

Regional Engagement Activities Division



2023 Regional Leadership Conference

Day 2: Getting Off the Ground: Planning and Funding
Section Activities

16 August 2023

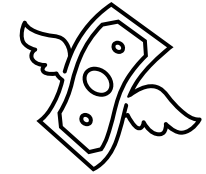
RLC Day 2 Agenda

- Welcome Remarks
- Section Funding and Budgeting
- Successful Event Planning
- Membership Recruitment, Engagement, Resources
- Breakout rooms with room moderators

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

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 **If in doubt – ask! Don't assume something won't get approved**
- Cat 4 – READ Chief funding flows into Cat 3



Section Leaders received a communication on July 13th from Jane Hanson, READ Chief, detailing these updates

Inputs to Regional Directors - Examples

➤ Idea #N Student Branch Interactions – total ask \$250

Our section would like to propose that a couple of professionals visit our local student branch, when the school year starts, and talk to them about AIAA and resources we offer. It would be good if we determine what and how much our section would like to give to each of our local student branches – do we want to focus on the student conference and gas reimbursement or do we want to support design projects / competitions, or both? We are also considering a resume writing/review and mock interviews workshop on local student branch campuses . . . we will come up with a “standard” format and maybe some handouts that will be consistent if we can’t all attend all student branch resume/interview events.

This activity would get us points for section-student interactions and the resume and interview activity should not cost much, although we might want to provide pizza or something while the students are waiting for their turns. If we chose to provide students with gas money for the conference or funding to buy parts for a vehicle competition would cost money – we might want to look at \$500 per local student branch for any activities we do with/for them.

➤ Idea #N+1 Dinner Meeting – total ask \$300

- Use Distinguished Speaker listing to find an interesting speaker that is relatively local
- Secure a venue that can provide a reasonably priced dinner / no host bar
- Work with Speaker to see what travel reimbursement they need – likely \$300 for gas and hotel

Either “short answer” or “bulleted list” will work

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
 - 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

2022-2023 Section Awards presented on August 31

Additional AIAA Offerings

- Distinguished Speaker Series
 - Listing of distinguished speakers and topics available to speak at section or student branch events
 - Virtual
 - Speaker guide for 2023-2024 coming soon.
- Diversity Working Group Section and Student Branch Grants
 - For events or programs that foster more diversity and inclusion within AIAA
 - The Diversity grant program has been sunset
 - For events or programs that foster more section-student branch interaction
- Classroom Grants
 - For teachers to supplement their lesson plan with hands on STEM activities
 - Grant application on [AIAA Classroom Grants Site](#)

Budgeting for Events

What items are you budgeting for the year?

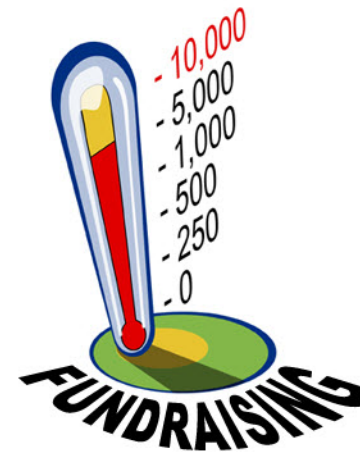
- Student Branch Support
 - Student Paper Conference
- RLC
- Programming and Events
 - Tech, STEM, YP, Prof. Dev, etc.
- Materials
- Awards / Scholarships
- Give-aways / Membership Incentive Items
- Annual Fees / Insurance
- Hybrid Meeting Tool Fees
 - AIAA Zoom Accounts
- Website Fees

Prioritize operating needs with your section budget
Look elsewhere (even in AIAA) for impactful event funding



Other Sources of Funding

- Cost sharing with other sections / branches / organizations
 - Agree on cost sharing ahead of time
- Corporations / Corporate members
 - Support / sponsor meeting (provide meeting space, pay for food or other meeting expenses)
 - In exchange for... (networking, promotion, awareness, etc.)
 - Company matches
 - For volunteerism
 - For other events / drives
- Fundraising
 - To specific event or scholarships
 - Avoid 'Go Fund Me' type campaigns



Funding

Bob Tramel, Greater Huntsville Section

➤ Event Scope (~60 events 2022-2023 council year)

- Several larger scale events require funds to be committed early
- Associate fellow recognition dinner (Dec. '22)
- Quiz Bowl (Feb. '23)
- Engineers' Week Dinner for Huntsville (February '23)
- Annual GHS awards dinner (May '23)
- Partner with local entities on smaller events, to conduct them at low or not cost
- Avoid room rentals by holding events at: *public library, breweries, local firms, universities (students co-host), etc.*
- Leverage local connections – not just an audience, but potential volunteers, speakers, tour guides, and more!

