

AIAA Volunteer Leadership Town Hall

Dan Hastings
AIAA President

Dan Jensen
AIAA Speaker of the Council

Dan Dumbacher
AIAA CEO

30 May 2024

Agenda

- Election Committee Report
- Strategic Goals and Objectives
- FY24 Financial Status
- Customer/Membership Status
- Domain Roadmap Update
 - Aerospace R&D Domain status
- Strategic Communication Messaging
- IT Initiatives

Election Committee Report

Allen Arrington, Election Committee Chair

Joint Meeting of the AIAA Council of Directors and Board of Trustees

Tuesday, May 14, 2024

2023 AIAA General Election Results

READ Director – Region III
Peggy Cornell, NASA Glenn

READ Director – Region VI
Oleg Yakimenko, Naval Postgraduate School

IOD Director-Elect – Young Professionals Group
Taylor Fazzini, Northrop Grumman Aeronautics Systems

TAD Director – Aerospace Design and Structures Group
Dawn Phillips, NASA Marshall

TAD Director – Aerospace Sciences Group
Martiqua Post, U.S. Air Force Academy

Strategic Goals and Objectives

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

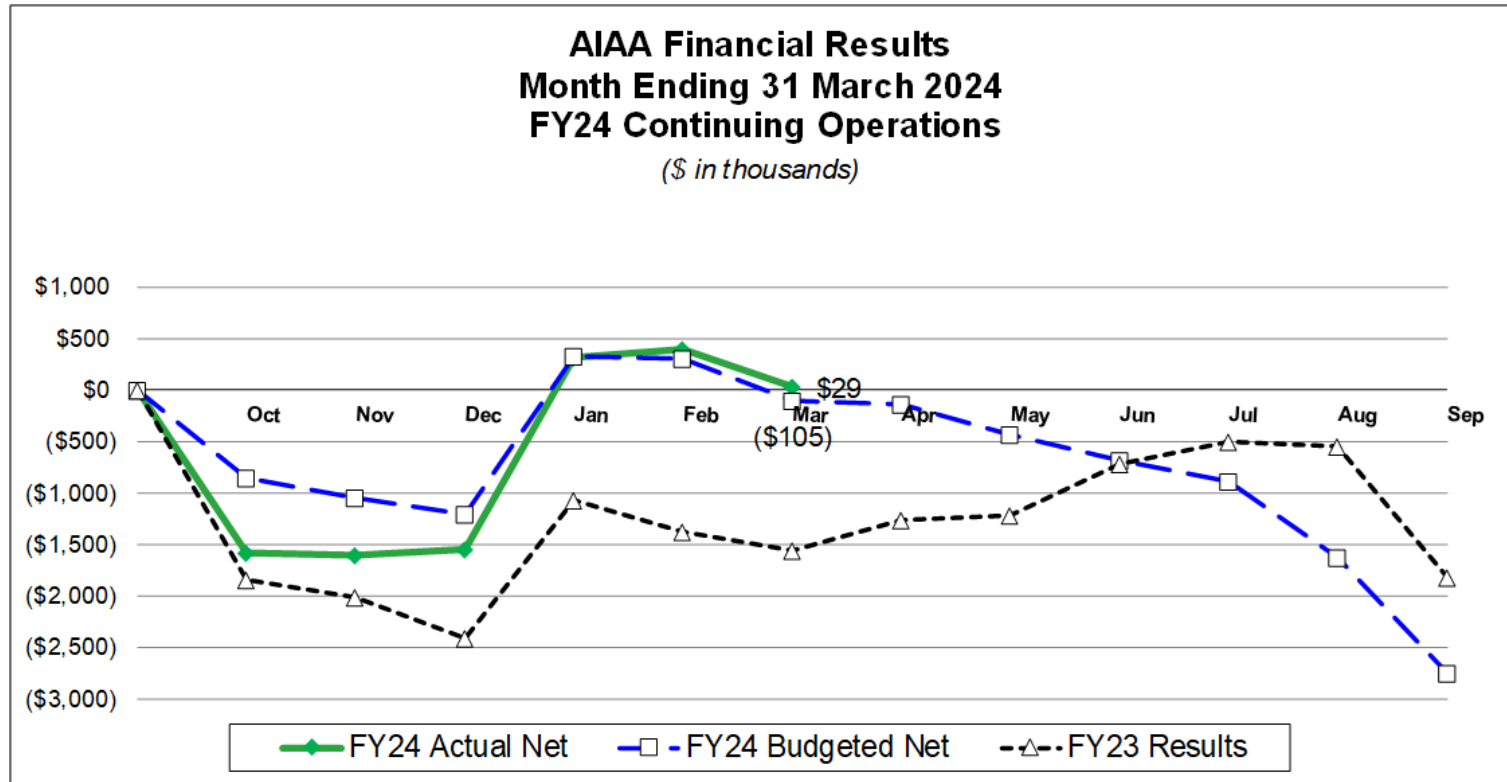
- ## GOALS
- 1: INCREASE ENGAGEMENT** and overall customer growth.
 - 2: IMPROVE VOLUNTEER & LEADERSHIP DEVELOPMENT** for AIAA's future.
 - 3: ALIGN VOLUNTEER ACTIVITIES** to the strategic plan in partnership with AIAA staff.
 - 4: ACHIEVE POSITIVE** net revenue.
 - 5: REFLECT SOCIETY'S DEMOGRAPHICS** 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	96% Professional Renewal (71% renewal rate) 100% Student Renewal Membership (13% renewal rate) 64% New Professional Membership 80% New Student Membership
GOAL 2 Improve volunteer and leadership development		90% Acknowledgment of Volunteer Leadership Agreement 90% Develop Leadership training to "lead by Influence" 90% 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	75% New Co-sponsorship Criteria and Process 75% Complete Decisions Gates Activity & Assessment Rubric 50% Deliver Evaluation Criteria & Process for to evaluate proposed new/enhanced products & services 60% Restart AIAA Policy Key Issues work 100% Established AI Advisory Group 100% Released policy on use of AI in AIAA pubs	Brief BoT and Rollout to Volunteers and Staff on new product initiative process 80% Domain Focused Policy Campaigns 45% Implementing AI Strategy in coordination with AIAA community	
GOAL 4 AIAA net positive revenue	100% Secure 1 new corporate partner		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+	75% Achieve greater than \$4M from corp investments 60% Increase 12% year over year for corp mem dues and engagement 25% 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 40% Communicate DEI plan	30% Review all governance documents	Update on demographics

