

Council Workshop

AIAA Strategic Goals

Goal 1: Increase Engagement and overall customer growth

Goal 2: Improve Volunteer & leadership Development for AIAA's future

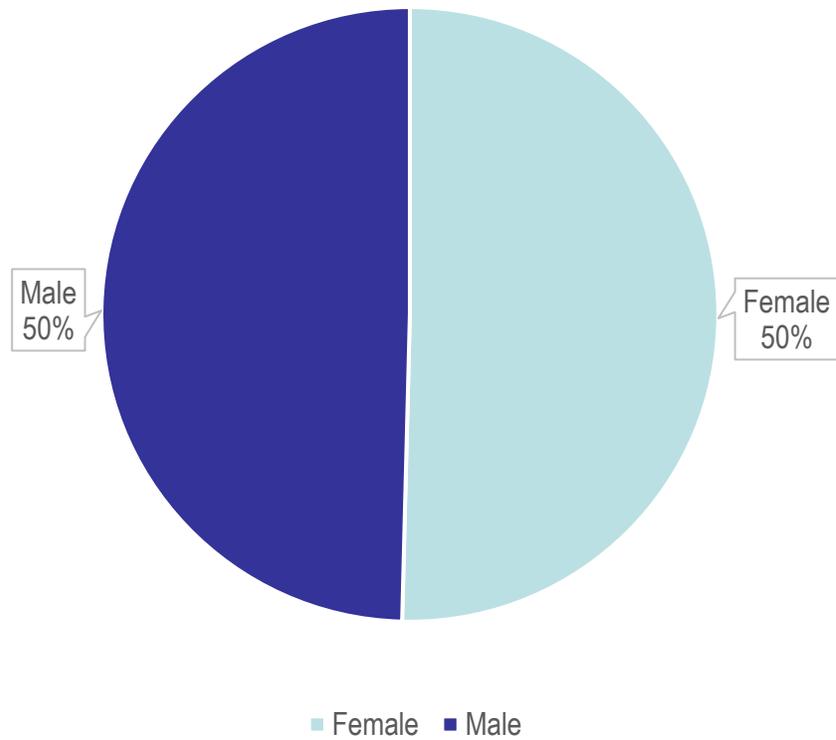
Goal 5: Reflect Society's Demographics in AIAA membership and Leadership

Membership Retention

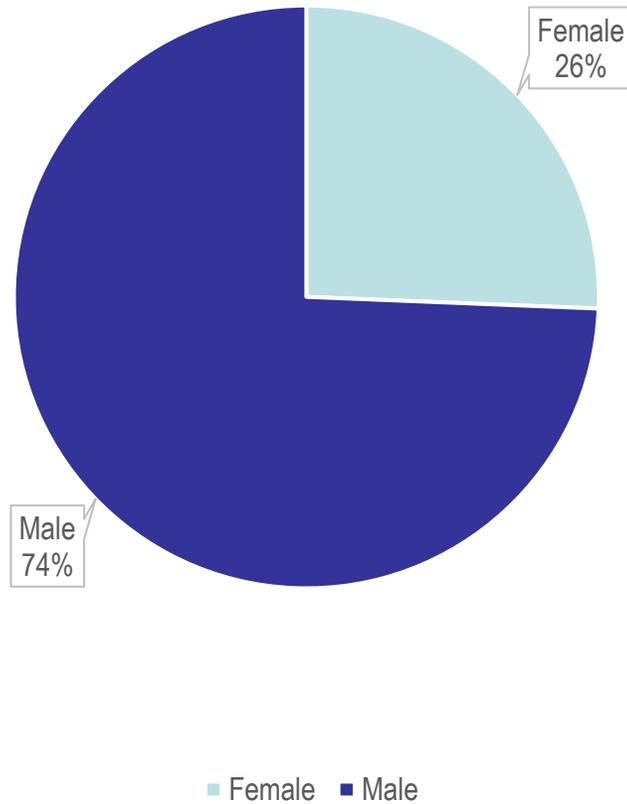
1. Community
2. Longevity
3. Advocacy
4. Experience
5. Cost-Effectiveness

