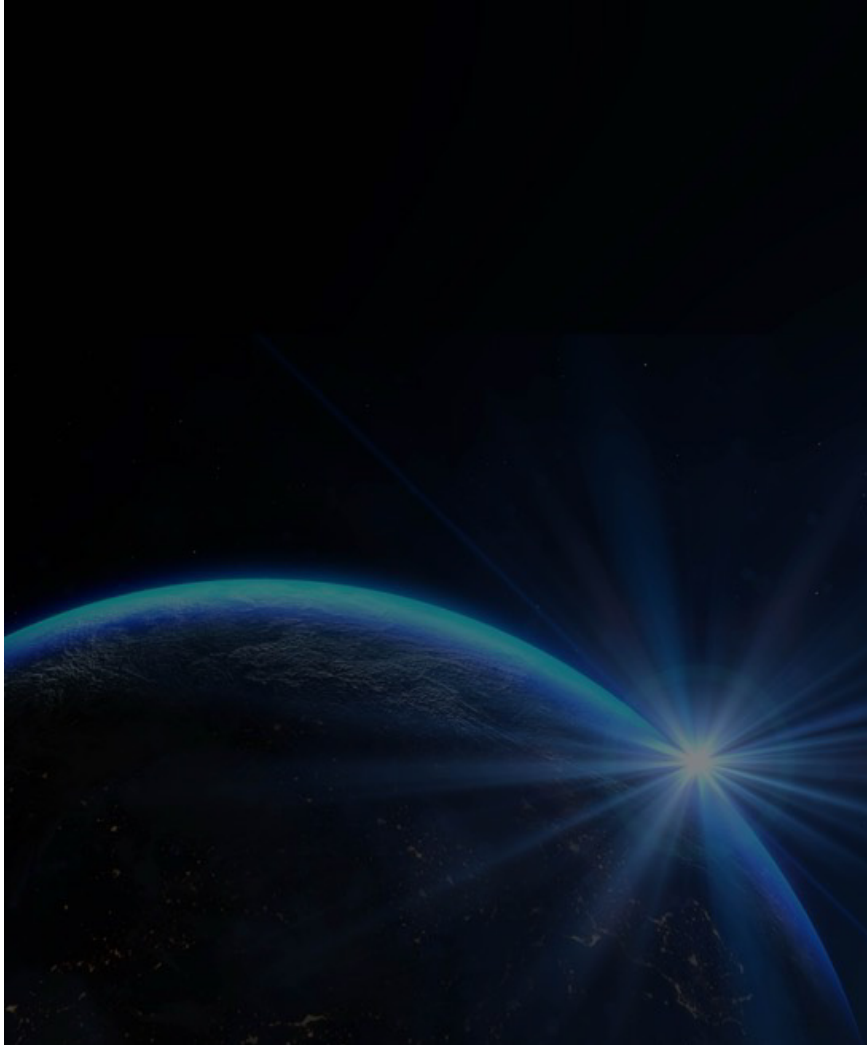


# Town Hall Meeting 5 January 2025



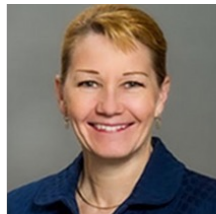
## Today's Agenda

- Introductions
- Strategic Plan
- Institute Priorities
- Financial Update
- Membership Update
- Operational Updates
- Volunteer Engagement
- Honors Recognition
- Looking Ahead

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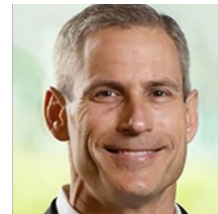
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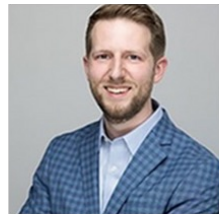
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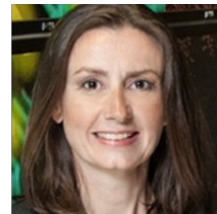
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The University of Texas  
at Austin  
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(2024-2027)  
Non-Voting Board  
Member

# Strategic Plan

**MISSION** **AIAA EXISTS TO HELP AEROSPACE PROFESSIONALS AND THEIR ORGANIZATIONS SUCCEED**

- 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.

## 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



## Institute Priorities

- Growth through Reimagining Member Services, Increasing Revenue, Attracting New Members
- Engaging Students and Young in New Ways
- Expanding Internationally