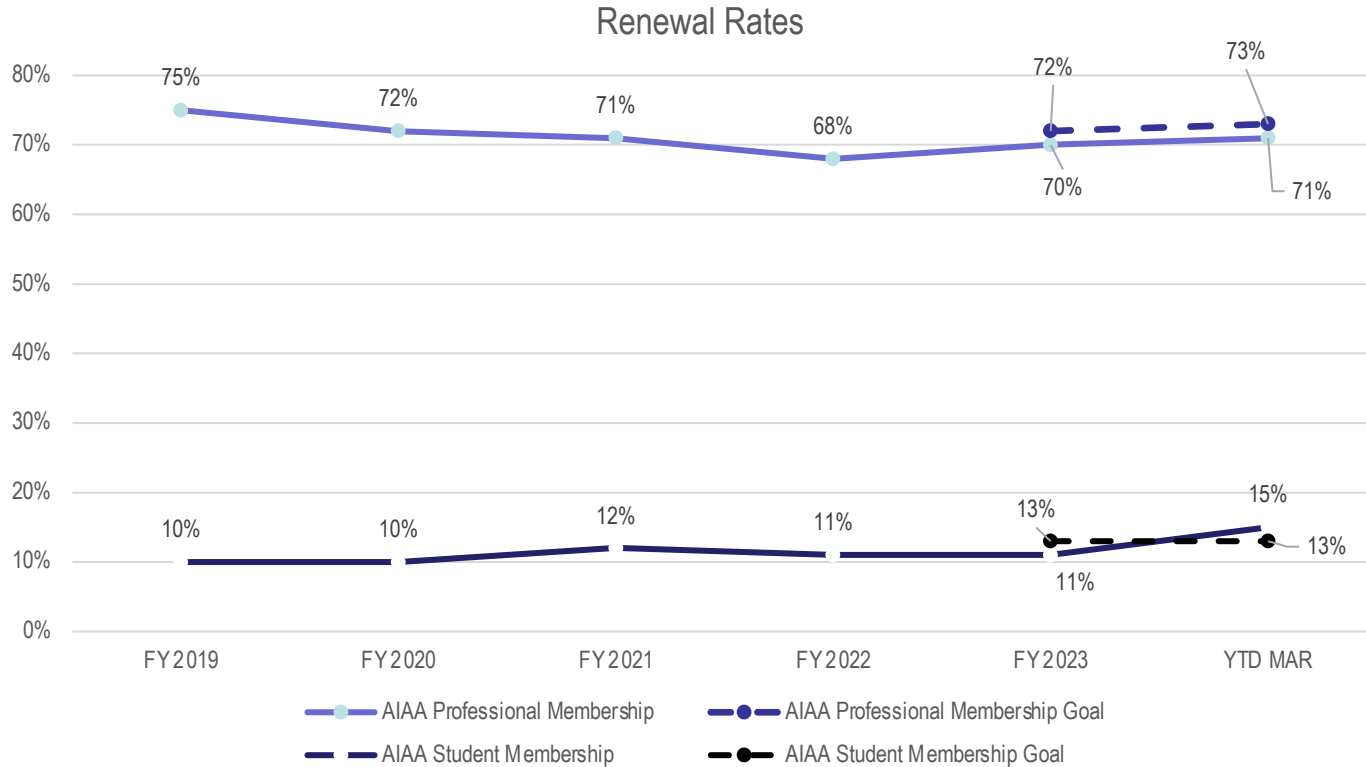
Institute Status

FY24 YTD Operating Results by Month



Customer/Membership Status

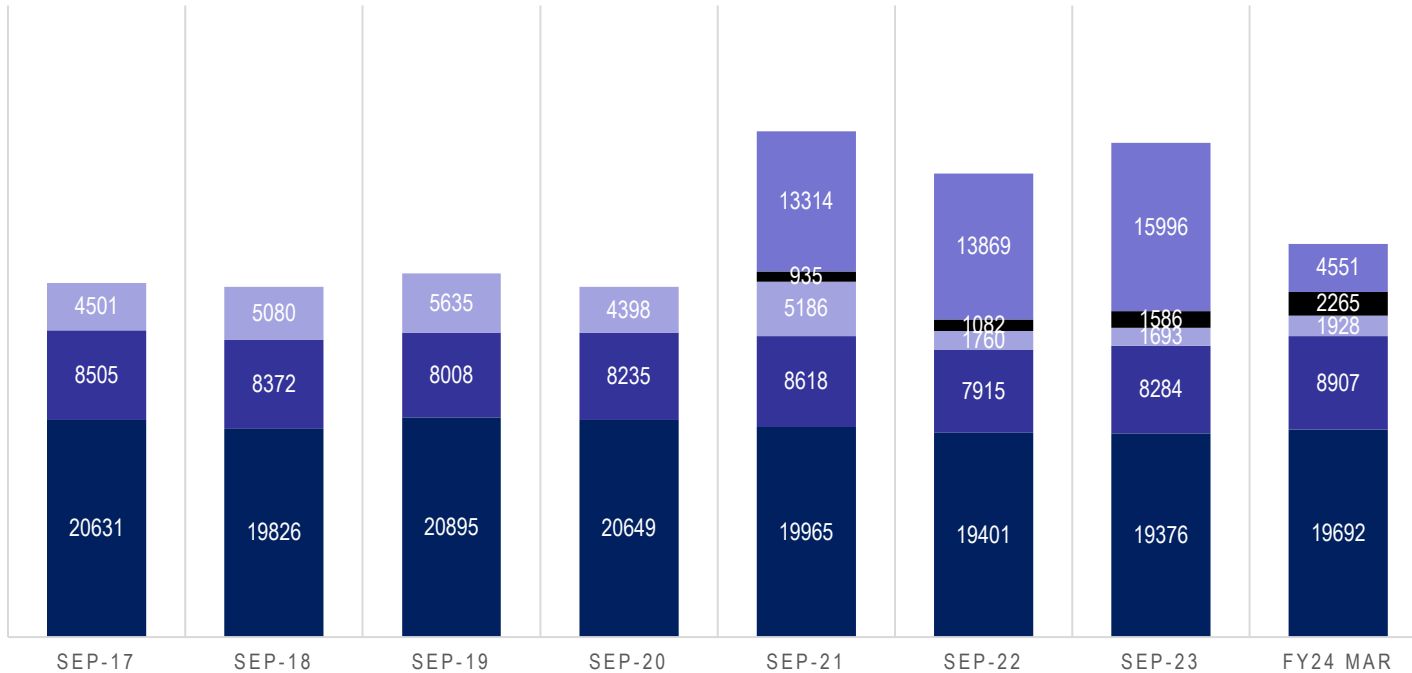
AIAA Member Renewal Rate



FY24 strategic goals are 73% professional member renewal rate and 13% student renewal rate.

Goal 1: Engagement / AIAA Customers

■ Professional
 ■ University Student
 ■ Educator Associate
 ■ High School
 ■ Non-Member Customers



Starting in FY 24 **Nonmember Customers** only include transactions of a monetary value, complimentary forum and event participation. Prior to FY 24 webinar registrations & Foundation donations were included. Nonmember customers include both "never been a member and lapsed members".