➤ Budgeting

- Plan rough for small events, then refine as time goes on
 - Annual budget has broad categories tied to council positions. AIAA GHS tends to allocate extra, then under-spend.
 - Council member given autonomy to plan small events in their role (~month in advance), possibly with support by a standing committee of volunteers
 - Reimbursement based on receipts. Can always come back to council to make motion for additional funding for an event.
 - Member discounts – consider tiered pricing (public, member, student, complementary)
 - GHS tries to provide tickets for members either at cost (food + venue apportioned over expected number of attendees)
 - Consider subsidizing tickets below cost to boost attendance; table buys can offset at larger events
 - In-kind contributions
 - Time – both section volunteers & employees interfacing with you
 - Facility access – event space, tours, council meetings, etc.
 - Materials – leftover swag, show & tell models, short course supplies, etc.
- 9 ➤ Event synergy (e.g. STEM event includes kids decorating ornaments for Christmas tree in public park)



Funding

Bob Tramel, Greater Huntsville Section

➤ Highlights/Success

- Have specific council members assigned to work funding and sponsorships
 - AIAA GHS has a marketing director position set up for this. YP director, STEM director, and public policy director have all helped previously
 - STEM director worked with local companies to have them budget to support AIAA GHS STEM events annually (ex. annual Quiz Bowl tournament maintains the same funding sources from year to year)
- Post sponsorship opportunities on event website (e.g. Eventbrite page: aiaaghs.eventbrite.com)
 - Creates visibility for opportunities; easy for a sponsor to make a donation or purchase a table.
 - Event sponsorship can be an easier sell than for an organization (marketing expense; logo in program helps)
 - AIAA Engage has neither ticketing nor non-member emails. Eventbrite is an alternative to self-hosting website.
 - Some council members have been able to get their companies to support events they are personally involved in
- Capture lessons learned, and ensure documentation transferred with changes in leadership
 - Thorns (avoid next time), Roses (went well), Buds (ideas for improvements), & Seeds (lead times)
 - Shared Team Drive by Google with non-profit pricing used by AIAA GHS

➤ Challenges/Lessons learned

- Use annual budgeting process to collectively decide how much section will allocate for large events
 - Include some itemized assumptions for line items (food, venue, etc.), and max. acceptable shortfall / cost overrun
 - This also defines targets for any external funding needs. Use historical information as a basis of estimate.
- Ticket pricing should be very reasonable for the event.
 - Aim to generate some revenue to help recoup cost of event, but don't set price so high that it is a deterrent (e.g. buffet dinners \$25, plated dinners \$50)
 - Most large events will not operate in the black. Events (especially recognition events) are a benefit to members.
 - Be prepared to expend some funds for larger events.
- Category III funds are an option if you are organizing a new event. You can apply for these funds through the regional director.

AIAA Greater Huntsville Section

The screenshot displays the Eventbrite page for the AIAA Greater Huntsville Section. It features a grid of event listings with details such as titles, dates, times, and locations. The events include a talk by David Hitt, an awards banquet, a space-themed event, a 'Brews to Benefit' fundraiser, an Earth Day run, and a systems engineering workshop.