Gender

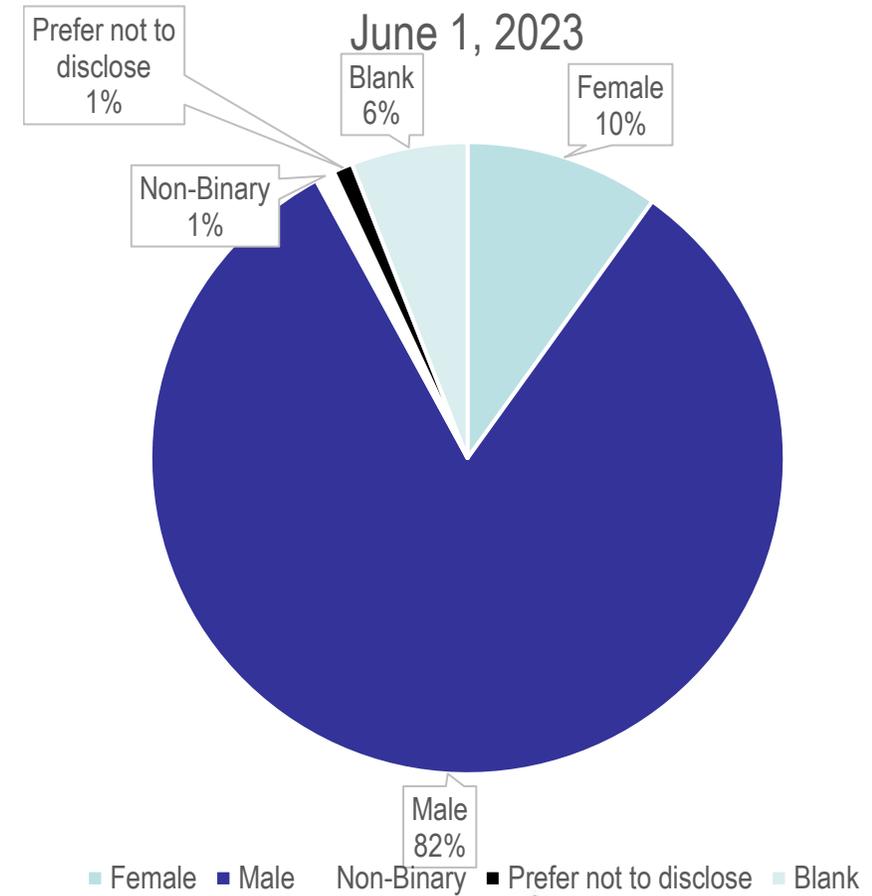
US Census July 2020



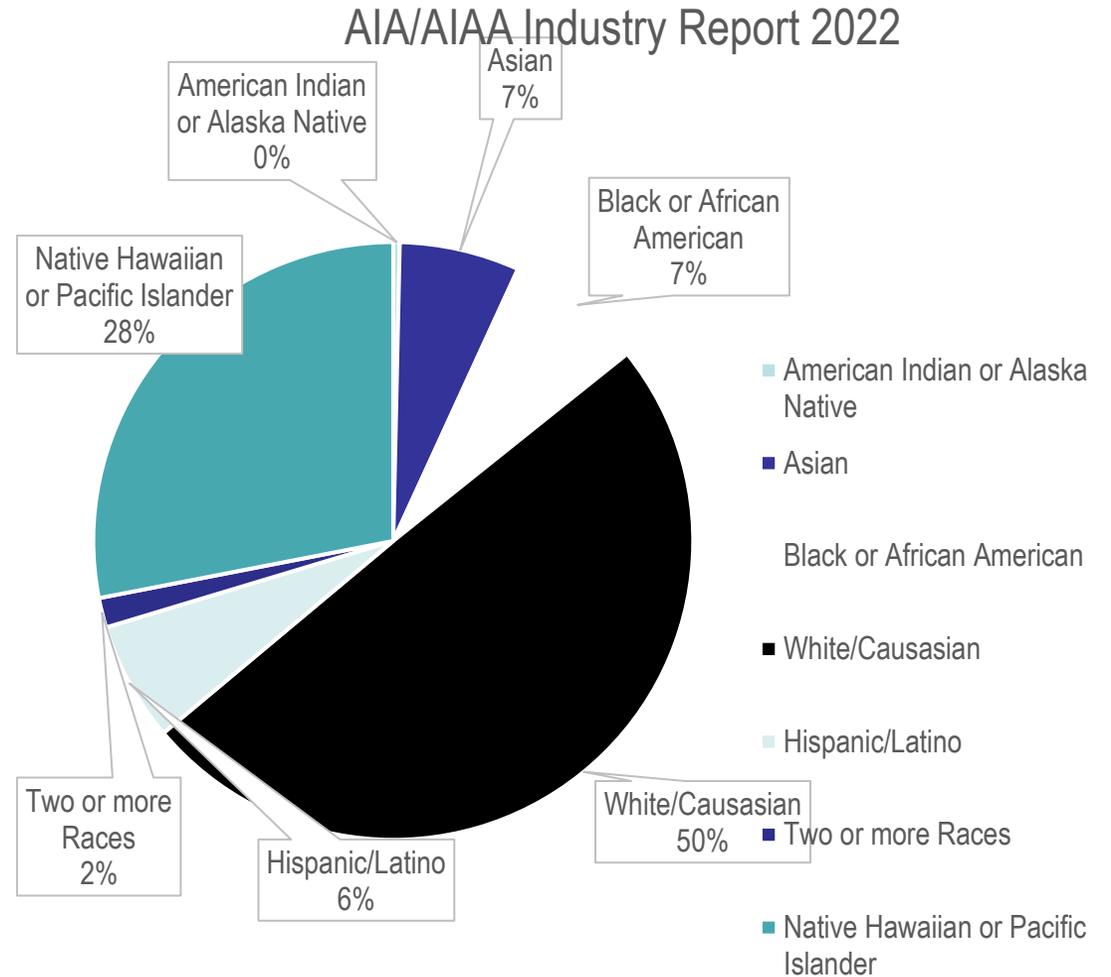