Focused Discussion on Goal #5

Goal #5

- Membership and leadership reflect society demographics
 - Objective #1 – Membership diversity metrics exceed the demographics of the aerospace professional community, and trend with positive gain annually toward reflecting society
 - 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

TAD Diversity & Inclusion Goals and Results

1. Increase percentage of women engaged in TAD annually

- **2020 Reference: 10.6%, 2024 Goal: 16%**
- **2024 Results: 13.9%**
- 21 of 71 TCs \geq 16%; 5 of 71 TCs $<$ 5%; and 1 TC with no female members
- We retain female members annually at equivalent rates to male members

2. Increase percentage of TAD members reporting ethnicity

- **2020 Reference: 26.7%, 2024 Goal: 100%**
- **2024 Results: 86.3%**

3. Each TC should add at least one student member to their roster

- New goal for 2024-2025 TC rosters
- **2020 Reference: 30.4%, 2024 Goal: 100%**
- **2024 Results: 39 of 71 (54.9%) TCs with at least one student member; 65 students total**
- 105% year-over-year increase in TC members between 18-25 years of age

Alignment with AIAA Strategic Goals

1. Increase Engagement
2. Improve Volunteer and Leadership Development
3. Align Volunteer Activities
5. Reflect Society's Demographics

Keep the Goal in Mind When

- Setting goals for your Committee or Section
- Recruiting individuals to join AIAA, your committee, or section.
- Communicating with leaders within your directorate or within your Region, help them set goals
- Thinking about your group's next event, outreach, or program
- Nominating colleagues for awards
- Nominating someone for a leadership position
- Recommending someone to serve on the nominating committee
- Recommending a speaker or panelist

Domain Roadmap Updates

(full domain presentations are included in the Appendices)

AIAA Aeronautics Domain: Strategy 2024

Dr. Russell Boyce
Aeronautics Domain Lead
14 May 2024

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The bottom line upfront

- The AIAA Domain for Aeronautics - Strategy 2024 outlines a vision for AIAA to be the world's leading platform for promoting dialogue and action, towards transformational, sustainable, impactful aviation solutions to global challenges.
- It focusses on six key pillars: addressing **global challenge solutions**; enabling **aviation sector transformation**; facilitating both **knowledge creation and dissemination** and **dialogue and debate**; fostering **talent pipeline building**; and providing **trusted advice**.
- Progress has been made through four Task Forces, and evolving the AVIATION forum to take a domain-based approach.
- Next steps :
 - establishing a new Domain-oriented formal structure, the AIAA Center for Sustainability;
 - implementing recommendations from the Task Forces;
 - convening a new AI-enabled-Aviation-Sector Task Force;
 - consolidating Domain thinking into AIAA's major gatherings; and
 - new efforts to bring Domain perspectives to help build the talent pipeline and perform horizon scanning.

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AIAA Space Domain: Strategy 2024

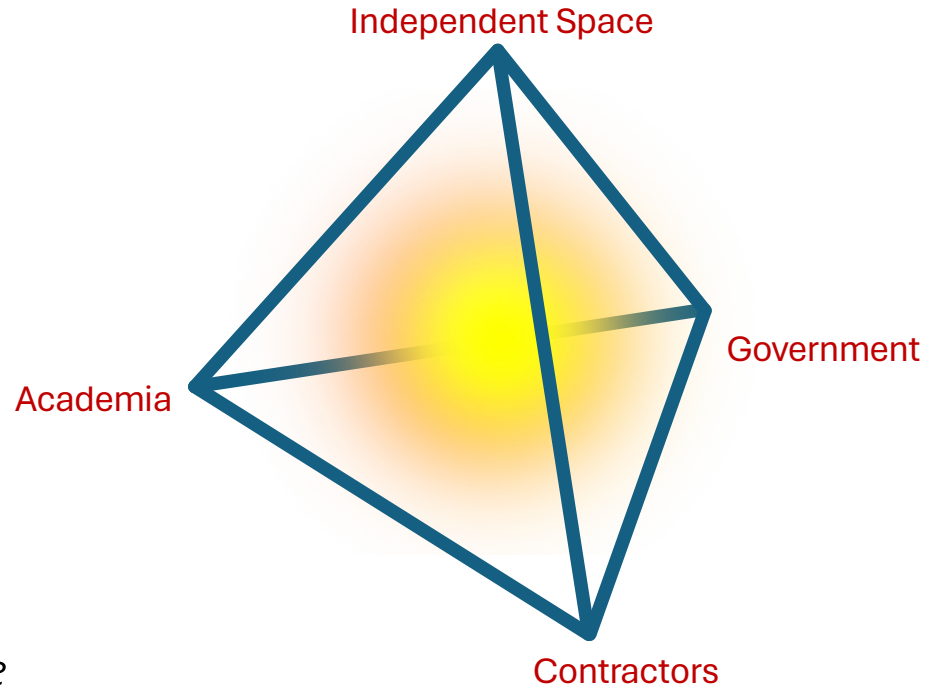
Brent Sherwood
Space Domain Lead
14 May 2024

