

# AIAA Volunteer Leadership Town Hall

**Laura McGill**  
AIAA President

**Allen Arrington**  
AIAA Speaker of the Council

**Dan Dumbacher**  
AIAA CEO

**1 March 2024**

# Agenda

- Strategic Plan Update
- Membership and Financial Update
- Space Domain Update
- International Strategy Formulation
- IT Update
- Upcoming Events

# SCITECH FORUM

8-12 JANUARY 2024  
ORLANDO, FL





# 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



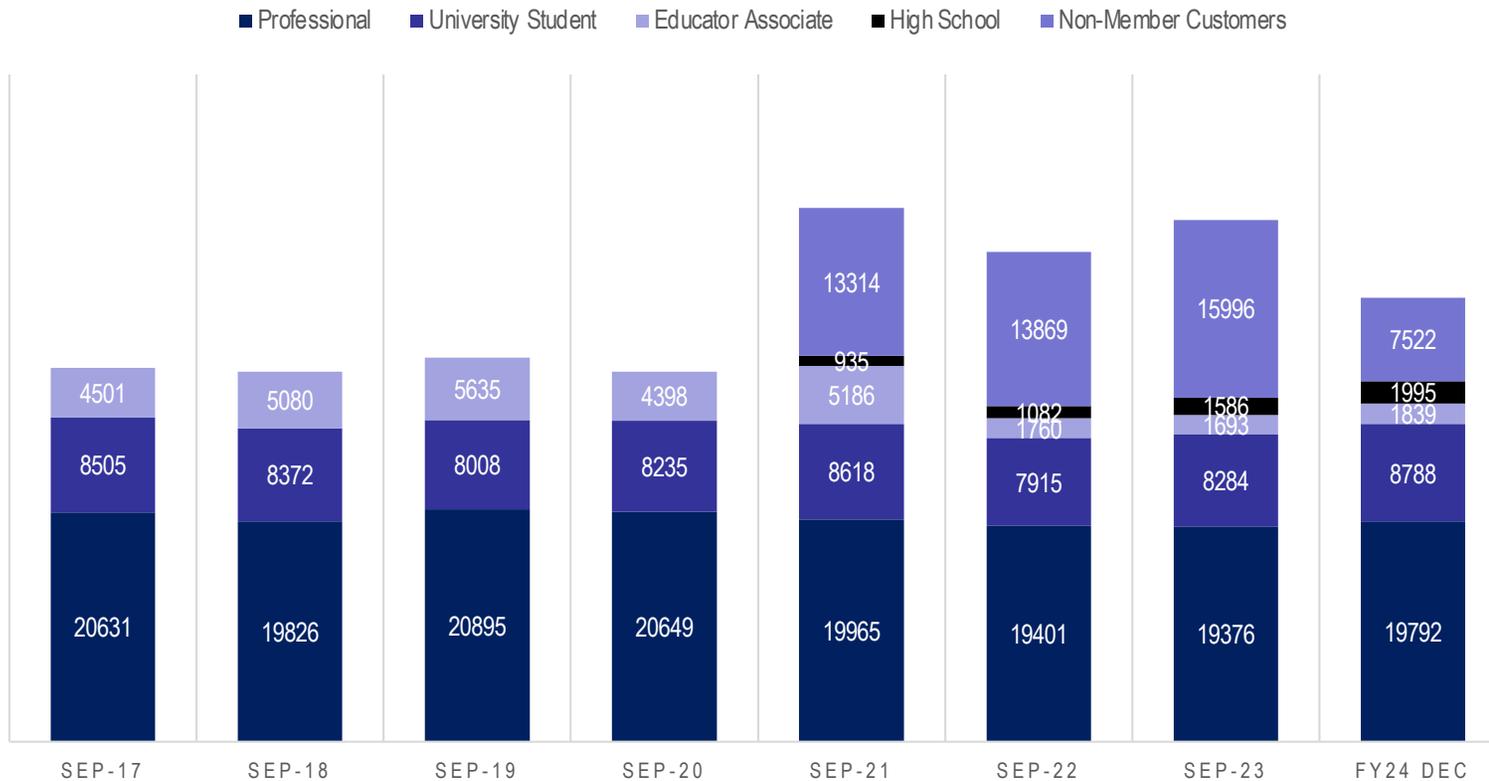
**THOUGHT LEADER** Be the thought leader in technology and capability advancement

