to operate reliably.
 - **Multidomain and Multimodal Integration** as transportation and mobility continue transforming into a complex system of systems.
 - **Aviation ethics** – the conversation needs to start

Space—Recent Activities/Outcomes

- **Mode 1 – Action Teams.** Chartered six ephemeral teams (renovated and new). Populating with Institute and external experts, developing product plans/milestones.
 - Space Sustainability Task Force
 - Space Traffic Coordination Task Force (held international workshop, Active Debris Removal, July 2024)
 - Space Ecosystem Development Task Force
 - Mission Authorization Tiger Team
 - Cislunar Infrastructure and Operations Task Force
 - Lunar Surface Exploration and Development Task Force
- **Mode 2 – Atlas Conversations.** Creating a new monthly webinar series to be launched in **2024Q4 – 2025Q1**.
 - Energize discussion and debate throughout the Institute about challenging topics.
 - Engage Student Branches, Sections, and Committees.
 - Leverage the diverse ideas and perspectives of our corporate and individual members.
- **Mode 3 – Shaping the Conversation** with continuous Direct Stakeholder Engagement
 - Helped shape ASCEND 2025 call for content
 - Commented on potential regulations by the Department of Commerce and technology priorities by NASA
 - Cultivated a presence in the United Nations space agenda
 - Now preparing RFI response to NASA’s LEO Microgravity Strategy
 - Standing ready to engage with Space platforms of incoming Administration

Aerospace R&D—Recent Activities/Outcomes

- **AIAA community R&D capability needs**
 - With the other two Domains, began identifying emerging “technology push” opportunities and evolving “mission pull” needs
- **R&D DTF formation and restructuring (short-term)**
 - R&D for Trustworthy Autonomous Aerospace Systems (Autonomy)
 - Transformative Engineering of Systems (TES)
 - Advanced Materials/Advanced Manufacturing for Aerospace (AM/AM)
 - R&D Challenges of Resilient and Assured Systems (RAS)
 - AI Opportunities in Aerospace Design and Operation (AI and Aerospace)
- **Address R&D capability growth needs (long-term)**
- **Expand engagement**
 - Shaping SciTech 25 to highlight emerging R&D areas in aerospace
 - PPC and annual Key Issues focused on R&D
 - RAeS and AvWeek articles

International Strategy

- AIAA Board agreed to:
 - AIAA's engagement should lead to:
 - Sustained revenue growth
 - Demonstrated global leadership and impact
 - Cultivated partner networks with members, customers, organizations
 - A top-down strategy that is aligned to the strategic plan
 - Identify and codify appropriate metrics
 - Staff/Volunteers:
 - Optimize the International Activities Group (IAG) to support objectives
 - Specifically, the effectiveness of its tie-back role to Institute programs
 - Next Steps: Continue to refine approach, gather data, and engage IAG

IT Update

Goals:

- Improve the digital experience of AIAA stakeholders
- Enhance revenue channels and align with growth opportunities
- Maintain flexibility for emerging technology and selection outcomes
- Optimize back-office operations

In Process:

- CRM/AMS replacement
- Configuration of enterprise data lake
- Web site platform migration and optimization

Looking Ahead with Signature Events



AIAA SciTech Forum
6–10 January 2025
Orlando, Florida



AIAA DEFENSE Forum
15–18 April 2025
Laurel, Maryland



AIAA Awards Gala
30 April 2025
Washington, DC



AIAA AVIATION Forum
21–25 July 2025
Las Vegas, Nevada



ASCEND
22–24 July 2025
Las Vegas, Nevada

Looking Ahead with Student Conferences & DBF

- Region I: 20-21 March 2025, École de Technologie Supérieure, Montreal, Canada
- Region II: 3-4 April 2025, North Carolina State University, Held in Greensboro, NC
- Region III: 4-5 April 2025, University of Cincinnati, Cincinnati, OH
- Region IV: 28-29 March 2025, University of Texas at Dallas, Dallas, TX
- Region V: 3-4 April 2025, University of Minnesota, Minneapolis, MN
- Region VI: 22-23 March 2025, University of California Irvine, Irvine, CA
- Region VII: 25-26 November 2024, Swinburne University of Technology, Melbourne, Australia

- Design/Build/Fly: 10-13 April 2025, Tucson, AZ

- Day of Giving: 3 December 2024





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