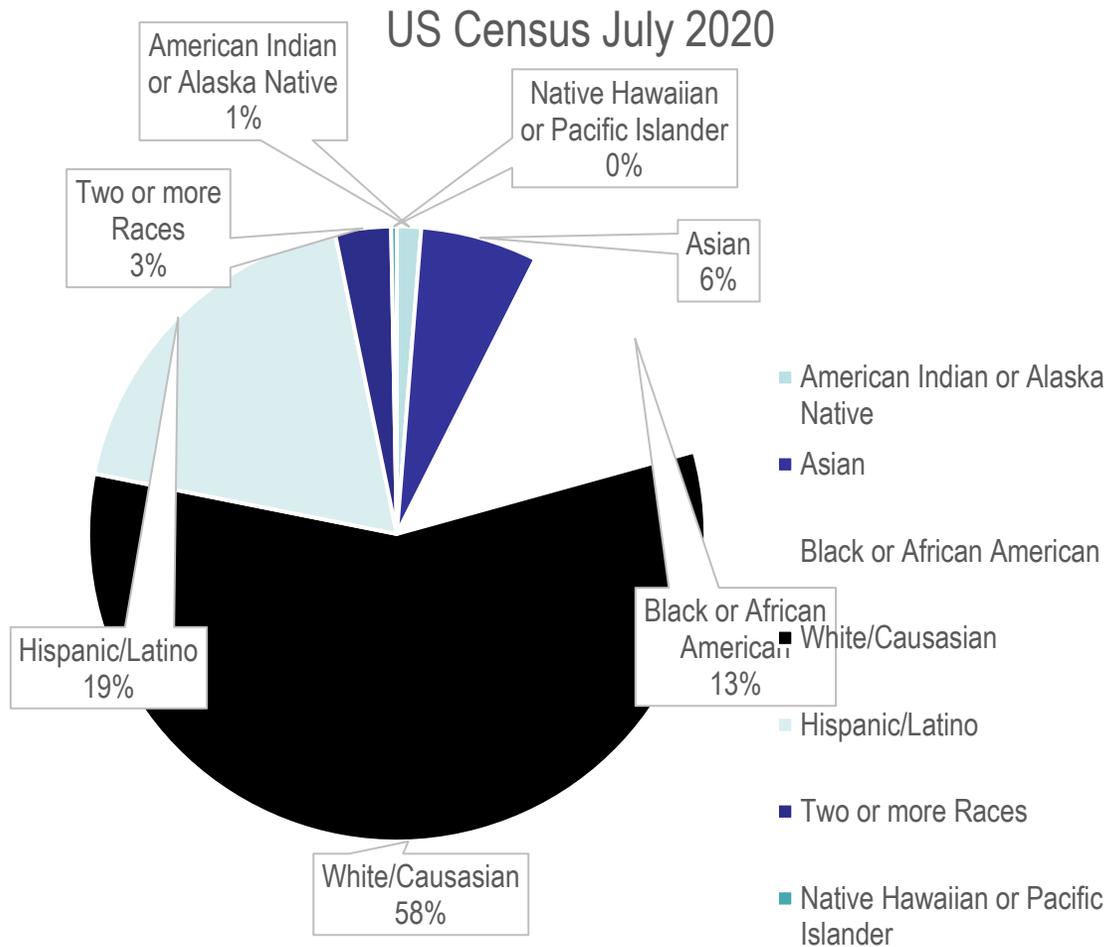
AIA/AIAA Industry Report 2022



