Regional Engagement Activities Division



2023 Regional Leadership Conference

Day 1: The Big Picture: How Your Section Fits into AIAA Welcome and Navigating Your Role 8 August 2023, 4-5:30 PM ET

RLC Day 1 Agenda

- Welcome Remarks
- > AIAA Strategic Goals, Visions, Mission, Domains
- Where READ fits into the Institute
- General do's and don'ts of running a section
- > Breakout rooms with room moderators

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

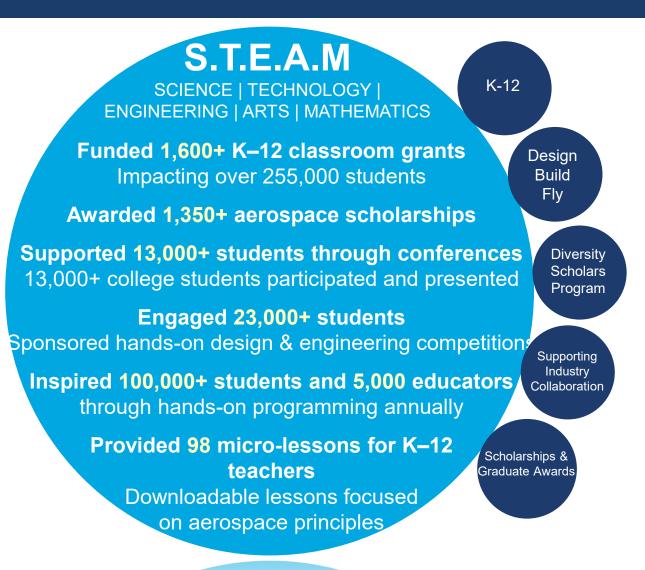


Who is AIAA Today?



SHAPING THE FUTURE OF AEROSPACE

AIAA Foundation



SALAA FOUNDATION Advancing Aerospace

The AIAA Foundation prides itself on its commitment to the continued study of science, technology, engineering, and mathematics. This commitment has been made possible for the past 25 years with the support and generosity of our esteemed donors.



AIAA Strategic Plan Guides our Work

$MISSION \quad \text{AIAA EXISTS TO HELP AEROSPACE PROFESSIONALS AND THEIR ORGANIZATIONS SUCCEED}$

CORE STRATEGIES DATA DRIVEN Use the appropriate data in the analysis of decisions
 CURATE CONTENT Be the leader in curated aerospace content
 <u>THOUGHT LEADER</u> 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.



Domain Key Topics Give Direction



System solutions applied by private industry, government programs to address commercial and policy customer needs

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

R&D

Research performed by academic institutions, government laboratories, industry laboratories to be utilized by system solutions

PROBLEMS | ISSUES | PRIORITIES

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

SPACE

System solutions applied by private industry, government programs to address commercial and policy customer needs

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



AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS | AIAA.ORG

N5427

Domain Outcomes: Task Forces

Aeronautics

Carbon Emissions & Sustainability

- Primary focus: Commercial aviation; impacts to climate change beyond carbon emissions
- AIAA Impact Plan presented during 2023 AVIATION Forum

Advanced Air Mobility

- Recommendations presented during 2023 SciTech Forum
- Next phase to address needs: testing, certification, standards, skills

Certification

- Launched during 2023 SciTech Forum
- Assessing current landscape; emphasis on certification for the emerging next generation of technology and operations

Aerospace R&D

Transformative Systems Engineering

- Focused on four subtasks:
 - System of Systems Architecture Integration
 - Dynamic Mission Requirements
 - Budget Integration
 - Mission Metrics
- Released a series of digital engineering white papers:
 - Digital Thread: Definition, Value, and Reference Model
 - Digital Twin: Reference Model, Realizations & Recommendations
 - Digital Twin: Definition & Value

Autonomy/ Artificial Intelligence/ Machine Learning

- Focus on low TRL and enabling technologies
- Formation in progress; developing a grand challenge event

Space

Space Traffic Management

- Support policymakers with relevant technical perspectives and advocacy for effective US governance of space traffic management/coordination
- Advocacy for and support of Office of Space Commerce
- Published "Satellite Orbital Safety Best Practices Guide" 2022