- 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
<b>GOAL 1 Increase engagement and customer growth</b>			<p>10% <input type="checkbox"/> Begin implementation of IT Roadmap</p>	<p>100% <input type="checkbox"/> Professional Renewal (73% renewal rate)</p> <p>100% <input type="checkbox"/> Student Renewal Membership (13% renewal rate)</p> <p>33% <input type="checkbox"/> New Professional Membership</p> <p>48% <input type="checkbox"/> New Student Membership</p>
<b>GOAL 2 Improve volunteer and leadership development</b>		<p>50% <input type="checkbox"/> Acknowledgment of Volunteer Leadership Agreement</p> <p>50% <input type="checkbox"/> Develop Leadership training to "lead by Influence"</p> <p><input type="checkbox"/> Develop Mentoring Framework</p>		
<b>GOAL 3 Volunteer activities aligned and partnership with AIAA Staff</b>	<p>100% <input type="checkbox"/> Recurring (3/year) Domain Briefings to CoD Chiefs/Directors and BoT-Directed Committee established</p> <p>100% <input type="checkbox"/> Domain review at Volunteer Leadership TH after each BoT</p>	<p>75% <input type="checkbox"/> New Co-sponsorship Criteria and Process</p> <p>75% <input type="checkbox"/> Complete Decisions Gates Activity &amp; Assessment Rubric</p> <p>50% <input type="checkbox"/> Deliver Evaluation Criteria &amp; Process for to evaluate proposed new/enhanced products &amp; services</p> <p>10% <input type="checkbox"/> Restart AIAA Policy Key Issues work</p> <p>100% <input type="checkbox"/> Established AI Advisory Group</p> <p>100% <input type="checkbox"/> Released policy on use of AI in AIAA pubs</p>	<p>100% <input type="checkbox"/> Brief BoT and Rollout to Volunteers and Staff on new product initiative process</p> <p>80% <input type="checkbox"/> Domain Focused Policy Campaigns</p> <p>25% <input type="checkbox"/> Implementing AI Strategy in coordination with AIAA community</p>	
<b>GOAL 4 AIAA net positive revenue</b>	<p>100% <input type="checkbox"/> Secure 1 new corporate partner</p>		<p><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+</p>	<p>35% <input type="checkbox"/> Achieve greater than \$4M from corp investments</p> <p>25% <input type="checkbox"/> Increase 12% year over year for corp mem dues and engagement</p> <p>25% <input type="checkbox"/> Focus pubs growth in Europe and Asia to reach \$250K in new sales</p>
<b>GOAL 5 Membership and leadership reflect society demographics</b>	<p>100% <input type="checkbox"/> Established Baseline Stats</p> <p>50% <input type="checkbox"/> Outreach plan for MSIs</p>	<p>100% <input type="checkbox"/> Develop DEI Statement</p> <p>20% <input type="checkbox"/> Communicate DEI plan</p>	<p>30% <input type="checkbox"/> Review all governance documents</p>	<p><input type="checkbox"/> Update on demographics</p>

