

AIAA Volunteer Leadership Town Hall

Laura McGill
AIAA President

Allen Arrington
AIAA Speaker of the Council

Dan Dumbacher
AIAA Executive Director

23 June 2023

Gala



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



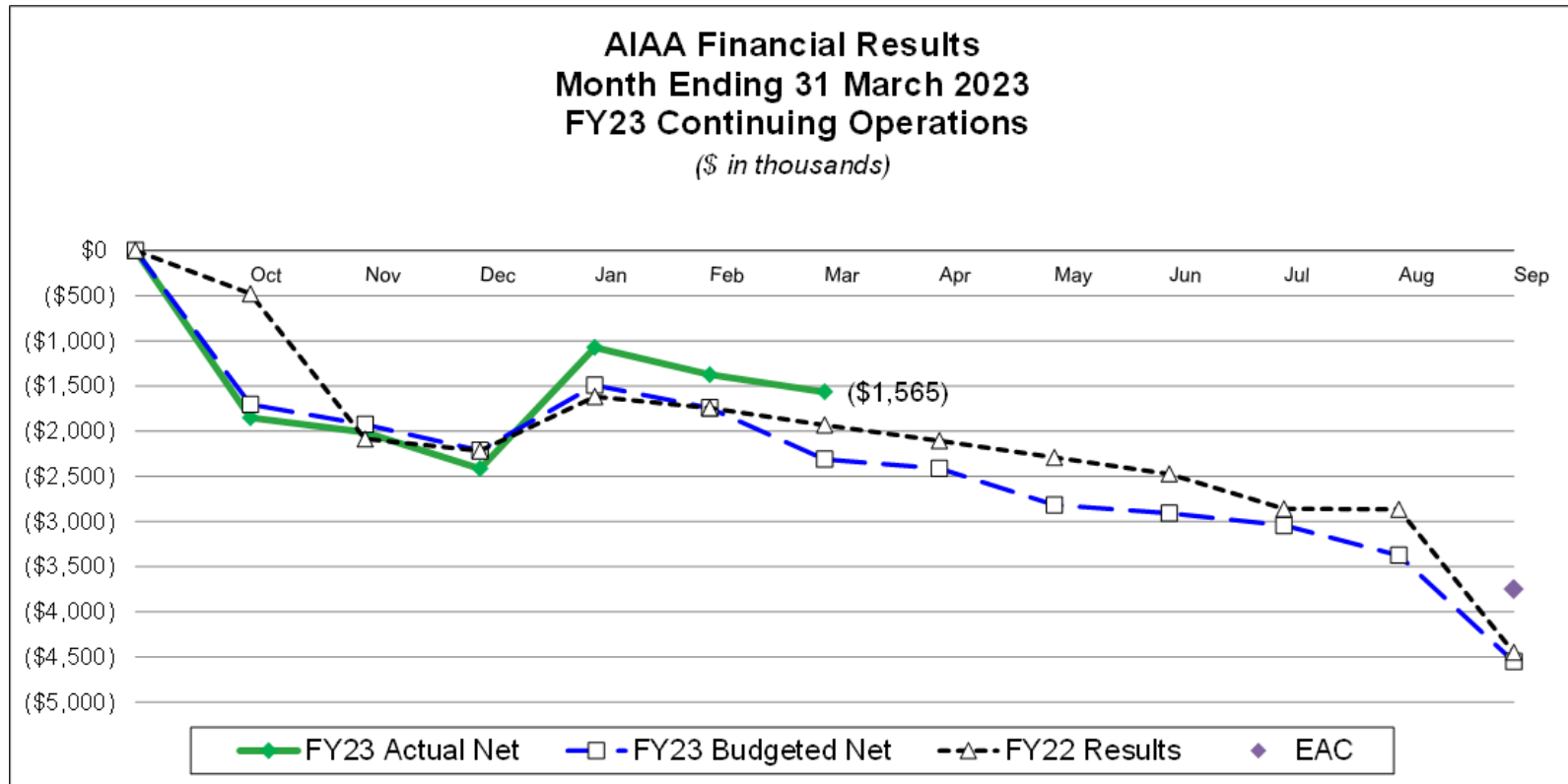
THOUGHT LEADER Be the thought leader in technology and capability advancement

- 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.