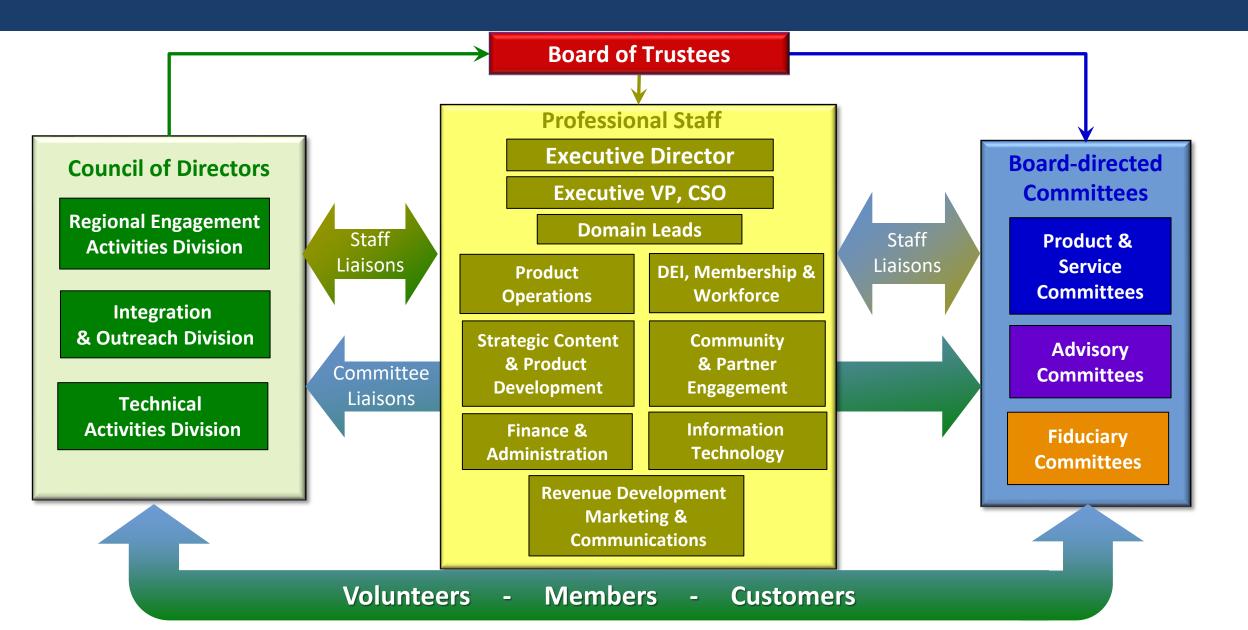
Cislunar Ecosystem

- Coordination of government, aerospace and adjacent industry, and supporting institutions to promote permanent, sustainable human presence off-world between LEO and the lunar surface
- Task Force and work groups formed; supporting NASA Moon to Mars strategy



7

Governance Operations



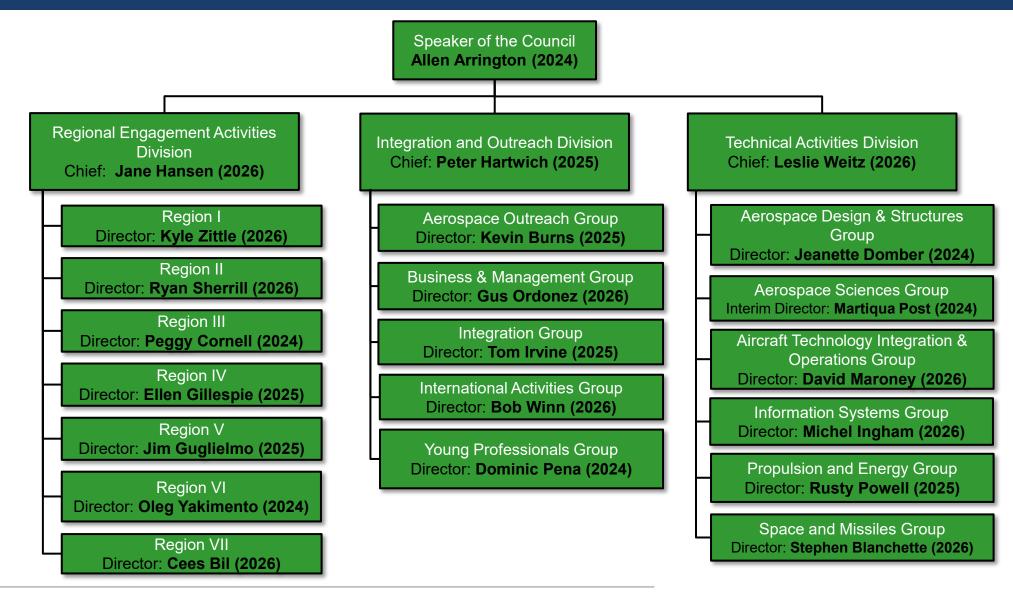
Governance Resources

Governance Documents

AIAA Constitution **AIAA Bylaws AIAA Governance Organization AIAA Code of Ethics AIAA Member Whistleblower Policy AIAA** Anti-Harassment Policy **AIAA Volunteer Leadership Agreement**