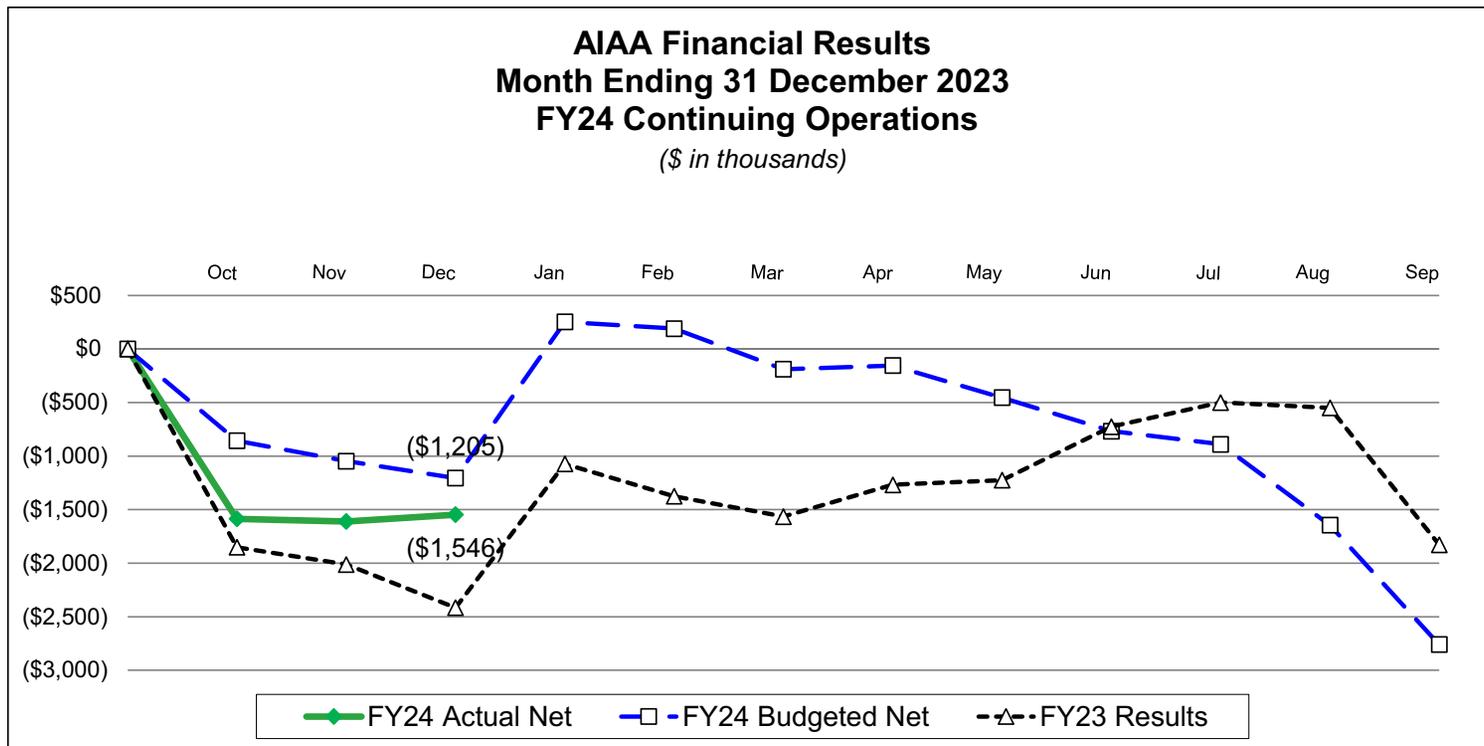
# AIAA Current Members and Customers



**Nonmember Customers** include transactions of a monetary value, complimentary forum and event participation.

Nonmember customers include both "never been a member and lapsed members".

# AIAA FY24 YTD Financial Results



# FY24 YTD Financial Results

## AIAA Financial Results of Continuing Operations

Month Ending 31 December 2023 (FY24)

*(\$ in thousands)*

FY23 Actual	Operations	FY24 Actual	FY24 Budget	Variance to Budget	Var %
\$4,702	Revenues	\$5,536	\$6,188	(\$652)	-11%
<u>(\$7,117)</u>	Expenses	<u>(\$7,082)</u>	<u>(\$7,393)</u>	<u>\$311</u>	4%
<b>(\$2,415)</b>	<b>Net Operations</b>	<b>(\$1,546)</b>	<b>(\$1,205)</b>	<b>(\$341)</b>	

# AIAA Space Domain Update



## Space Domain Key Topics

- *Space Traffic Coordination*
- Space Sustainability
- Space Exploration
- Outpacing the Space Threat
- *Competitive and Burgeoning Space Economy*