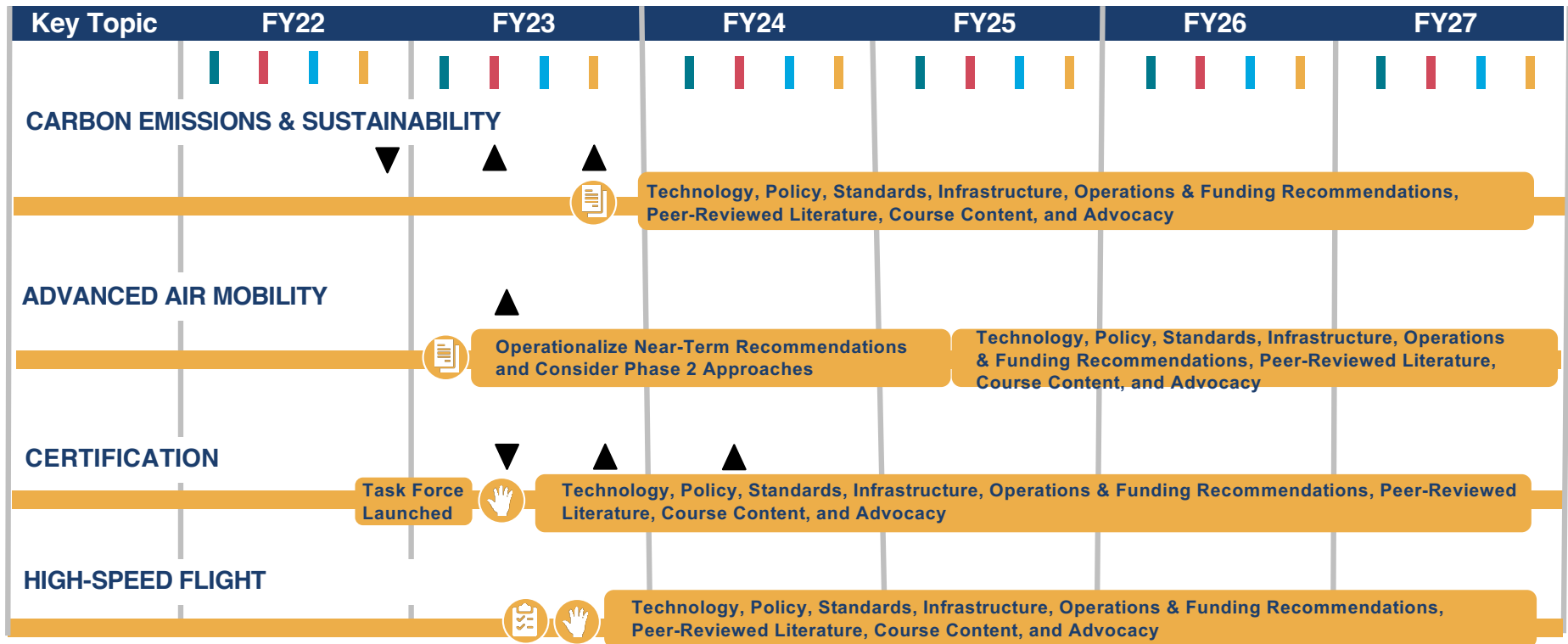
FY23 Milestones to Achieve Strategic Goals

	FY 23 Q1	FY 23 Q2	FY 23 Q3	FY 23 Q4
Increase Engagement and Customer Growth	Membership Baseline Metrics Defined & Communicated	User Experience Needs Defined		Prof Renewal @ 70% Student Renewal @ 28%
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		IT Roadmap and investments Revised 5-year projections Hire Director of Finance
Membership and leadership reflect society demographics	Establish VP Diversity, Workforce and Membership		TODAY	5-year plan to the Board