AIAA Council of Directors



Regional Engagement Activities Division (READ) Leadership



Division Chief . Jane Hansen Cateni Consulting



Region II – South East Ryan Sherrill Air Force Research Laboratory



Program Manager Lindsay Mitchell AIAA Staff Liaison



Region III – Central Peggy Cornell NASA Glenn Research Center



Region I – North East Kyle Zittle JHU Applied Physics Laboratory



Region IV -**South Central** Ellen Gillespie NASA Johnson Space Center



Naval Postgraduate School

Region VI -

Western

Region V -

Jim Guglielmo

Mid-West

Boeing



Oleg Yakimenko Student Branch **Committee Chair** Jeff Marchetta

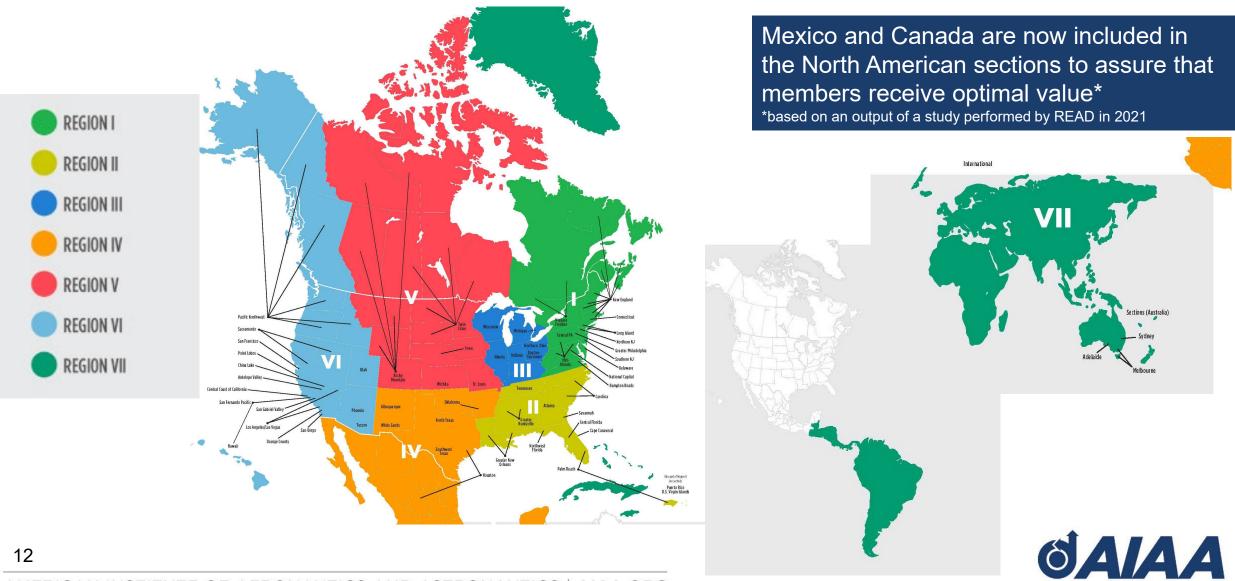
University of Memphis

Region VII -International Cees Bil **Roval Melbourne** Institute of

Technology University



Regions & Sections Map



READ Structure

READ Chief Jane Hansen

| Region I Kyle Zittle, Director | Region II Ryan Sherrill, Director | Region III Peggy Cornell, Director | Region IV Ellen Gillespie, Director Deputy Directors | Region V Jim Guglielmo, Director Deputy Directors | |
|---|--|--|---|---|--|
| Deputy Directors | Deputy Directors | Deputy Directors | | | |
| Central Pennsylvania Connecticut Delaware Greater Philadelphia Hampton Roads Long Island Mid-Atlantic | Atlanta Cape Canaveral Carolina Central Florida Greater Huntsville Greater New Orleans Northwest Florida | Dayton/Cincinnati Illinois Indiana Michigan Northern Ohio Wisconsin | Albuquerque Houston North Texas Oklahoma Southwest Texas White Sands | Iowa Rocky Mountain St. Louis Twin Cities Wichita | |
| National Capital New England | Palm Beach Savannah | | | | |