AIAA Professional Members
June 1, 2023



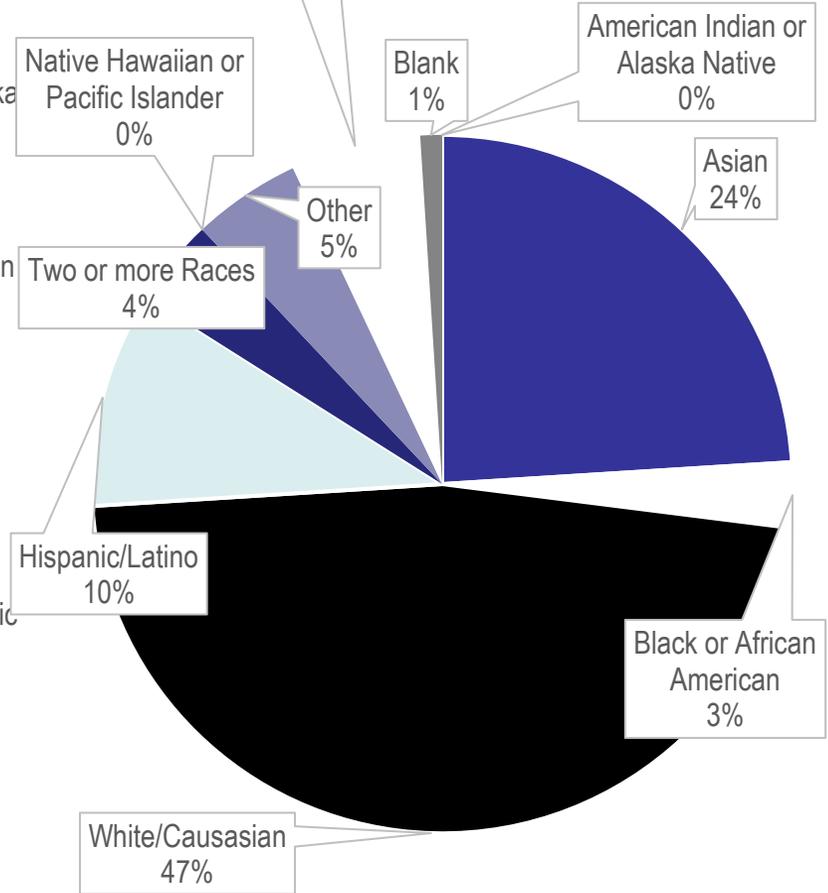
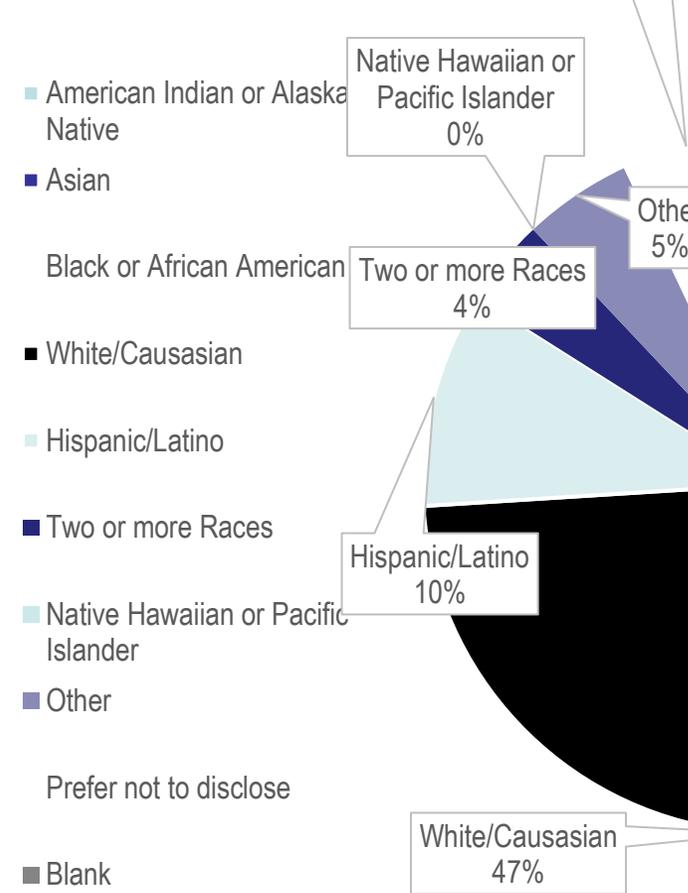
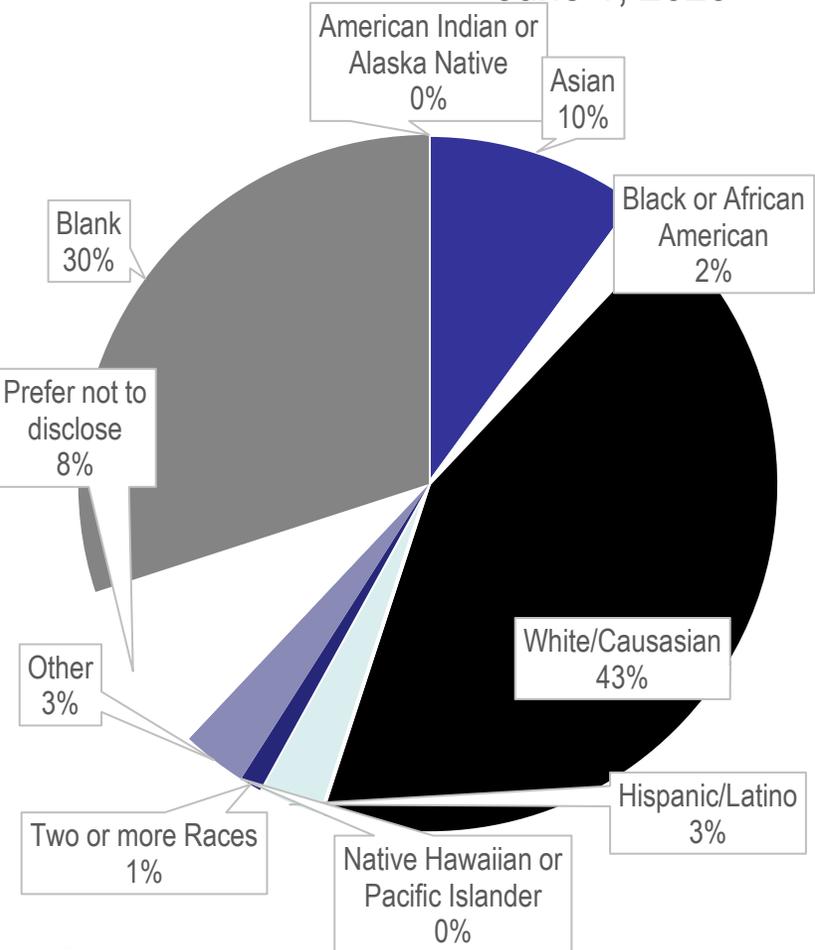
Race/Ethnicity