### Road Ahead

- Continue *Space Traffic Coordination Task Force* activity
- Continue *Competitive and Burgeoning Space Economy* key topic and associated public policy outcomes
  - Refocus current *Cislunar Ecosystem Task Force*
- Emphasize *Space Exploration* key topic
- Initiate work on *Space Sustainability* and *Space Threat*
- Aim for increased integration with TCs and IOCs



- Aviation Decarbonization and Sustainability
- Advanced Air Mobility
- Certification
- Hypersonics and Supersonics

- Transformative Systems Engineering
- Autonomy / Artificial Intelligence / Machine Learning
- Advanced Manufacturing and Advanced Materials
- Resilient and Assured Systems

- Space Traffic Coordination
- Space Sustainability
- Space Exploration
- Outpacing the Space Threat
- Competitive and Burgeoning Space Economy

# International Strategy Formulation

# Recommended AIAA Approach

International shall be:

- Approached as a market
- Integrated into the enterprise business strategy
- Board driven, top-down, and staff supported strategy
- Measured according to:
  - Revenue growth
  - Engagement
  - Leadership/Influence

Success is dependent upon:

- Leadership visibility and engagement
- Alignment of resources and activities around an enterprise defined roadmap

Enterprise investments required (if the Board agrees to pursue this endeavor):

- Human (Strategic and Tactical)
- Capital
- Time and Patience

# Proposed Actions

- Identify milestones for staff and volunteers by May 2024 that lead to a coordinated evaluation of current efforts
- Create pathways to move from activity-based approach to strategic market-based approach
- Alter activities to meet objectives and recommend sunset for those that are misaligned to Strategic Plan
- Develop a new integrated plan

# Proposed Next Steps

- AIAA staff shall:
  - Create baseline evaluation that maps current AIAA activities to the Strategic Plan Objectives 1 and 3 by June 2024
    - Identify program activities, product engagement, and section-driven overlaps
  - Develop milestones and metrics for activities
  - Calculate investment required to alter/enhance critical activities
  - Make recommendations to sunset or support existing activities
  - Identify new ones that support the business strategy
- To be presented at the board meeting in September 2024