| Region VI Oleg Yakimenko, Director | | | | |
|---|--|--|--|--|
| Deputy Directors | | | | |
| Antelope Valley Central Coast of California China Lake Los Angeles-Las Vegas Orange County Pacific Northwest Phoenix Point Lobos | Sacramento San Diego San Fernando Pacific San Francisco San Gabriel Valley Tucson Utah | | | |

13

Niagara Frontier

Northern New Jersey Southern New Jersey



Deputy Directors

Adelaide Sydney Melbourne

Student Branch Subcommittee Jeff Marchetta, Chair

Regions I-VI Deputy Directors of Education

AIAA Staff Liaison: Lindsay Mitchell

Last modified: July 2023



AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS | AIAA.ORG

Tennessee

Overview: What is READ?

- Chaired by, Chief, Regional Engagements Activities Division
- Composed of READ Chief, seven Regional Directors and Student Branch Committee Chair
 Works Together with TAD and
- Manages the activities of the Regions
 - Primary "touch point" for majority of AIAA
 - Primary regional interface for the Institute
 - Includes Sections and Student Branches
 - Coordinates activities among Regions and Sections (Regional Student Conferences)
 - Recognizes high-performing Sections with annual Section Awards
 - Informs the Council and Board of issues shared across Regions
- Student Branch Committee administrates student branches (chartering)
- ¹⁴ & dechartering & creates programming based on branch needs)

Works Together with TAD and IOD to Provide the Best Products for our Members



Overview: What is the Regional Advisory Committee (RAC)?

- Chaired by Regional Director
- Composed of section chairs (or appointee) and Deputy Directors



- RAC meetings are held several time throughout the year depending on the Region and the Regional Director
- Aids in sharing "best practices" of the Sections within the Region Sections Work
 - Primary section interface for the Institute
 - Primary mechanism for Institute activities to flow to section leadership
 - Includes Sections, Deputy Directors, and Student Branches
 - Organizes Regional Student Conference in each Region
 - Recognizes high-performing Sections and section leadership
 - Informs the Regional Director of issues from each of the sections

Sections Work Together Through the RAC to Provide the Best Products for our Members



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
- AIAA rolling out Volunteer Leadership Agreement



AIAA Code of Conduct

- AIAA Code of Ethics: https://www.aiaa.org/about/Governance/Code-of-Ethics
- AIAA Anti-Harassment Policy: https://www.aiaa.org/about/Governance/Anti-Harassment-Policy

Duty of Leaders

- **Duty of Loyalty** means that while acting in their leadership capacity, the leader will be guided by what it best for the Institute.
- **Duty of Care** requires the volunteer leader to act in a manner of someone who truly cares about the Institute. That means taking their role seriously, being informed about issues, attending meetings, and taking appropriate and timely actions.
- **Duty of Obedience** requires leaders to ensure obedience to federal and state laws ¹⁷as well as the Institute governing documents. AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS | AIAA.ORG

AIAA Regions & Sections In Good Standing

- Sections are expected to remain in good standing by meeting the requirements laid out for Sections by READ. Requirements to remain in good standing include, but are not limited to:
 - Adoption of and operation to the standard Section Bylaws
 - > Annual submission of the annual report and audit/budget report
 - Compliance with institute governance and adherence with Institute ethics protocols
- Sections determined to not be in good standing with the Institute are subject to immediate loss of support and benefits, leading up to dechartering by READ, with oversight by the Council of Directors