FY23 YTD Operating Results by Month



Aeronautics Roadmap

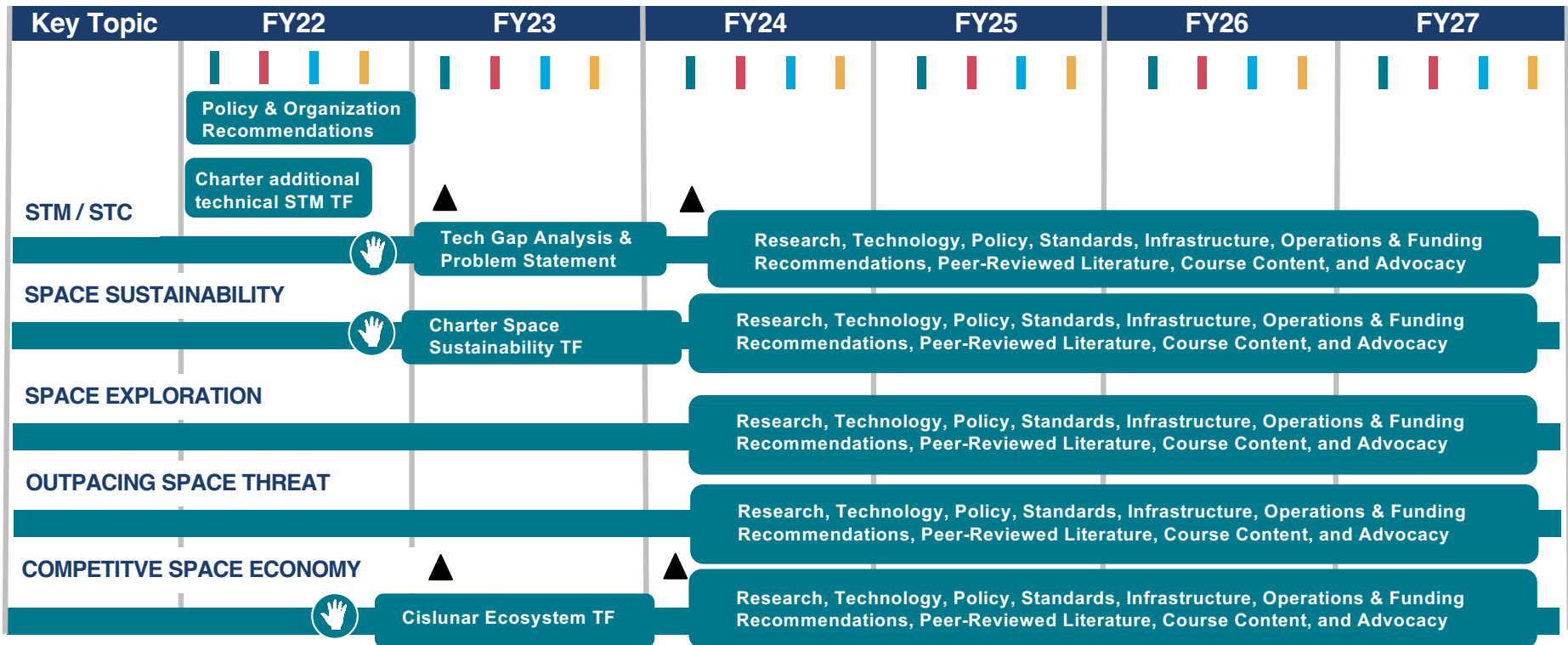


■ ASCEND
 ■ SciTech
 ■ DEFENSE
 ■ AVIATION
 ▼ Inputs
 ▲ Report out

🔍 Research
 📅 Planning
 👤 Volunteers
 👥 Partners
 🏛️ Policy
 📅 Event
 📄 Reports



Space Roadmap

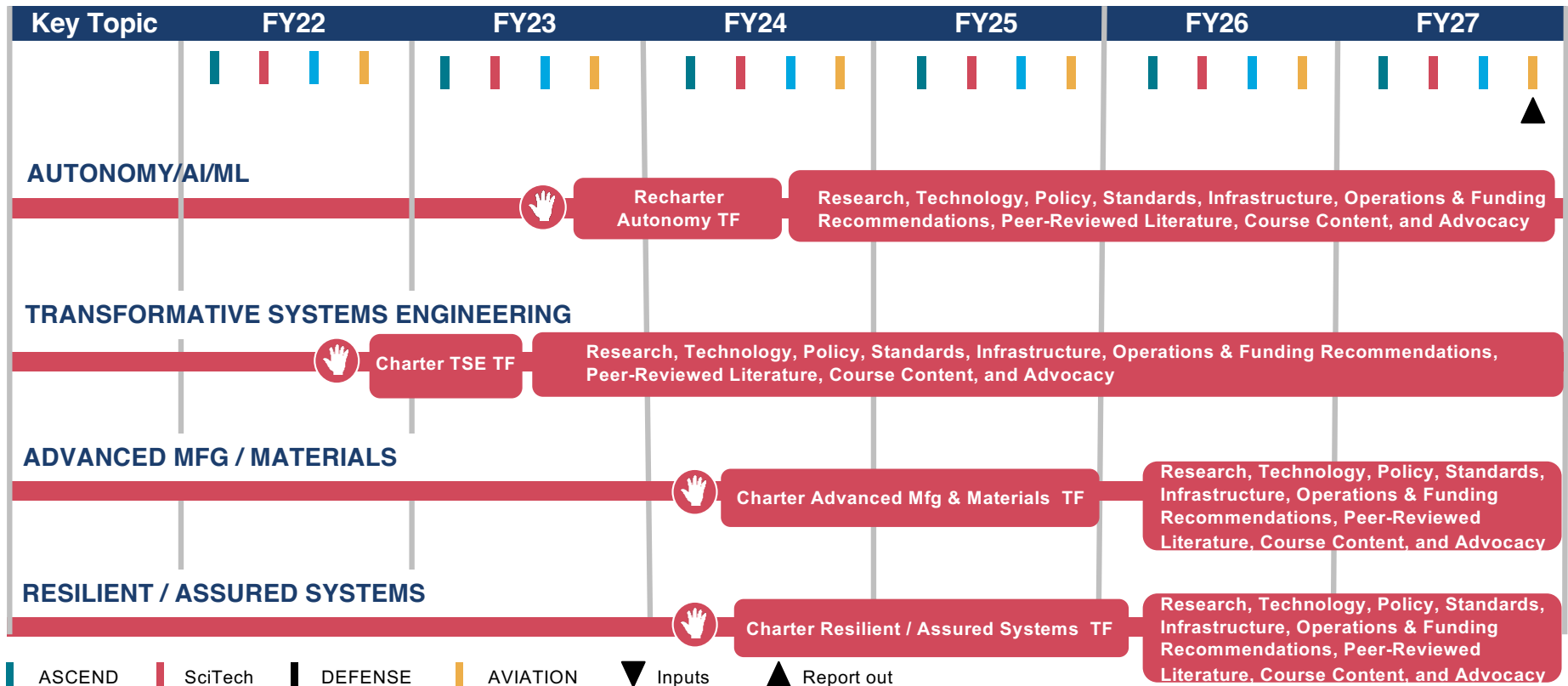


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R&D Roadmap



█ ASCEND
 █ SciTech
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ASCEND Progress Report

- ASCENDxTexas Summary
 - Day-and-a-half program
 - Some growth compared to last year
 - Great feedback to date on content and venue
 - Net positive financial results (~\$36K better than budget)
- 2023 ASCEND Call for Content
 - 320 paper submissions (vs 253 in 2022)
 - 189 session submissions (vs 85 in 2022)
 - Working with TC/IOCs to develop new ideas for them to participate

Milestones to 2024 Co-Located Summer Event

	<u>FY 23 Q2</u>	<u>FY 23 Q3</u>	<u>FY 23 Q4</u>	<u>FY 24 Q1</u>	<u>FY 24 Q2</u>	<u>FY 24 Q3</u>
2024 Event Product Development	<ul style="list-style-type: none"> Staff planning meeting on partner sales 	<ul style="list-style-type: none"> Proposed 2024 Event Structure Finalized Key Customer Meetings 	<ul style="list-style-type: none"> Summer 2024 CFC Development Summer 2024 Announcement/Website 	<ul style="list-style-type: none"> Summer 2024 CFC Released Summer 2024 Speaker Recruitment 	<ul style="list-style-type: none"> Summer 2024 Reg Opens Summer 2024 Initial Program Released 	
Member and Volunteer Communication	<ul style="list-style-type: none"> CoD Workshop Virtual Town Hall 	<ul style="list-style-type: none"> 2024 Planning Committees Recruitment Virtual Town Hall 	<ul style="list-style-type: none"> Virtual Town Hall 	<ul style="list-style-type: none"> Virtual Town Hall 	<ul style="list-style-type: none"> Virtual Town Hall 	<ul style="list-style-type: none"> Virtual Town Hall