For more information, email AIAA GHS section chair: bob.tramel@falcondancerinc.com

Event Funding Strategies

- RLC 2024
 - Take advantage of any members already attending AVIATON 2024
 - Budget for the extra night of hotel stay
- Event Location
 - Access to free meeting spaces
 - Collaboration with student branches
 - Hybrid / virtual options
 - AIAA Zoom Accounts
- Event Host / Sponsor
 - Host funds food / expense for the meeting (in exchange for...)
- Registration / Event Pricing Tiers
 - Different event fees for members / non-members / students, etc.
 - Member incentives for event attendance

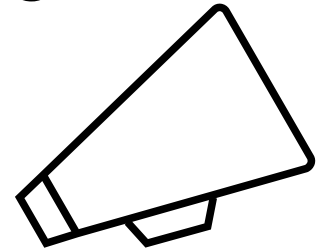




Successful Event Planning

AIAA Public Policy Plans – Ryan Cooperman, AIAA Staff

- AIAA Congressional Visits Day (CVD) has been reimagined into “AIAA Presents”, a year-long advocacy campaign.
- Focuses on the AIAA Domains.
- Lunch N Learn, webinars, state/local engagement, and a 1-day meeting on Capitol Hill.
- The Public Policy Committee will be arranging a webinar with Section Officers later this year on how Sections can get involved.
- Contact Ryan Cooperman at RyanC@aiaa.org.

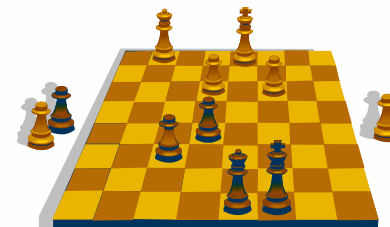


Steps to a Successful Section/Branch

- 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 Spreadsheet for other ideas

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



Event Logistics Tips

- Determine Event Lead and Support Team
- Prior event Roadmap / Templates / Schedules / Lessons Learned?
- Create Event Checklist
- Pre-Event Schedule
 - Who is doing what and by when
 - Assign small, specific tasks with a due date
 - Work backwards from event date and be realistic (most of us have day jobs) – enough time?
- Determine Event Tools and Resource Needs
 - Space / AV Requirements
 - Food? (Dietary Needs?)
 - Communication Frequency and Means
 - Meeting RSVP / Payment Tools (Eventbrite, etc.)
- Day of Event Logistics (Devil in the details and the little things...)
 - Food (Delivery or Pick-up?, Plates / utensils needed, etc.)
 - Pictures (Photos requirements / releases)
 - Speaker logistics – getting to and from event
 - Presentation Agenda / Remarks / Bios / Wrap-up
 - Room Set-up / AV / Clean-up
 - Parking / Directions to Event
 - Event Cost – Fee Collection?
- Post-Event Highlights & Recap – Comms / Social Media
 - Attract future attendees!!
- Capture Event Lessons Learned
 - Update Template or Roadmap for Future Events
 - Capture both lessons learned and event challenges in Annual Report for AIAA awareness!



Plan to arrive early! Allow more time than you think (traffic, troubleshooting, unknowns)

STL Event Case Study: Planning and Funding

Steve Clark, St. Louis Section

- Recurring “Dinner Meetings” provide opportunity for engagement w/ members and external speakers
- Typ. ~1 per month (off during summers)
- Mixed funding sources over the years
 - Attendees pay for all/some of meal (depending on section budget health)
 - Raffle / door prizes
 - Boeing volunteer hour gift match helps subsidize
- ~25 attendees is typical; sometimes up to 50
- Venue changes each month
- 17 ➤ Buffet dinner usually provided by venue



STL Event Case Study: Planning and Funding


Steve Clark, St. Louis Section

➤ Highlights/Success

- Excellent section engagement for key events (H&A, member appreciation, etc.)
- Interesting speakers bring in big audiences (e.g. STL airport director)
- Good mix of professional, student, retiree, educator attendees

➤ Challenges/Lessons learned

- Advertising *and reminders* are key
- Collecting payments can be a challenge (no-shows cost the section money)
- Recurring event planning is a high workload – delegation is important




Annual Awards Banquet
Tuesday, May 23, 2023

Orlando's Maryland Heights
 2050 Dorsett Village Plaza,
 Maryland Heights, MO 63043

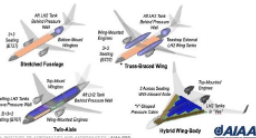
American Institute of Aeronautics and Astronautics
St. Louis Section