Regions & Sections Yearly Schedule

| • | June Deadline: Student Branch Reports Due Deadline: Section Reports/Awards Due Deadline: Section Audit-Budget Report Due Deadline: Fellow & Honorary Fellow Nominations Due READ & Council of Directors Meetings | July Regional Leadership Conference RLC (2024) Deadline: Section & Branch Officer Rosters Due Deadline: Regional Director Nominations Due AVIATION FORUM (2024) ASCEND (2024) | August RLC (2023) Section Awards Presentation READ & Council of Directors Meetings | September Section Chair Orientation Student Branch Officer Orientation Nominations for Technical Committees Open |
|---|---|--|--|---|
| • | October Section Funding Distributed New Associate Fellows Announced ASCEND (2023) | November Deadline: Nominations for Technical Committees Due | December • Holiday/End of Year Celebrations | January SCITECH FORUM READ & Council of Directors Meetings READ/IOD/TAD Training |
| • | February Recruit judges for Regional Student Conferences Associate Fellow Nominations Open New Fellows Announced | March • Regional Student Conferences | April Regional Student Conferences Start the section election process Deadline: Associate Fellow Nominations Due Fellow Nominations Open | May Deadline: Section Elections Complete READ and Council of Directors Meeting Spotlight Awards Gala (Fellows Induction & Premier Award Recognition) |

Section Responsibilities

- Deliver value to AIAA Members locally through networking, programming and events
- Support AIAA's Vision, Mission, and Strategic Plan
- Represent Section members within the Region
- Engage Student Branches within the Section (and Region)
- Serve the membership and industry through K-12 STEM outreach and public policy engagement
- Support professional progression and recognition of Section members through Honors & Awards
- Annual Requirements: Submit an Annual Report, audit/budget report and provide an up-to-date roster of section officers



Steps to a Successful Section/Branch

- Plan great meetings
- Engage ALL your members (Students, Educators, YPs, Professionals)
- > Add value for your members
 - Spearhead AIAA membership upgrades
 - Provide letters of recommendation
 - Recognize section members
 - Give awards to section members, section leadership, students, and faculty advisors
- Encourage participation in AIAA Forums, Regional Leadership Conference (RLC), Public Policy Outreach, and other AIAA National events
- Interface with Student Branches
- Support your Regional Student Paper Conference
- Review Section Award criteria for other ideas



Add Value for Your Members

- Look for ways to "add value" for your Members and supporters
- Spearhead AIAA membership upgrades
- Provide letters of recommendation
- Recognize section members in their home organizations
- Give awards to section members, section leadership, students, and faculty advisors

Honoring and Recognizing members is easy, inexpensive and rewarding



22

Section/Branch Chair Responsibilities

- Lead the Section to deliver value to members
- Work to assure READ supplied Section Bylaws are reviewed and approved
- Establish and/or maintain Section Policies/Procedures
- Oversee Section activities
- Plan, chair, maintain control of section council meetings as well as section sponsored events such as dinner meetings, engineer week activities, etc.
- Work with Section officers to assure success
- Interface with and support the Regional Director and Deputy Directors
- Participate in Regional Advisory Committee (RAC)
- > Encourage Section members to participate in local, regional and national events
- Establish the vision for the future of the Section
- Ensure momentum is maintained through Succession Planning
- Reach out to Lindsay Mitchell (<u>lindsaym@aiaa.org</u>) and your Regional Director for any questions, support, or help needed



Plan Great Events and Activities

- Make Section sponsored events rewarding, challenging, interesting, and fun
 - Host facilities with pertinent speakers/tours available
 - Encourage members and non-members to attend
 - Discuss benefits of membership
- Location of meetings should consider
 - Ease of and ability to schedule facility
 - Number of members that can be accommodated
 - Proper audio/visual (as required)
 - Food availability and associated rules
 - Local section participation
- Publish meeting notice / agenda early
 - Members' planning
 - Special Arrangements
- Announce next meeting location and time



Succession of Leadership/Section Elections

- > Make sure election process is documented and fair to all
 - Identify open positions
 - Provide detailed job description including time requirements
- > Create a nominating committee to provide oversite
- Start thinking about your replacement when you take over
 - Get a Vice-Chair in place
 - Consider "new blood"
 - Cultivate back-ups
 - Offer leadership training
- > Encourage all members to participate in election process
- Quickly count votes and report results



Region and Section Funding

- 2022 2023 and 2023 2024 READ funding cut by 50%
 - Cat 1 funding (Section Rebates)
 - Cat 2 funding (Section Awards)
 - Cat 3 funding (Regional Director discretionary funds)
 - Cat 4 funding (READ Chief discretionary funds)
- Cat 1 Section Rebate funding will be cut and provided based on a plan for the entire fiscal year (bulleted list with member value and estimated costs shown)
- Cat 2 Section Award funding will remain intact
 - > After 2024 migrating to a tiered structure where more awards can be given
 - > Looking for improvement in each section, rather than judging against each other
- Cat 3 Regional Director funding will still be available and criteria will loosen up a bit
- Cat 4 READ Chief funding flows into Cat 3