Race/Ethnicity

AIAA Professional Members
June 1, 2023

AIAA University Student Members
June 1, 2023

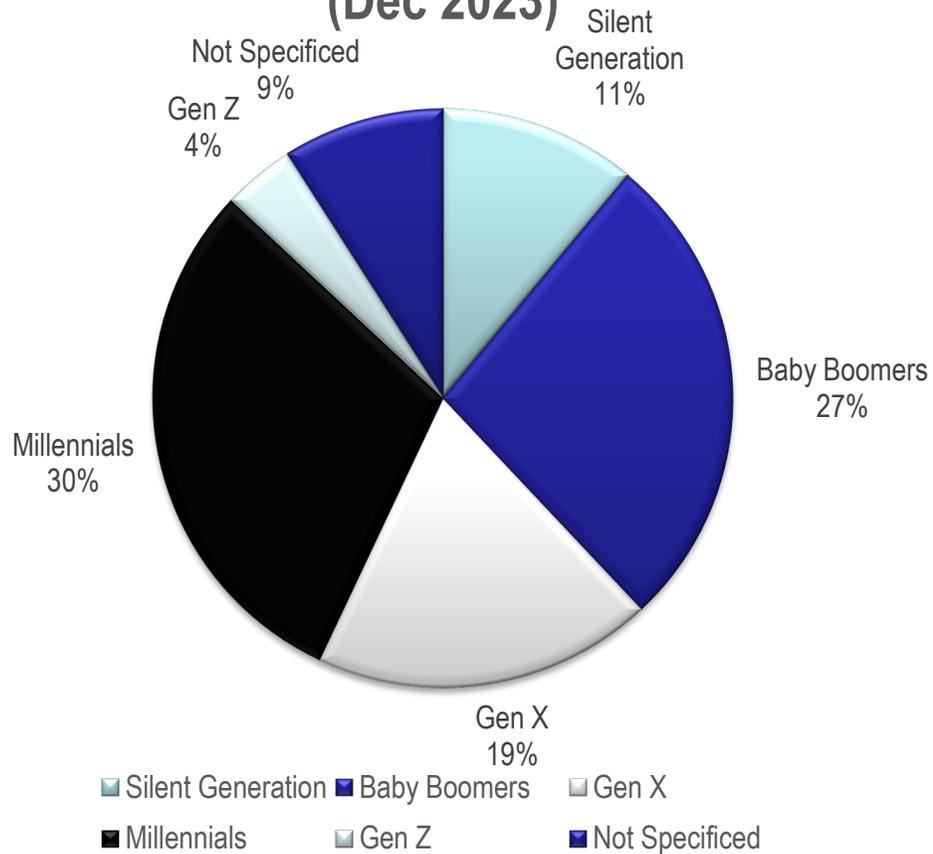


Generation Demographics

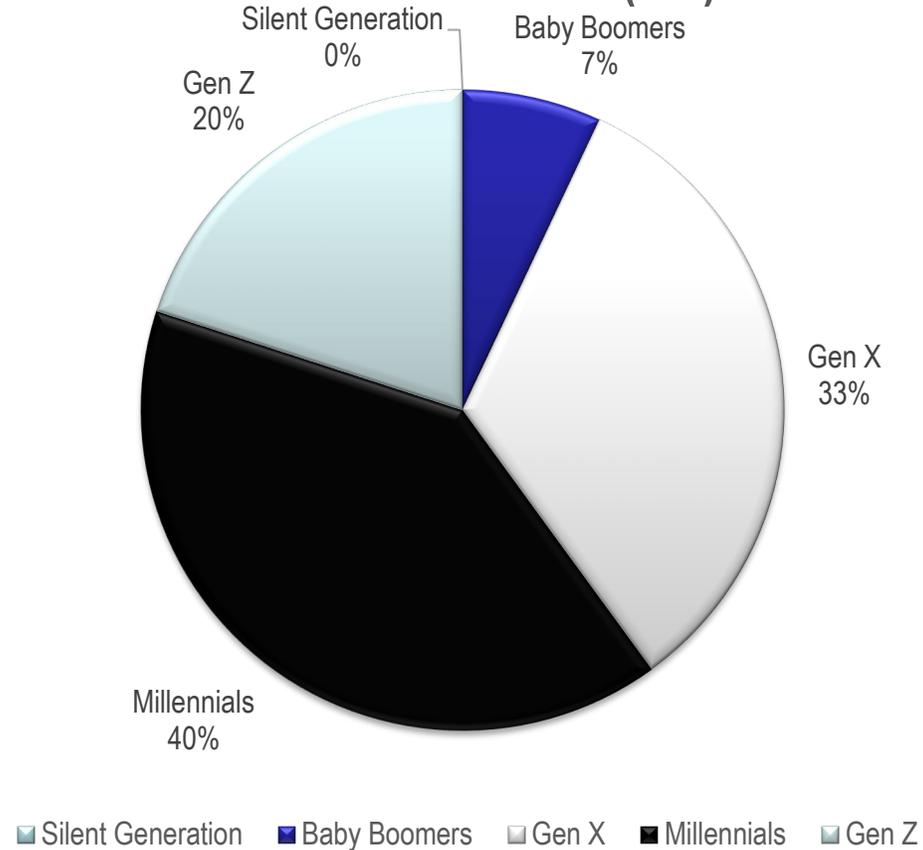
Generation	Birth Years	Ages in 2023
The Silent Generation	1928-1945	78-93 years old
Baby Boomers	1946-1964	59-77 years old
Generation X	1965-1980	43-58 years old
Millennials	1981-1996	27-42 years old
Gen Z	1997-2012	11-26 years old

Generation Demographics

Current Professional Membership (Dec 2023)