# Financial Update

## AIAA Financial Results of Continuing Operations

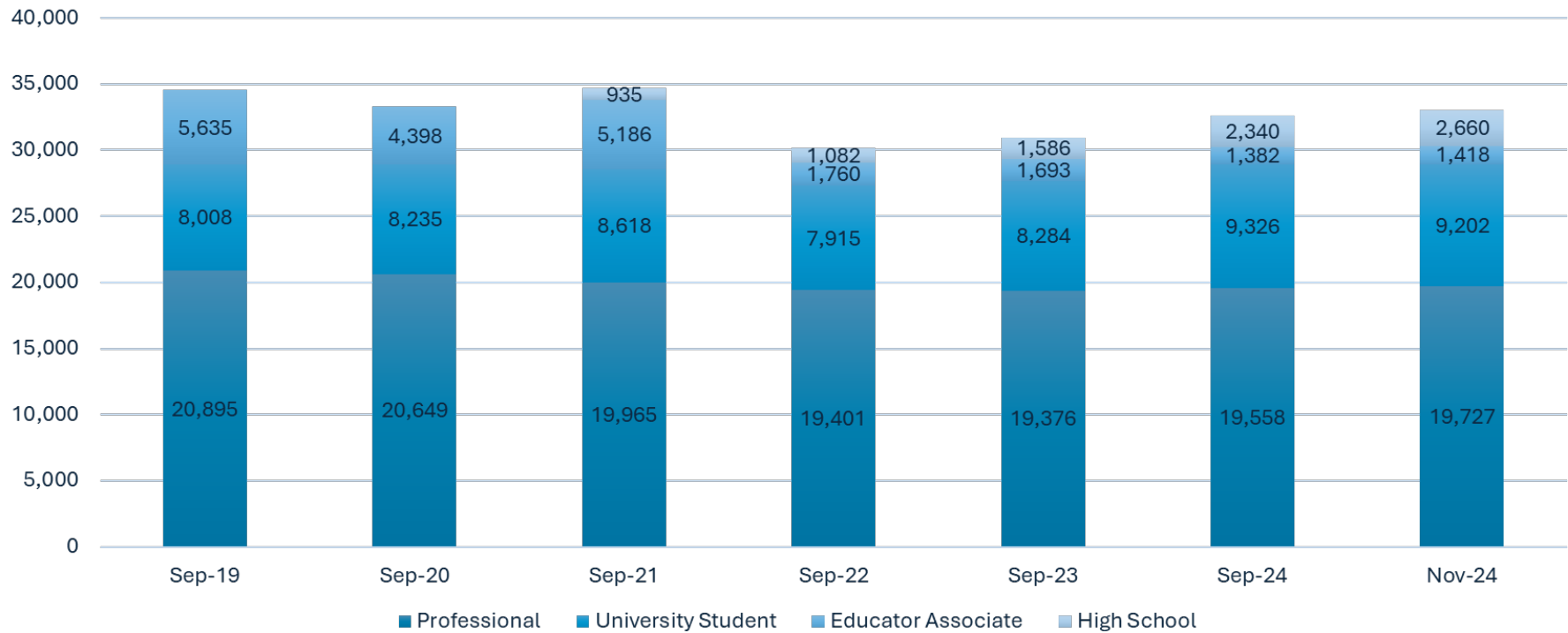
Year Ended 30 September 2024

*(\$ in thousands)*

FY23 Actual	Operations	FY24 Actual	FY24 Budget	Variance to Budget	Var %
\$22,597	Revenues	\$25,607	\$25,962	(\$355)	-1%
<u>(\$24,424)</u>	Expenses	<u>(\$26,645)</u>	<u>(\$28,721)</u>	<u>\$2,076</u>	7%
<b>(\$1,827)</b>	<b>Net Operations</b>	<b>(\$1,038)</b>	<b>(\$2,759)</b>	<b>\$1,721</b>	