AIAA Space Domain serves **four sectors**

Our Roles & Responsibilities

- Represent all sectors
- Network the field
- Promote dialogue
- Articulate logical positions
- Clarify technology outcomes
- Define standards
- Educate stakeholders
- Advocate for progress

...to shape the future of aerospace



AIAA Aerospace R&D Domain: Strategy 2024

Greg Zacharias
Aerospace R&D Domain Lead
14 May 2024

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R&D Domain Vision and Mission

➤ Vision

- AIAA's R&D community will envision and generate the technology base that drives innovation in aerospace systems and missions

➤ Mission: AIAA supports the aerospace R&D community in...

- ...innovating in the core technologies enabling the continuing evolution of aerospace systems and missions
- ...adopting and applying non-core technologies that can lead to revolutions in one or more aerospace systems sectors
- ...creating and implementing transformative multidisciplinary digitally based systems engineering capabilities and processes
- ...proactively supporting the design and development of new mission-focused capabilities in both aeronautics and space

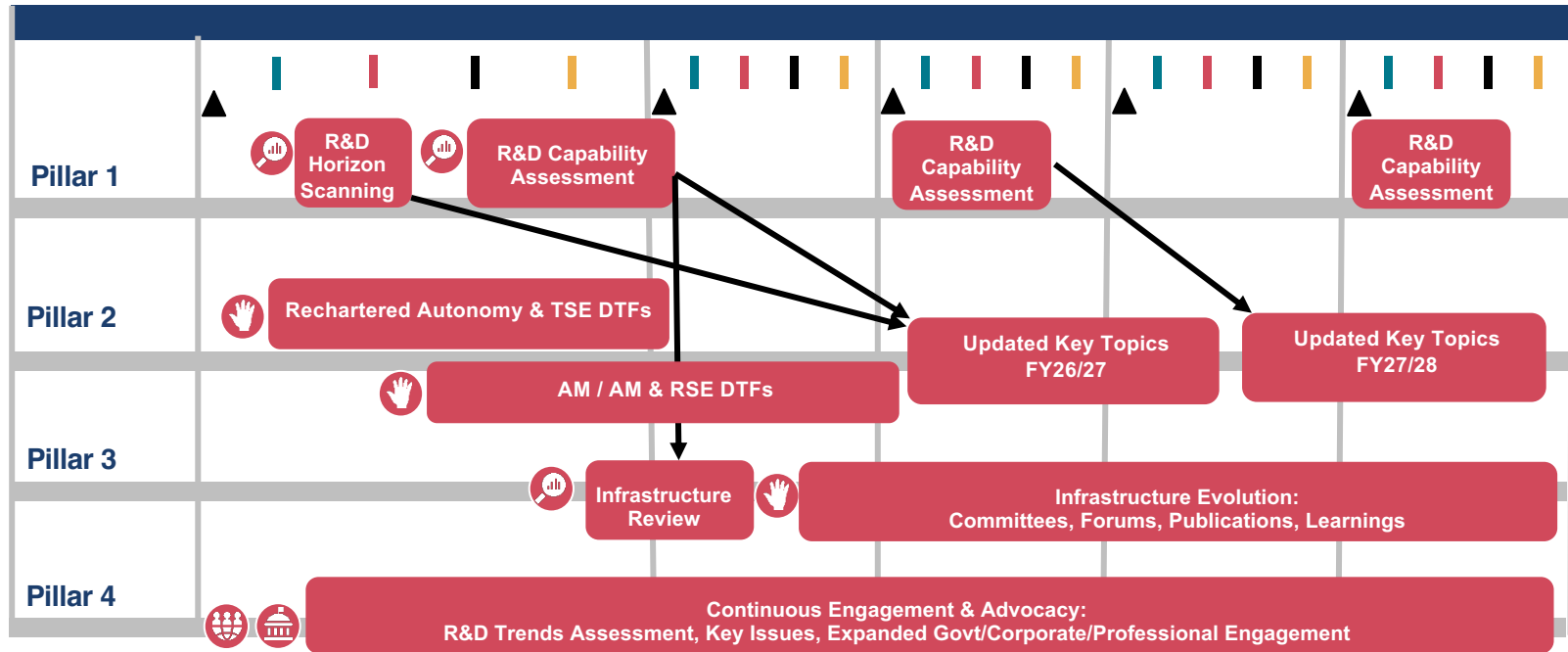
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R&D Strategic Pillars