St. Louis Section Honors & Awards Banquet
Keynote Speaker: Donald Bingaman
 "A Systems Engineering Approach for the Transition to Zero Emission Aviation"

Don Bingaman formed VPE Aerospace Consulting LLC in 2017 to supply engineering and technology investment consulting services to the US Government and to key industry suppliers for major DoD airframe contractors. Don is a consultant to GE Aviation-Edison Works, Silverlining NGO, CoFlow Jet LLC, and Washington University in St. Louis and has contributed to the 2020 NASEM report "Reflecting Sunlight" on the scientific community's recommendations on stratospheric aerosol injection to offset the global warming impacts of GHG emissions. Don retired from The Boeing Co. in 2016. In his 39.5 years there he served as Chief Engineer of a proprietary program, leading the program through government PDR, and as Director – Boeing Survivability Design and Integration, where he managed all Boeing technology programs with potential impact to survivability of airborne, maritime, and ground-based platforms.




To support the worldwide effort to eliminate greenhouse gas (GHG) emissions, "de-carbonizing" the long-range civil aviation sector will require a GHG emission-free aircraft. This suggests a new look at aircraft, propulsion and ground support concepts fueled by "green" cryogenic liquid hydrogen (LH2). Important aircraft configurations, fuel systems, combustor and propulsion design trade-offs are identified, along with risk reduction tasks to achieve zero emission flight by the 2050 timeframe.



Schedule		Menu	Tickets
5:00 – 5:45	Sign-in / Social	Roasted Pork w/ gravy	\$22 Member
5:45 – 6:40	Dinner	Italian Chicken Spedini Cavatelli Broccoli	\$12 Student
6:40 – 7:00	Awards	Bacon Cheddar Mashers	\$17 Educator Associate
7:00 – 8:00	Program	Green Beans Amandine Italian Garden Salad	\$27 Nonmember
8:00 – 9:00	Networking	Dinner Rolls and Butter Orange Cream Cheese Pound Cake	

Reservation by 12 noon Thursday, May 18
<https://form.jotform.com/231235997940162>
 Contact [Jess](#), [Bria](#), and [Hunter](#) for questions



Sample Event Flyer

stephen.f.clark3@boeing.com



Hybrid and Reverse Hybrid Events

Walter Gordon, Niagara Frontier Section

- Hybrid event: In-person speaker also broadcast via Zoom
- Simple method: Laptop on podium in front of speaker
 - Acceptable: laptop camera and mike; speaker must stay very close
 - Better - remote headset or lavalier microphone via Bluetooth
 - Slides via share screen on laptop
- Better method: Smartphone on tripod as Zoom participant
 - Smart phone microphone on speaker works, but lavalier better
 - Slides on separate laptop with Zoom video off
 - Participants select single speaker and *hide non-video participants*

Hybrid and Reverse Hybrid Events

Walter Gordon, Niagara Frontier Section

- Reverse Hybrid: Remote speaker on screen for local audience
 - Actually simpler than hybrid
 - Project remote speaker and slides from laptop at meeting
 - Have wifi backup available via smartphone hotspot or other means
- Other considerations
 - In both types facilitator relays questions as needed
 - We always hold Zoom **webinars**, not **meetings**
 - Dry run highly recommended