6

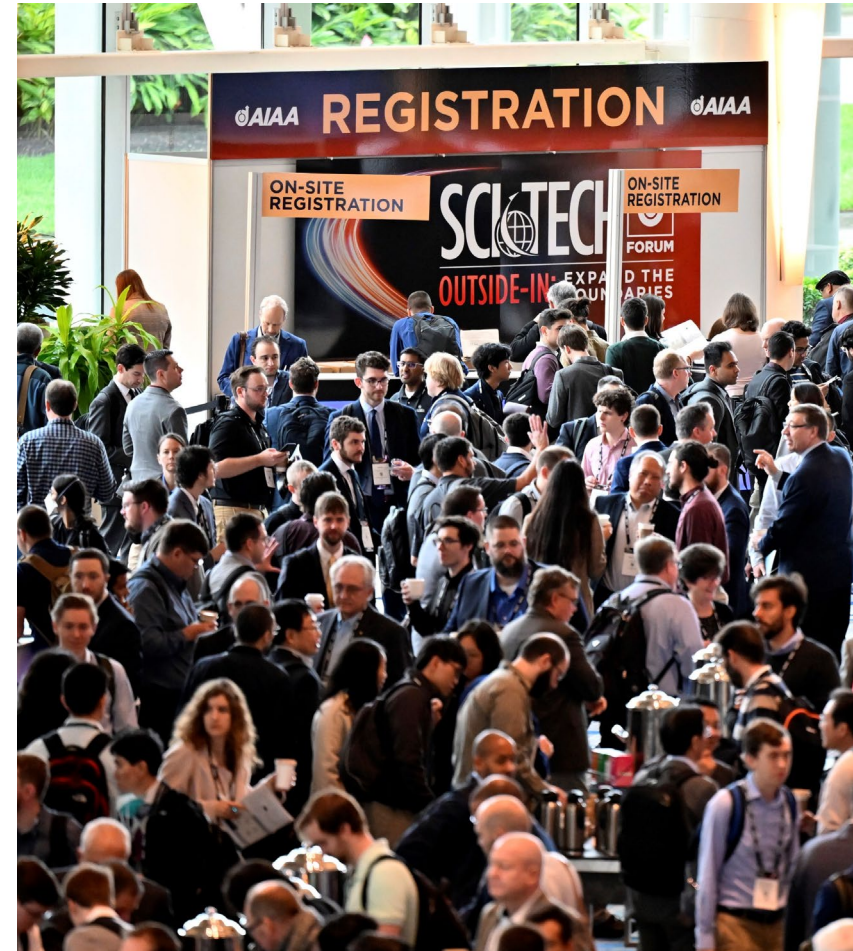
# Membership Update



7

# Operational Updates

- Domain and Staff Alignment
  - Aerospace R&D
  - Aeronautics
  - Space
  - Defense and National Security
- Shift to 3G+ (Gender, Generation, Geography)
- IT and Digital Experience
  - CRM replacement on schedule
  - AIAA.org migration to WordPress by February
  - Data Lake environment established





# Volunteer Engagement

- The AIAA Volunteer Leadership Webpage is your go-to source:

**[aiaa.org/get-involved/aiaa-volunteer-leadership](https://aiaa.org/get-involved/aiaa-volunteer-leadership)**

- All Leaders to Acknowledge Governance Documents
- Future Service Level Agreements
- Succession Planning is Key to Success
- Brand Resources Center is Now Available:  
**[aiaa.org/brand-resources-center](https://aiaa.org/brand-resources-center)**





## Honors Recognition

### **Class of 2025 Associate Fellows**

Induction Ceremony and Dinner  
Wednesday, 8 January, 6 p.m.

### **Class of 2025 Honorary Fellows and Fellows**

Just Announced!

Induction Ceremony and Gala  
29-30 April, Washington, D.C.

# Class of 2025 Honorary Fellows and Fellows



# Class of 2025 Honorary Fellows

**Maj. Gen. Charles F. Bolden Jr., USMC (Ret.),** The Charles F. Bolden Group LLC

**Alec Gallimore,** Duke University

**The Honorable Steven J. Isakowitz,** The Aerospace Corporation

# Class of 2025 Fellows

**Maj. Gen. James B. Armor Jr., USAF (Ret.),**  
The Armor Group LLC

**Hamsa Balakrishnan,** Massachusetts Institute of  
Technology

**Brett A. Bednarczyk,** NASA Glenn Research Center

**John Maurice Carson III,** NASA

**Paul J. Cefola,** University at Buffalo

**Todd K. Citron,** The Boeing Company

**Stephen B. Clay,** Air Force Research Laboratory

**William A. Crossley,** Purdue University

**Boris Diskin,** NASA Langley Research Center

**Mary Lynne Dittmar,** Axiom Space (ret.) / Dittmar  
Associates

**Stephen N. Frick,** Lockheed Martin Space

**Demoz Gebre-Egziabher,** University of Minnesota

**Luisella Giulicchi,** European Space Agency

**Vinay K. Goyal,** The Aerospace Corporation

**Michael J. Hirschberg,** The Vertical Flight Society

**Tristram Tupper Hyde,** NASA Goddard Space  
Flight Center

**Oliver L.P. Masefield,** SolvAero Consulting GmbH

**Richard G. Morgan,** University of Queensland

**Natasha A. Neogi,** NASA Langley Research Center

**Robert Pearce,** NASA

**Mason Peck,** Cornell University

**Lisa J. Porter,** LogiQ, Inc.

**Joseph M. Powers,** University of Notre Dame

**Michael G. Ryschkewitsch,** Johns Hopkins University  
Applied Physics Laboratory

**Murray L. Scott,** Advanced Composite Structures  
Australia

**Philippe R. Spalart,** Flexcompute

**Paul F. Taylor,** Gulfstream Aerospace Corporation

**Manuel Torres,** Lockheed Martin



# Upcoming Student Conferences

**Region I:** 20-21 March, École de Technologie Supérieure, Montreal, Canada

**Region IV:** 28-29 March, University of Texas at Dallas

**Region VI:** 29-30 March, University of California Irvine

**Region II:** 3-4 April, North Carolina State University, Greensboro, NC

**Region V:** 3-4 April, University of Minnesota

**Region III:** 4-5 April, University of Cincinnati



# Upcoming Events



**ASCENDxTexas**  
26-27 FEBRUARY 2025 | HOUSTON, TEXAS



**DESIGN • BUILD • FLY**  
10-13 APRIL 2025  
TUCSON, AZ



**DEFENSE FORUM**  
15-18 APRIL 2025 | LAUREL, MD  
Secret/NOFORN



**AIAA AWARDS GALA**  
*Celebrating Our Stars*  
30 April 2025 | Washington, D.C.



**AVIATION FORUM**  
21-25 July 2025 | Las Vegas



**ASCEND**  
22-24 July 2025 | Las Vegas



AMERICAN INSTITUTE OF  
AERONAUTICS AND ASTRONAUTICS