- Four “Pillars” in the R&D Domain Strategy:
 - Pillar 1: Critical Assessment of R&D Capabilities
 - Pillar 2: Focused Effort in R&D “Key Topics”
 - Pillar 3: Responsive Evolution of AIAA Infrastructure
 - Pillar 4: Expanded Engagement and Advocacy

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R&D Domain Roadmap



▲ Sci Tech

🔍 Research

📅 Planning

👤 Volunteers

👥 Partners

🏛️ Policy

📅 Event

📄 Reports



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Summary

➤ Goal

- Ensure that AIAA remains “maximally relevant” to tomorrow’s evolving aerospace R&D community

➤ Approach

- Critical self-assessment of the community’s R&D capabilities
- Focused short-term efforts in R&D “Key Topics”
- Responsive long-term evolution of AIAA infrastructure
- Expanded engagement and advocacy

➤ Outcome

- Excellence and currency in representing the full aerospace R&D community, providing maximum impact on the future of aerospace

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Domain Support Workshop

Participants

Domain Leads

- Russell Boyce,
Aeronautics
- Greg Zacharias,
Aerospace R&D
- Brent Sherwood,
Space

Volunteers

- Allen Arrington,
Speaker, Council of Directors
- Dan Jensen,
Speaker-elect, Council of Directors
- Lesley Weitz,
Chief, Technical Activities Division
- Peter Hartwich,
Chief, Integration & Outreach Division
- Jackie O'Connor,
Chair, Publications Committee

AIAA Staff

- Dan Dumbacher,
Chief Executive Officer
- Michele Dominiak,
VP, Product Operations
- Rodger Williams,
VP, Strategic Content & Product Operations
- Angie Lander,
Senior Manager, Technical & Integration Communities

Enhancing TC & IOC Value—Actions

ACTION	ACCOUNTABILITY
<p>Continue to Enhance Communication of Domain-Focused Initiatives and Activities</p> <ul style="list-style-type: none"> • Continue Thrice Yearly Domain Briefings to Council of Directors & Board-Directed Committees • Continue to Feature a Domain at each AIAA Volunteer Leader Town Hall • Create Annual Institute-Wide Webinar to share Domain Strategies and Roadmap <ul style="list-style-type: none"> ○ Looking to October Timeframe • Improve/Relaunch Domain Web Pages • Other Forum and Published outputs from Domain Task Forces <p>Recharter some existing Domain Task Forces</p> <ul style="list-style-type: none"> • Implement revised Domain Task Force Charter Template • Ensure engagement with TAD and IOD during Domain Task Recruiting 	<p>Rodger Williams Dan Dumbacher Domain Leads Domain Task Forces</p> <p>Domain Leads</p>
<p>TAD and IOD Assess Current TCs & IOCs</p> <ul style="list-style-type: none"> • TC/IOC Health • Communities served 	<p>Lesley Weitz Peter Hartwich</p>

Quality of Content—Actions

ACTION	ACCOUNTABILITY
Assess ScholarOne Abstracts capability and reviewer guidelines for sharing feedback on conference submissions	Michele Dominiak
<p>Best Practices and Established Accountabilities</p> <ul style="list-style-type: none">▪ Stated/explicit purpose▪ Guidance on paper quality▪ Growing experienced reviewer pool and expectations▪ Scheduling of non-paper technical sessions▪ Progression of conference paper to journal submission	Lesley Weitz Jackie O'Connor Peter Hartwich
<p>Promote Development of AIAA Virtual Collections on Hot Topics</p> <ul style="list-style-type: none">▪ Target AV/AS 2025▪ Enable purchase for nonsubscribers▪ Authoritative/Peer-Reviewed▪ Ensure TC/IOC committee support	All Workshop Participants

Quality of Content—Actions

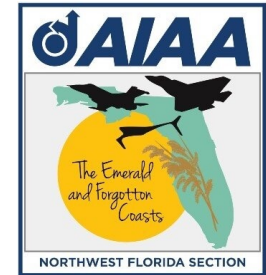
ACTION	ACCOUNTABILITY
<p>Develop Forum “Current Topics / Current News” Track</p> <ul style="list-style-type: none">▪ What is Happening Today?▪ Invited Presentations▪ Include in Call for Content▪ Scheduling▪ Highlight in Program	<p>Michele Dominiak Angie Lander Rodger Williams</p>
<p>Assess Recalibrate Call for Content Cycle to ensure content connection across annual forum cycle</p>	<p>Rodger Williams</p>
<p>Increased Content in Programmatic Areas</p> <ul style="list-style-type: none">▪ Economics▪ Legal▪ Program Management▪ Policy▪ Other	<p>Peter Hartwich Chris Crumbly</p>