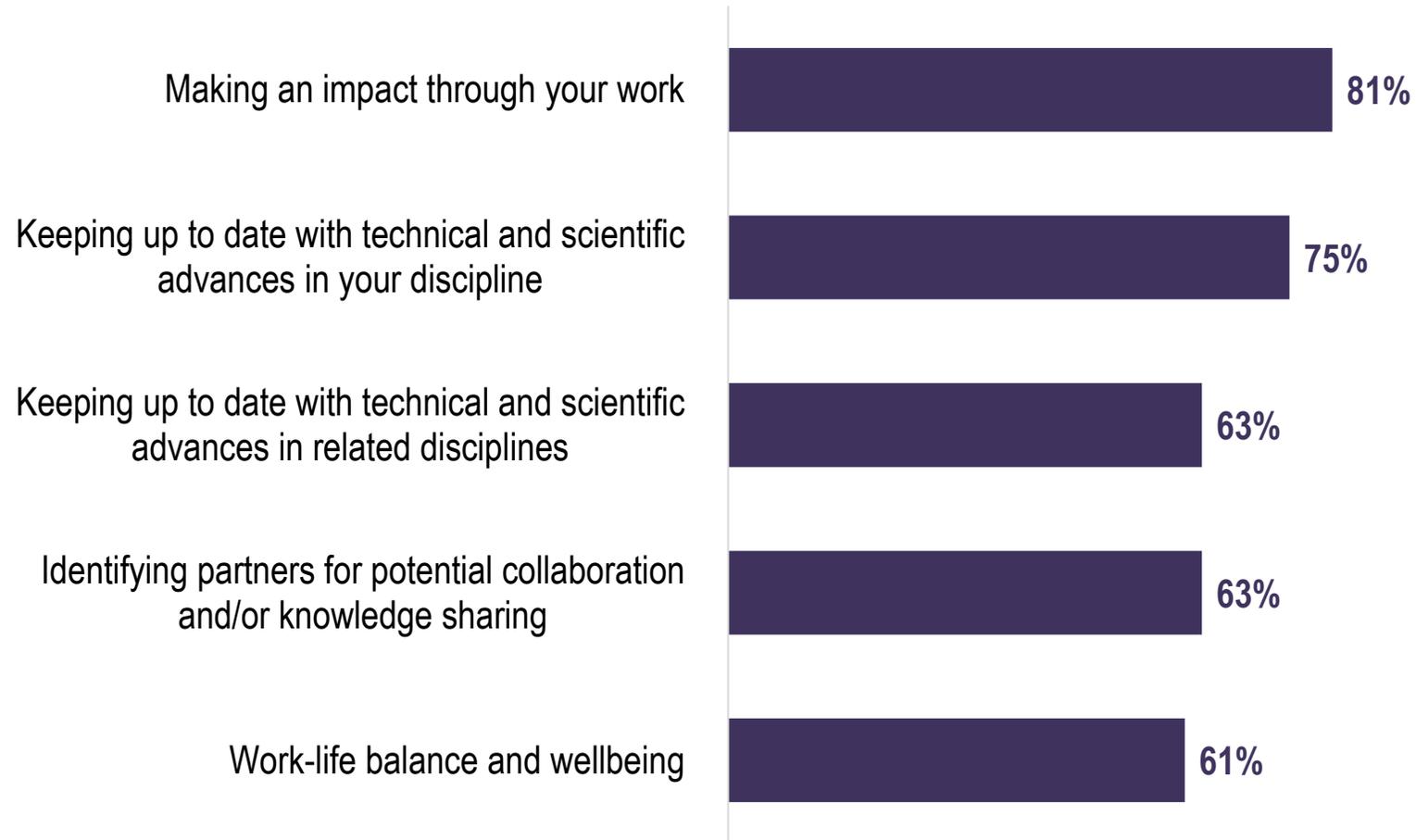


Workforce of 2025 (est)



