

Regional Engagement Activities Division



2023 Regional Leadership Conference

Day 3: Learn From Your Peers:
Section & Branch Success Stories

24 August 2023, 5:00 EST

RLC Day 3 Agenda

- Welcome
- Social Media
- Section Interactions
 - K-12
 - Educators
 - Student Branches/Faculty Advisors/Student Activities
 - Young Professionals
- Breakout Rooms with room moderators
- Closing Thoughts

- **RLC Reminders:**
 - **Mute your microphones and ask questions in the chat.**
 - **This session will be recorded and slides distributed.**

Social Media

Jimmy Nguyen, AIAA Staff

- AIAA logo and Branding Guidelines: <https://www.aiaa.org/about/branding-and-logo>
- Social Media Key Takeaways
 - **Social Platforms and Target Audience:** Tailoring content to each platform can significantly boost engagement.
 - **Visibility:** Encouraging your section/branch to tag AIAA in posts is a great way to gain visibility. When you tag the org, we will see the content during our daily scans to amplify your messaging and activities. (Your content is gold for us!)
 - @AIAA and to use our hashtag #AIAA – If it's space related to tag @ASCEND/#ascendspace
 - **Crafting Engaging Posts:** It's crucial to highlight the most relevant information and include eye-catching visuals. Utilizing relevant hashtags can also expand the post's reach beyond your immediate followers (We have seen great success in video content).
 - **Keeping Your Accounts Secure:** make sure to keep your accounts password protected and change on a yearly basis.
 - Note: Keep us in the loop when your leadership changes SM to avoid dead accounts.
 - **Do's and Don'ts for Social Media:** Professionalism is key when posting on social media. Avoid sharing sensitive or confidential information, and always double-check spelling and grammar. It's also essential to be consistent with posting to maintain an active and engaged presence. (Once a week is encouraged)
 - **Make Sure to Follow on SM Pages:** @AIAA @ascendspace and amplify
 - **Contact:** JimmyN@aiaa.org for any social media questions or collab inquiries.

High School Affiliate, 2013 – Present

Scott McComb, Pacific Northwest Section



Raisbeck Aviation
High School
Seattle, WA



15 – 35 students
Grades 9 - 12

Learn.
Inspire.
Do.



Meetings

- 90 min
- Twice / week



\$0.8 – 6K / year

- Letter writing
- ASB
- PTSA

Highlights

Scott McComb, Pacific Northwest Section

Learn.

- Museum of Flight
 - Boeing
 - Blue Origin
 - Vashon Aircraft
 - Eviation
- Etc.



Inspire.

- AIAA Tech Symposium
- AIAA Speaker Series
- Guest speakers
- Mentors



Do.

- Design, build, fly
- Flight testing
Virtual & Actual
- Rockets
- RC piloting
- Virtual Fighter Design
- Student choice



scott.mccomb@highlineschools.org

K-12 STEM

Jackie Blumer, St. Louis Section

★ AIAA Booth- Community Engagement

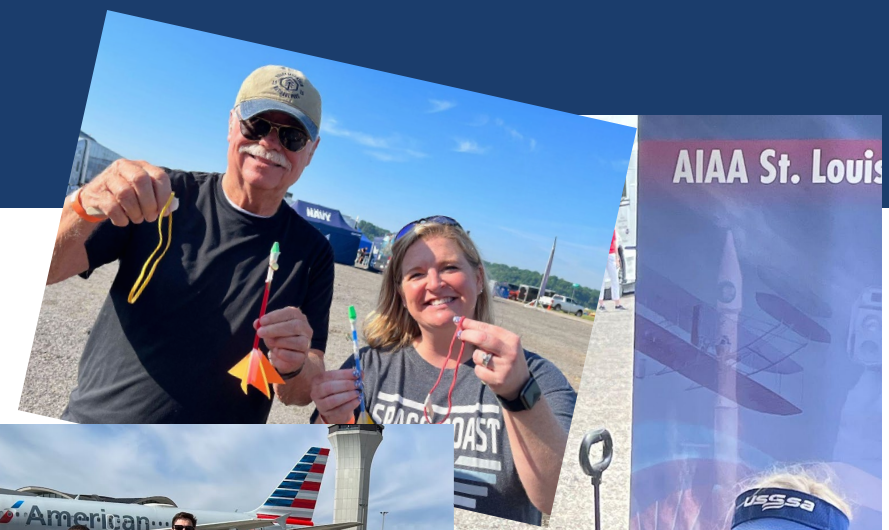
- Booths with AIAA Swag & Hands-on Activities
- Airshows, STEM Nights, Conferences