2022 – 2023 / 2023 – 2024 Section Awards

- Section Awards are a way for your Section to be recognized for your outstanding achievements as well as a chance to receive additional funding
- Section Award Forms (annual report tabs) are due in June
 - Winners are announced in September in conjunction with the Regional Leadership Conference (RLC)
 - Section Awards in each of 5 size groups
 - Very Small, Small, Medium, Large & Very Large
 - 1st, 2nd, 3rd places are awarded
 - > All section winners (first, second, and third place) are awarded certificates

Section Awards are given for:

- Communications
- Membership/Honors & Awards
- Young Professionals
- Technical Activities
- Public Policy

27

- Section Students Partnership/STEM K-12
- AIAA Outstanding Activity Award
 - Judged by the Regional Directors
 - Awarded to the most innovative and successful Section activities substantially benefitting the membership



NEW Approach to Section Awards will be rolled out in 2024 for the 2024-2025 fiscal year

Other Resources for Sections

- RLC attendance and slides
- Engage Section Officers Library (certificates, templates, etc.)
- Access to monthly membership reports to analyze section membership / find out where the bulk of your membership is located
- > MyAIAA provides access section roster
- Zoom accounts available to ALL sections for online events and meetings; Ask Lindsay for login
 READAlpha, READBravo, READDelta, READEcho



Regional Engagement Activities Division



30 mins: Breakout Rooms

• In the next 30 minutes, join the breakout rooms with the topic(s) that interests you.

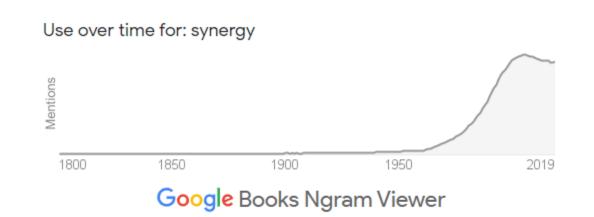
• Ask questions, share best practices & have fun

Breakout Rooms:

- Section & Region Synergy Jim Guglielmo, Region V Director
- Section Event Best Practices Matt Galles, Hampton Roads Section
- Section Council Meetings Kristen Gerzina, Twin Cities Section
- Section Succession Planning Alex Dukes, Rocky Mountain Section
- Section-Student Interaction Chris Tavares, Student Conference Committee

Section-Region Synergy Breakout Room – Jim Guglielmo, Region V What is Synergy?

- Oxford Dictionary Definition: The interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.
- As Applied to AIAA Regions & Sections... How can we improve how we work together (section-to-section, section-to-region, region-toregion) to provide even more value to our members?



The whole is greater than the sum of its parts!

- Sharing of Best Practices and Lessons-Learned between sections and across regions (e.g. use of retirees and advisors, student conference planning & execution, hybrid meeting logistics)
- Sharing Section Policies & Procedures Best Practices (e.g. officer RAA, expectations of council officers, operating rhythms)
- Sharing of success stories (e.g. unique activities)



Section-Region Synergy Breakout Room – Jim Guglielmo, Region V Challenges and Opportunities

Challenges

- > Tailoring for section size What works for very large sections may not work for very small sections
- Gathering data in an efficient way to share across sections and regions
- Information overload How to summarize and condense down the wealth of information that exists to identify what could provide the most benefit

Opportunities

31

- Online data from Section Annual Reports
- Surveys (flow-up of information from sections)
- Flow-down at RAC meetings (within a given Region)

Synergy is what happens when one plus one equals ten or a hundred or even a thousand! - Stephen Covey

Email Address: james.j.guglielmo@boeing.com



Section Event Best Practices Breakout Room – Matt Galles, Hampton Roads Hampton Roads Section - Events

Major Events

- Summer Social
- Oyster Roast
- Wright Brothers Lecture
- Engineer of the Year Lecture
- Pig Roast
- Awards Banquet

Minor Events

- Membership Social
- Young Professionals Socials
- Leadership Social
- Technical Talks/Pizza Lectures
- Students Conference
- Planetarium visit
- Baseball games



Section Event Best Practices Breakout Room – Matt Galles, Hampton Roads Hampton Roads Section – Best Practices

Planning is imperative.