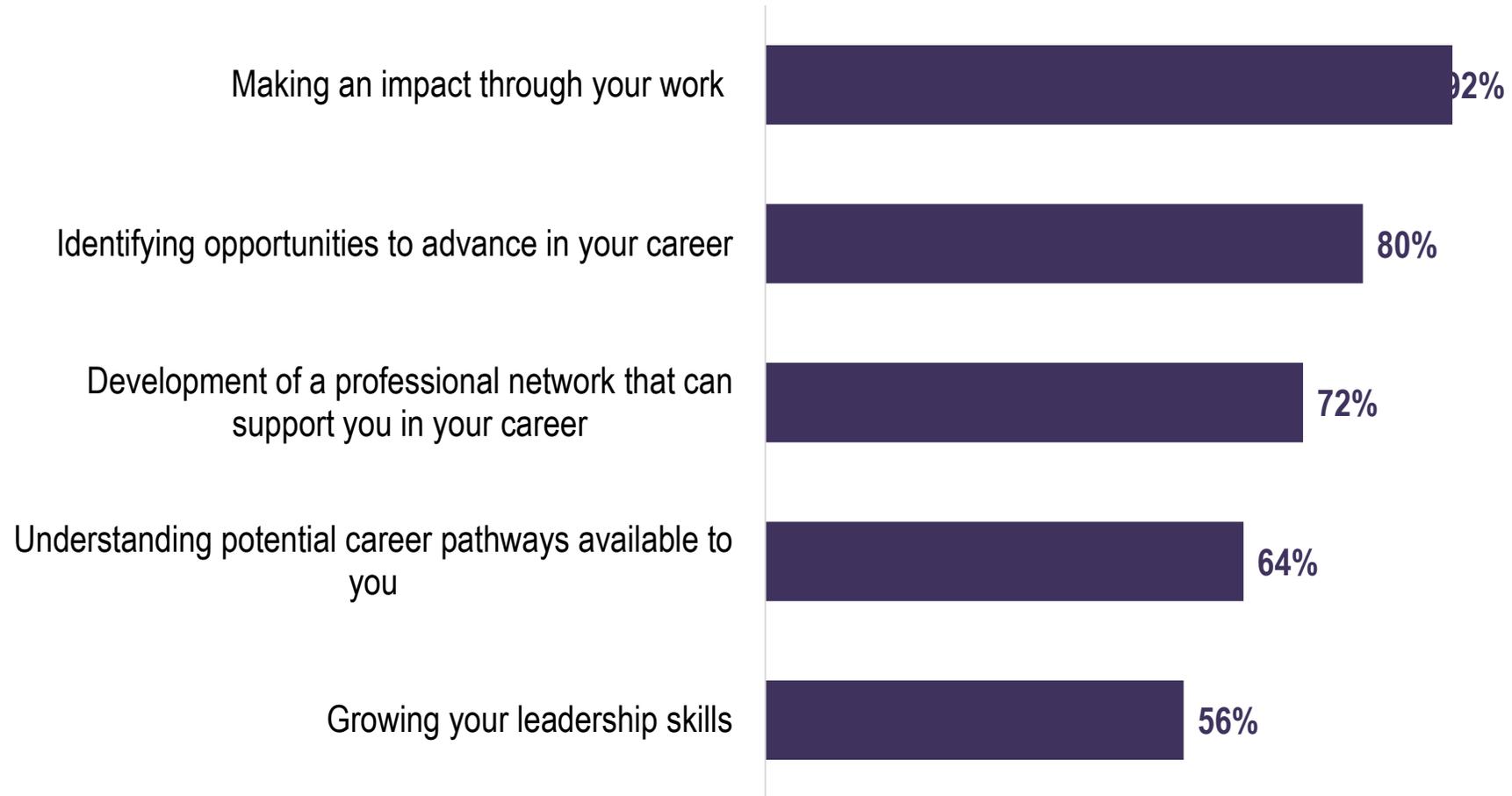
Professional Priority

All Surveyed Members



Professional Priority

Surveyed Members 35 and Younger

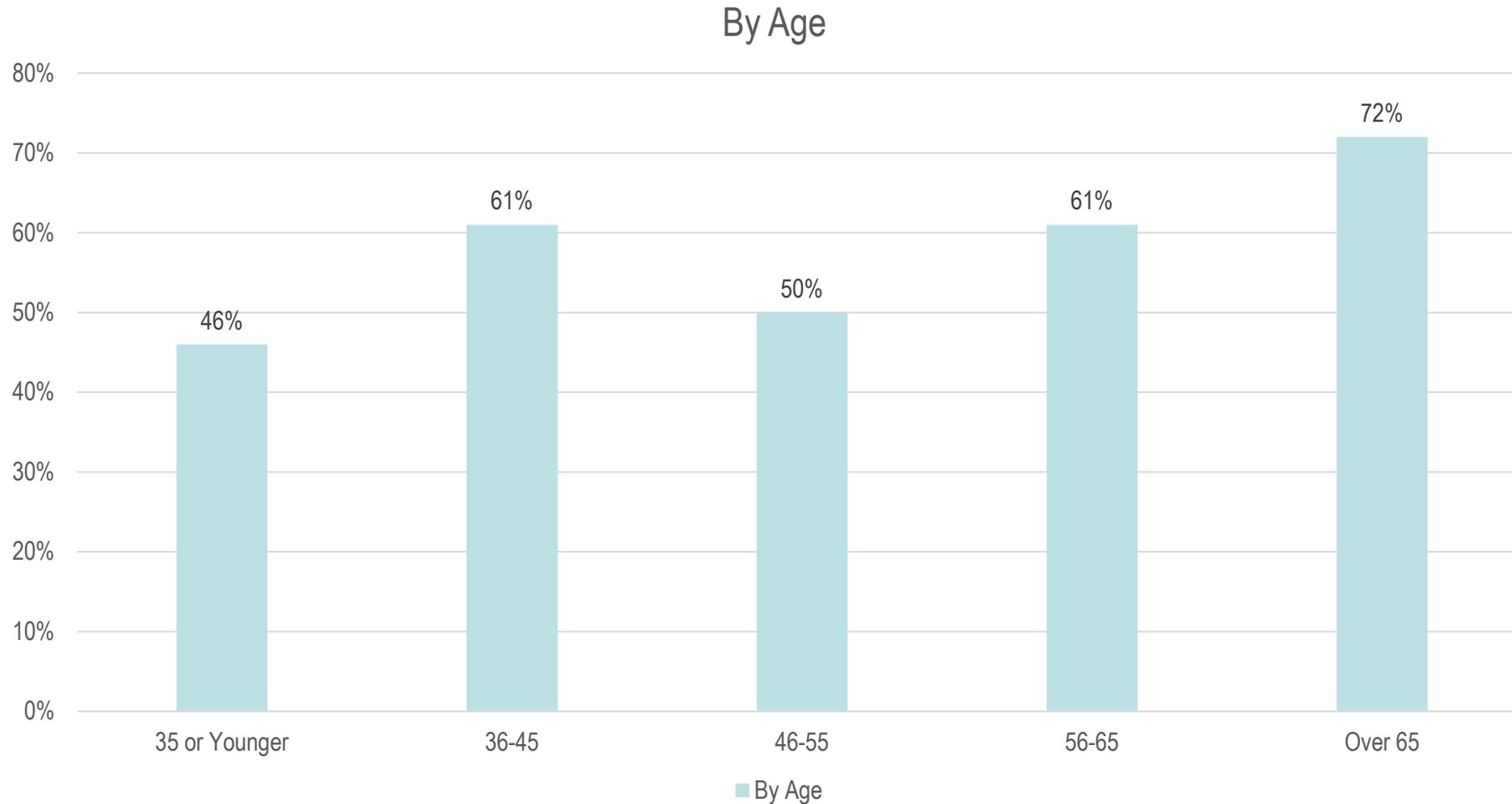


Challenges to the Field

Professional Members 35 and Younger



I feel as though I am a part of the AIAA community



College Student



ALISON WEAKS
AGE: 18-23 years old

WHAT'S ON THEIR MIND DAY-TO-DAY?

- ▶ Where am I going after college? What does my future look like?
- ▶ I'm unsure of the process for getting hired.
- ▶ The recruitment process doesn't move at the right speed for me. I need time to explore multiple avenues, but hiring companies expect me to sign an offer letter right away.
- ▶ I need to make connections in order to open doors with potential employers.
- ▶ How can I find places to share my projects, unless my university points me in the right direction?
- ▶ I'm not exposed to the full range of career opportunities available to me with my degree.
- ▶ I don't know what is expected of me when I start working in an office.

WHAT DO THEY NEED TO KNOW ABOUT AIAA?

- ▶ Does my school have an AIAA branch?
- ▶ What does this organization do besides events?
- ▶ Is membership free?
- ▶ Can I attend conferences for free?
- ▶ Will my university sign me up?
- ▶ What is available to me for free now?
- ▶ How do I use this membership?