★ Teacher Professional Development

- Local, Regional, National Teacher PD
- AIAA Swag, Communication Activity

★ Student Opportunities

- Field trips to the local airport and International Airport
- STEM Club - Aerospace Focus



K-12 STEM Events

Jackie Blumer, St. Louis Section

➤ **Challenges/Lessons learned**

- Consistent Volunteers
- Plan early and be prepared

➤ **Highlights/Success**

- Hands-on activities are a must
- Find something the kids LOVE to do and will talk about

Best Practices for Student Branches

Dr. Jeffrey Marchetta, Student Branch Committee

- **Continuity**
 - Committed Faculty Advisor
 - Student Recruitment Activities
 - Annual Planning
- **Value**
 - Involvement in Fun Activities
 - Engagement with Professionals
 - Professional & Career Development Opportunities

Section Interaction with Student Branches

Dr. Jeffrey Marchetta, Student Branch Committee

- Keep Contact with Faculty Advisor & Student Branch Chair
- Brief Student Branches on all local events (Lunch 'n' Learns, Dinner Meetings, Local Symposia, Other Student Branch Activities)
- Tell them about Engage (Including the Student Resources / Student Branches Section)
- Visit Student Branch Meetings (If Possible)
 - Bring along gifts (AIAA or Section Swag, If Possible)
 - Can Be Ordered from AIAA Staff for Large Quantities
- Participate In Student Conferences/Design Build Fly (DBF)
- Participate In Student Branch Curriculum
 - “Judge”/Evaluate Senior Presentations (could be a section meeting)
 - Design Competition RFP

AIAA Regional Student Conferences

Dr. Jeffrey Marchetta, Student Branch Committee

- Give the Ability to Present in a Professional Setting with Various Categories (i.e. Undergraduate, Graduate, Team)
- Presentations Are Judged by Professionals with Q/A Session at End

- Region I – West Virginia University
- Region II – University of Florida, Cocoa Beach
- Region III – University of Akron
- Region IV – Oklahoma State University
- Region V – Saint Louis University
- Region VI – Santa Clara University
- Region VII – University of New South Wales, Canberra & Virtual

Michael Lagana, AIAA Staff

- AIAA has approx. 2,095 YP Members
- To qualify for [Young Professional Membership](#), you must be age 35 and under at the time you apply.
- YP touchpoints:
 - AIAA Forums: *Rising Leaders in Aerospace (RLA)* program
 - AIAA Section Participation
 - AIAA Technical Committees
- YPs are abundant in the workforce but not strongly engaged with AIAA. Here's how you can help...

Rising Leaders in Aerospace (RLA)

Michael Lagana, AIAA Staff

➤ **AIAA 2023 SciTech Forum**

- SciTech 101
- Speed Mentoring
- Lunch Panel: [Title]

➤ **AIAA 2023 AVIATION Forum**

- Speed Mentoring
- Lunch Panel: [Title]

➤ **AIAA 2023 ASCEND Event**

- Speed Mentoring

YPs and Section Membership

Michael Lagana, AIAA Staff

- YPs and leadership
 - Leverage recent college experience and use them to recruit more YPs/students
 - Make YPs the “face” of your section at events
 - Elevate/encourage YPs to run for section leadership positions
- Career advancement
 - Large workplaces like Lockheed and NGC have internal YP cohorts
 - Engagement with larger AIAA Young Professionals Group (YPG)
 - Honors & Awards: Lawrence Sperry Award

YPs and TC Participation

Michael Lagana, AIAA Staff

- TCs are not fertile ground for YP participation
- Encourage YPs in your workplace/section to attend TC meetings virtually & at forums
- If you are on a TC, mentor/nominate/encourage YPs to apply for TC membership
- Young professionals are the future of AIAA... let's bring them in!

30 mins: Breakout Rooms

- In the next 30 minutes, join the breakout rooms with the topic(s) that interests you.
 - Ask questions, share best practices & have fun

Breakout Rooms:

- Section & K-12 Interaction – Jackie Blumer, St. Louis Section & Scott McComb, PNW
- Section-Student Branch Interaction – Jeff Marchetta, Student Branch Committee
- Regional Student Conferences/Student Activities – Jane Hansen, READ Chief
- Faculty Advisor Interaction– Ken Visser, Student Branch Committee
- Section-Young Professional Interaction – Michael Lagana, AIAA

Regional Engagement Activities Division



Thanks for attending!

AIAA Section Awards Presentation

31 August, 6-7:30 PM ET

Announcing the winners and sharing
section best practices.

Save the Date: RLC 2024
28 July 2024

In-Person at Co-Located AVIATION-
ASCEND in Las Vegas, NV