AIAA Forums	<ul style="list-style-type: none"> 2023 SciTech 	<ul style="list-style-type: none"> 2023 DEFENSE 	<ul style="list-style-type: none"> 2023 AVIATION 	<ul style="list-style-type: none"> 2023 ASCEND 	<ul style="list-style-type: none"> 2024 SciTech 	<ul style="list-style-type: none"> 2024 Summer Event

Recognition Status Decisions

Associate Fellows	Fellows and Honorary Fellows	Premier Awards
<ul style="list-style-type: none">• Reception and ceremony annually at SciTech• Tickets are available for purchase with SciTech registration• Sponsorship opportunities are available• The 2024 recognition will be held 10 January• The 2024 recognition will include honoring the 2023 honorees as a class	<ul style="list-style-type: none">• Reception and dinner to be held annually in coordination with the Spring Business Meetings• Tickets are available for purchase by invitation only• The 2024 recognition will be held 14 May	<ul style="list-style-type: none">• Reception and ceremony to be held annually in coordination with the Spring Business Meetings• Tickets and tribute pages in final program are available for purchase• The 2024 recognition will be held 15 May at the Kennedy Center

Volunteer Leadership Expectations

- Know, promote and follow Institute mission, purpose, goals, policies, programs & services
- Be knowledgeable in the domain you are leading
- Update and follow a charter for your group / project that identifies:
 - Your products and services and how they align with AIAA strategic goals & objectives
 - Target market
 - Important events, milestones, deadlines
- Ensure succession planning and recruit new, diverse members with broad representation
- Stay in communication with your committee
- Identify and document priorities and provide updates
- Share best practices
- Be a role model



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