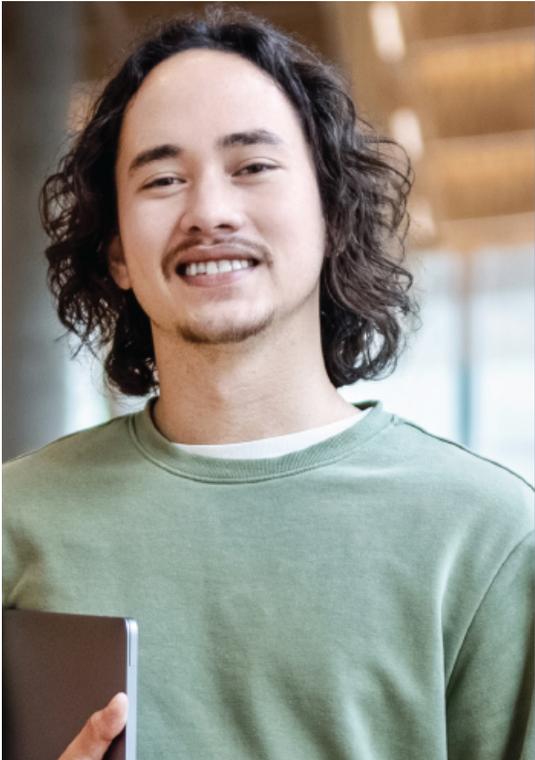
WHY MIGHT THEY NOT JOIN AIAA?

- ▶ My university doesn't have a campus branch of AIAA.
- ▶ I'm unaware of scholarships that AIAA offers.
- ▶ I don't understand the point of membership, and I'm overwhelmed trying to figure it out.
- ▶ I spend all day learning about engineering (or other), so this doesn't feel relevant to my immediate needs.
- ▶ Even if I found a job through AIAA Career Board, is that valuable to me once I graduate?

WHAT ARE THEY ASKING WHEN IT'S TIME TO RENEW AIAA MEMBERSHIP?

- ▶ How did my university engage with AIAA?
- ▶ Was I able to figure out how to use membership?
- ▶ Did I take advantage of scholarships?
- ▶ Did I find it valuable enough to spend money to become a member?
- ▶ Have I built lasting connections?
- ▶ Did I find job through AIAA?
- ▶ Is AIAA facilitating a mentorship relationship for me?

Young Professional



JASON MANILLA
AGE: 25-35 years old

WHAT'S ON THEIR MIND DAY-TO-DAY?

- ▶ I need to have the right connections to even get my resume seen at the companies I'm apply to.
- ▶ I would like a mentor, but someone at work would be most useful because they understand my specific work-related challenges.
- ▶ Population in the industry is aging, which means progress is slow-moving and stubbornness is an obstacle.
- ▶ I need more avenues to get my research seen and present my work in the industry.
- ▶ Job-hopping is not good in this industry, but it's a trend among my generation. How do I find a job I like and stay engaged enough to not leave?
- ▶ How does my small role contribute to the overall project?
- ▶ I want to find meaning in my work and it's hard to do when I can't see the bigger picture.

WHAT DO THEY NEED TO KNOW ABOUT AIAA?

- ▶ What does AIAA offer that can help me navigate my career?
- ▶ Is this membership associated with the AIAA conferences?
- ▶ How much does this cost and will my employer pay for it?
- ▶ How can I convince my employer to pay for AIAA membership?
- ▶ How can I easily sift through the resources available to me to find what I need?
- ▶ What is available to me for free now?

WHY MIGHT THEY NOT JOIN AIAA?

- ▶ The price of membership is too high when my employer does not pay.
- ▶ I feel unaware of the benefits of AIAA membership. Since it's unclear what the investment will get me, it's not worth joining.
- ▶ I need something convenient that doesn't require me to do a lot of digging to find the solutions I'm seeking.
- ▶ Local networking events do not make up for the price of dues.

WHAT ARE THEY ASKING WHEN IT'S TIME TO RENEW AIAA MEMBERSHIP?

- ▶ What did I get out of this investment that helped me in a practical way?
- ▶ Did I feel like membership was easy to navigate and that I understood all the ways I could utilize it?

Mid Career Professional



BRETT FULLER

AGE: 35-50 years old

WHAT'S ON THEIR MIND DAY-TO-DAY?

- ▶ Workforce development is a huge concern of mine, as I take on more leadership roles.
- ▶ There are not enough students graduating with the right degrees to fill existing gaps in the industry.
- ▶ Finding qualified tradespeople is even more difficult than finding engineers.
- ▶ When recruiting new hires, it's helpful to find talented young professionals who are presenting at events such as AIAA conferences.
- ▶ As I move into leadership, I'm struggling with transitioning away from technical responsibilities.
- ▶ I want to contribute to the industry and find ways to mentor younger professionals just starting out.
- ▶ The generation ahead of mine is retiring at a staggering rate, which is leaving a vacuum in leadership roles and expertise that I don't feel prepared to take on yet.

WHAT DO THEY NEED TO KNOW ABOUT AIAA?

- ▶ Who else in my network is a member of AIAA?
- ▶ What does AIAA do for the industry?
- ▶ What is the cost of membership?
- ▶ Are there any specific benefits that I need?
- ▶ What committees can I participate in?
- ▶ How can I become a young professional mentor?

WHY MIGHT THEY NOT JOIN AIAA?

- ▶ I don't take advantage of benefits outside of conference attendance, because that is where I connect with my community.
- ▶ Technical education may be valuable to me, but AIAA is not necessarily the first place I would turn for that.

WHAT ARE THEY ASKING WHEN IT'S TIME TO RENEW AIAA MEMBERSHIP?

- ▶ What did I get out of this investment that helped me in a practical way?
- ▶ Did I feel like membership was easy to navigate and that I understood all the ways I could utilize it?
- ▶ Were there opportunities to shape the industry?
- ▶ Was I able to connect with prospective employees and young talent?

Membership Retention

1. Community
2. Longevity
3. Advocacy
4. Experience
5. Cost-Effectiveness