Strategic Communication Messaging

AIAA's Unique Challenge

- Significant need to improve both the consistency of volunteer messaging AND reign in decentralized visual identities
- Messaging has not kept pace to align domain approach, core values, and strategic plan
- 400+ separate identities (AIAA, student, regions, sections, etc.)
- Decades of ignoring brand inconsistencies
- IT transformation investment drives need for brand simplicity, structure and clarity – need to be ahead of curve

AIAA Logos – Small Sample of 400+ Adaptations



A Stronger Path Forward: Strat Comms

Our **Strategic Communications Messaging** is designed to codify and strengthen the AIAA brand experience to excite our customers and members

- Creation of easy message map
- Resource rich volunteer access portal

Why is this important?

- Align our mission, core values, strategic plan, and domain approach
- Empower volunteers to become AIAA Advocates – make it easy!
- Directly Connects to Goals 1-3; contributes to 4/5

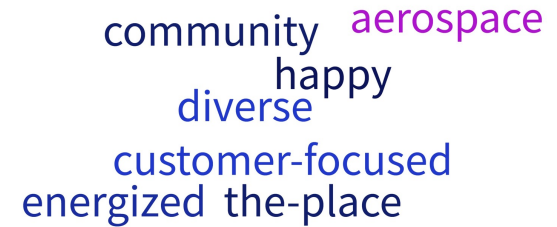
Positioning – How do we want to see AIAA in 2028?

Themes



A word cloud for 'Themes' enclosed in a blue cloud shape. The words are in various shades of blue and purple. The largest words are 'forward', 'thinking', 'purposeful', and 'relevant'. Other words include 'innovative', 'modern', 'aerospace', 'exciting', 'future', 'value', 'leaders', 'change', 'making', 'engaging', 'remarkable', 'happen', 'shaping', 'forward-leaning', 'world', 'progressive', 'core', 'wow', 'off-world', and 'change'.

People



A word cloud for 'People' enclosed in a light blue cloud shape. The words are in various shades of blue and purple. The largest words are 'community', 'aerospace', 'diverse', 'customer-focused', and 'energized the-place'. Other words include 'happy'.

Organization



A word cloud for 'Organization' enclosed in a blue cloud shape. The words are in various shades of blue and purple. The largest words are 'trusted' and 'sustainable'. Other words include 'integral', 'sales-oriented', 'confidence', 'core-values', 'revenue-oriented', 'proactive', 'agile', 'earn', and 'resilient'.

AIAA MESSAGE MAP - 2024

AIAA IS SHAPING THE FUTURE OF AEROSPACE



Message Map Structure

AIAA central message and key messages.

For a brand to be valuable, it must be simple, memorable and defensible

Three key messaging pillars. These set us apart from other groups.

Proof points. These are facts about AIAA that demonstrate the key message is true.

Extensions, provide additional context, insight or depth

AIAA MESSAGE MAP - 2024

AIAA IS SHAPING THE FUTURE OF AEROSPACE



The **AIAA Vision** is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

The **AIAA Mission** is to help aerospace professionals and their organizations succeed.

The **AIAA Tagline** is “shaping the future of aerospace.” AIAA members are continually shaping the future of aerospace through their creativity, ingenuity, and passion for **the aerospace industry** ~~engineering and science~~.