- Start early
- Work backwards to identify milestone dates

Notification is imperative.

- Notify the section in advance
- Improper notification starts bad reputation
- Use all available resources Engage, Newsletter, Email
- $33 \rightarrow$ Try not to bombard with emails...

Volunteers are *imperative*.

- Find a mentor to guide you
- Recruit volunteers as early as possible!
- People will be excited to help
- > Delegate.
 - Let people lead various aspects of the event
 - For all day events, find someone to manage closing activities
- Acknowledge/Reward volunteers!



Section Event Best Practices Breakout Room– Matt Galles, Hampton Roads Hampton Roads Section – Do's & Don'ts

Do's:

- Be concise
- Provide all necessary details
- Provide map or directions
- Guide your guests
- Provide itinerary if appropriate
- Respect people's time!
 - Begin & End on Time!
- Delegate

Don'ts:

- Overwhelm with information
- Assume everyone knows your area like you do.
- Force your guests to figure it out. Guide them!
- Try to control everything. Some things will work themselves out.
- Be afraid to ask for help.People will help you.



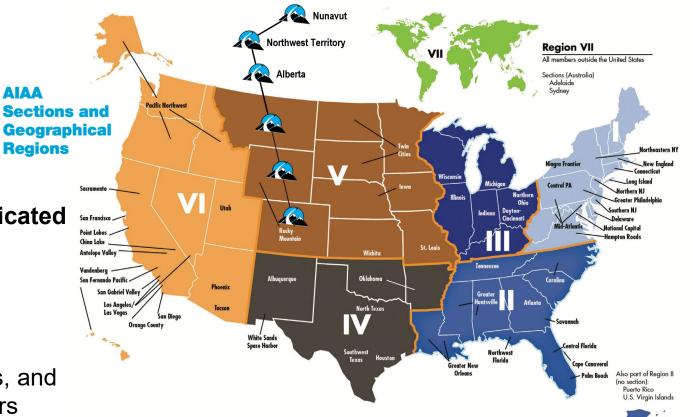
Succession Planning Breakout Room – Alex Dukes, Rocky Mountain **Rocky Mountain Section Succession Perspective**

ΔΙΔΑ

RMS Overview:

- Very Large Category \succ
- Committees:
- Annual Technical Symposium
- Monthly Technical Programs
- Public Policy
- Honors & Awards

- **Diversity & Inclusion** Membership
- Communications •
- The RMS council was a small group of dedicated volunteers who relied on each other for all aspects of activity planning and execution.
- **RMS Growth:** \triangleright
 - 2018: 1270; 2023: 1537
 - Addition of Canada, high school members, and multiple revitalized or new student chapters
- A subset of positions would turnover at \succ elections. All others would turnover due to taking on a new council positions or life events. 35





Succession Planning Breakout Room – Alex Dukes, Rocky Mountain Succession is a Work in Progress

RMS Succession Goals:

- Ensure the sustainability of our activities by increasing the number of volunteers involved in the council and broadening the pool of future leaders when an elected officer or chair steps down
- Create a culture that supports volunteers in their role and goals and enforces a community of support versus the weight of the activities being placed on individuals
- Create a culture that encourages a diverse array of perspectives, experience, and new ways of thinking about how we can best provide meaningful engagement for our members

RMS Current and Forward Actions:

- Encourage each council member to write 3 SMART goals for the AIAA year
 - Encourage each council member to make 1 of their goals to recruit at least 2 new members to support a RMS activity or join a RMS committee
 - Create a culture that removes shame and sets expectations that can be met by volunteers where they are at in life
- > Create a common repository for event artifacts (points of contact, price estimates, event descriptions, etc.)
- Create a description of each role that is specific enough to provide guidance but flexible enough for the volunteer to make their own
- Increase visibility of volunteer needs through our communication channels
- 36 Formally recognize volunteer efforts within the section through our local Honors & Awards Alexandra (Alex) Dukes dukes.alexandra@gmail.com

- Keep Contact with Faculty Advisor & Student Branch Chair
- Brief Student Branches on all local events (Lunch 'n' Learns, Dinner Meetings, Local Symposiums, 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
- Participate In Student Branch Curriculum
 - "Judge"/Evaluate Senior Presentations (could be a section meeting)



Regional Engagement Activities Division Thanks for attending!



6

"Getting Off the Ground: Planning and Funding Section Activities"