# IT Update

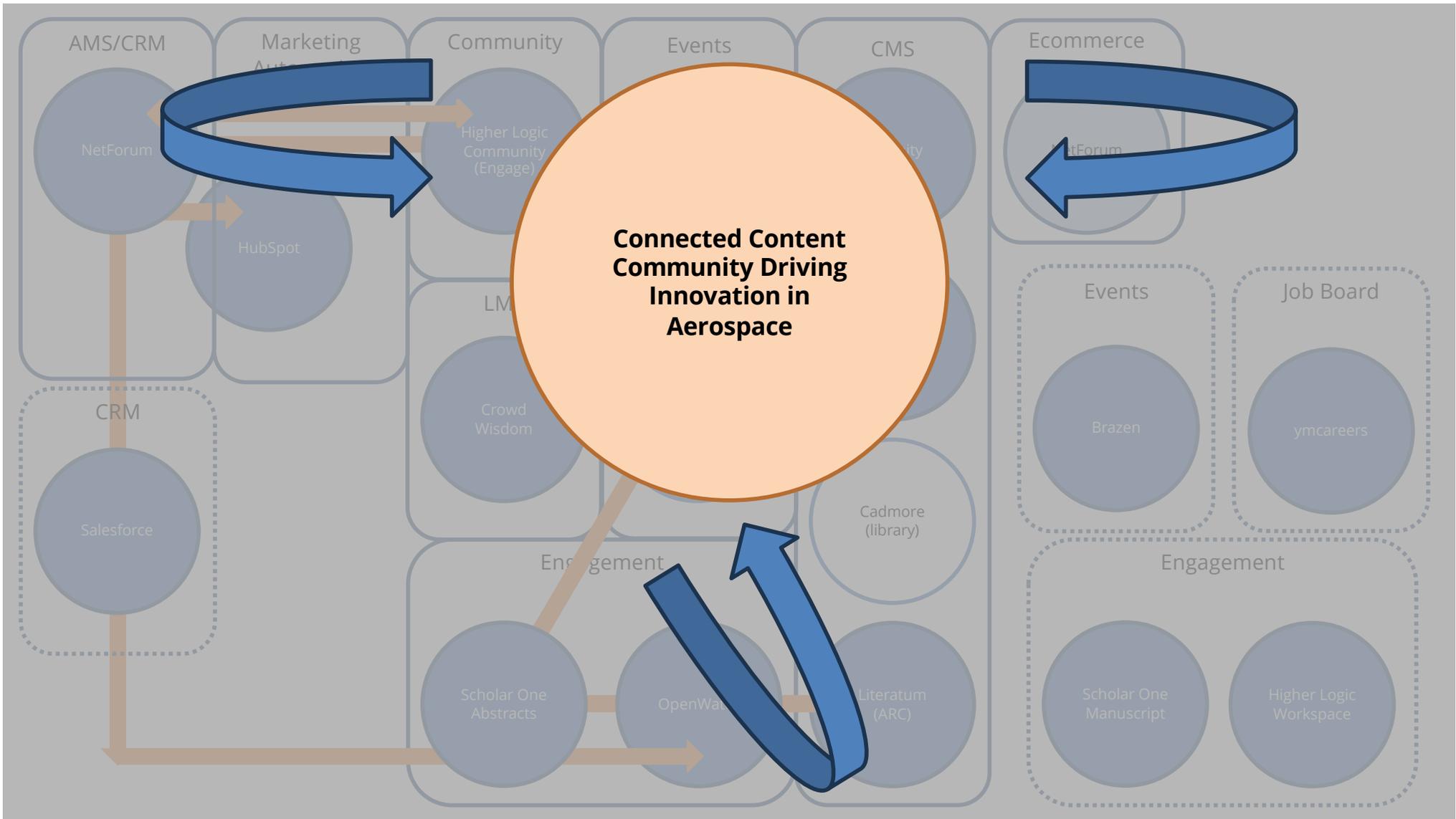
# IT Goals and Assumptions

## 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

## Assumptions

- Technology decisions are interdependent
- Pace of technological change constricts the planning horizon
- Make haste slowly; proceed expeditiously but prudently



# IT Capabilities

## Year 1-2

- Frictionless login
- Increased personalization
- Extended online product catalog
- Unified and persistent shopping cart
- Learning communities of practice
- Enhanced peer-to-peer engagement
- Improved platform integration
- Centralized data store
- Improved conversion tracking
- Site experimentation and optimization
- Online organization/group support

## Year 3-4

- Predictive and prescriptive analytics
- Improved navigation and brand consistency (UX/UI)
- Streamlined journey pathways
- Unified and federated site search

## Year 5

- ‘Novel’ AIAA online experiences aligned with new revenue opportunities
- Improved peer-to-peer collaboration toolset

# Upcoming Events

# Upcoming Student Programs

**March 23-24, 2024**

**Region VI Student Conference**

**Santa Clara, CA**

**April 4-5, 2024**

**Region II Student Conference**

**Cocoa Beach, FL**

**April 5-6, 2024**

**Region IV Student Conference**

**Stillwater, OK**

**April 5-6, 2024**

**Region V Student Conference**

**St. Louis, MO**

**April 5-6, 2024**

**Region III Student Conference**

**Akron, OH**

**April 12-13, 2024**

**Region I Student Conference**

**Morgantown, WV**

**April 18-21, 2024**

**Design Build Fly**

**Wichita, KS**

# Upcoming Signature Events



**AIAA DEFENSE Forum**  
16–18 April 2024  
Laurel, Maryland



**AIAA Awards Gala**  
15 May 2024  
Washington, DC



**AIAA AVIATION Forum**  
29 July–2 August 2024  
Las Vegas, Nevada



**ASCEND**  
30 July–1 August 2024  
Las Vegas, Nevada



AMERICAN INSTITUTE OF  
AERONAUTICS AND ASTRONAUTICS