AIAA MESSAGE MAP - 2024

AIAA IS SHAPING THE FUTURE OF AEROSPACE



**AIAA ACCELERATES
TECHNICAL EXCELLENCE
IN AERONAUTICS AND
ASTRONAUTICS**

This message focuses on
knowledge, truth,
and facts



**AIAA SOLVES
GENERATIONAL-SCALE
CHALLENGES**

This message focuses on
activation, what we are
doing



**AIAA IS THE
DEFINITIVE SOURCE
FOR AN AEROSPACE
PROFESSIONAL'S
CAREER JOURNEY**

This message focuses on
member and volunteer
involvement



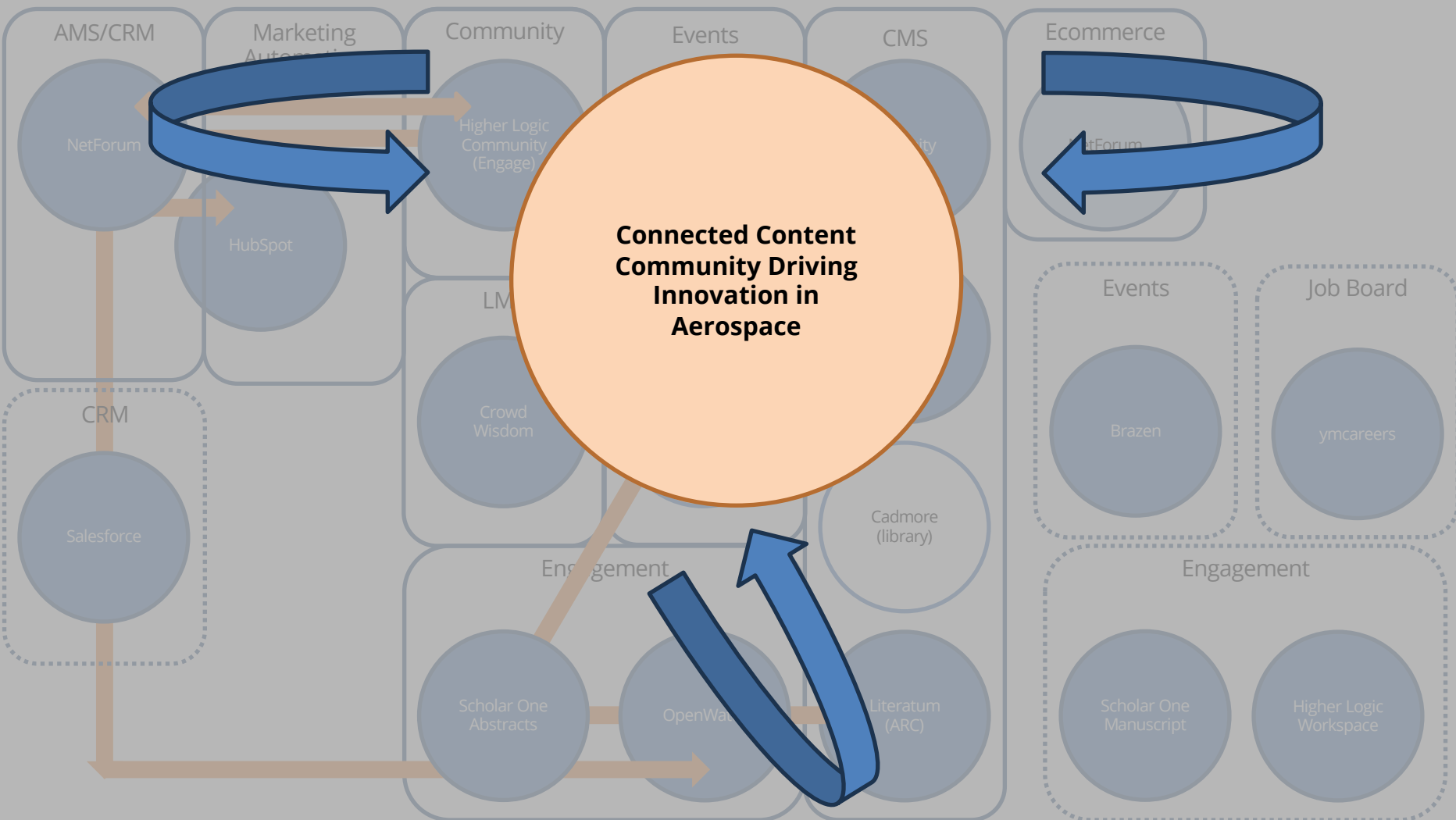
AIAA Brand Resources Center

Together, we embody our collective purpose — let's amplify it with a unified voice.

AIAA's brand is so much more than a logo. It's how we tell our story, convey our culture, and declare our point of view. Maintaining consistency in our brand is essential to protecting its integrity — and our community leaders play a vital role. Continuity in messaging and visual identity not only allows AIAA to build strong brand awareness but it also helps our brand's ambassadors to lead with excellence.

[Get Started](#) ▾

IT Initiatives



In Progress

Initiatives

- Customer relationship management (CRM) system replacement
- Website optimization and enhanced analytics
- Updated authentication and single-sign-on
- Extended business intelligence

External Capabilities

- Frictionless login
- Increased personalization
- Expanded product catalog
- Unified and persistent shopping cart
- Enhanced peer-to-peer engagement
- Improved platform integration
- Streamlined site experience
- Online organization/group support



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