Walter Gordon – c130h3driver@gmail.com

Impactful Event Planning Tips / Recap

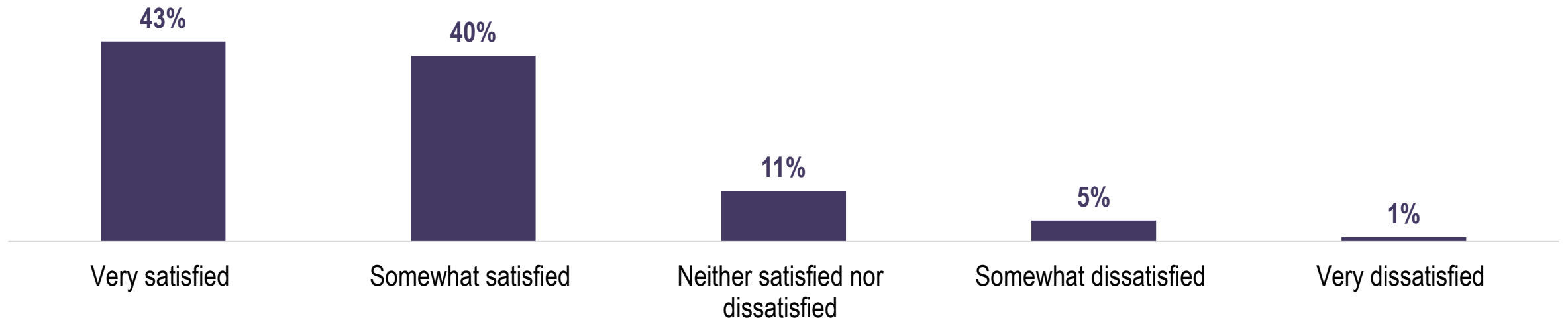
- Be familiar with the AIAA Section Annual Report Information
 - AIAA Banners / Tablecloths
 - AIAA Marketing / Membership Material
 - Event Promotion / Advertising (ENGAGE and elsewhere)
 - Social Media
 - General Communication Options (How can you best reach your member make-up?)
 - Take Pictures!
 - Be Creative – Can go above and beyond the Final Report content
- Know your membership make-up
 - Student Members (Student Branch Briefing Coming Up in September)
 - Educator Associate Members (Educator Associate Memberships now need to be renewed)
 - YPs
 - Retirees
 - Member Geographic Distribution
- AIAA Certificate Templates
 - Brand and Logo guidelines
- Make the most of your resources (people, facilities, \$\$)
- Make the most of rewarding and recognizing members within unique constraints of your section



Membership Recruitment,
Retention, Resources

AIAA Membership Satisfaction

Brian Calvary, AIAA Membership Director



NPS Score

Brian Calvary, AIAA Membership Director



Promoters: Ranks likelihood of recommending a 9 or 10; “loyal enthusiasts who will keep buying and refer others, fueling growth”

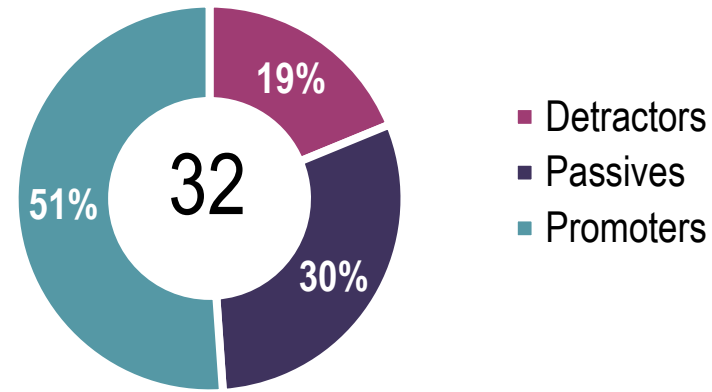


Passives: Ranks likelihood of recommending a 7 or 8; “satisfied but unenthusiastic customers”

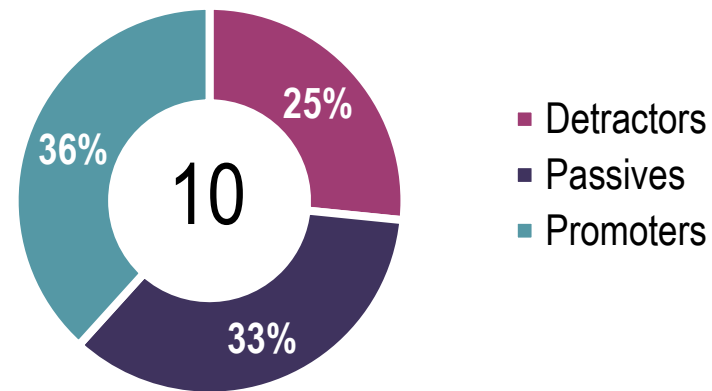


Detractors: Ranks likelihood of recommending as 6 or lower; “unhappy customers who can damage your brand”

Professional



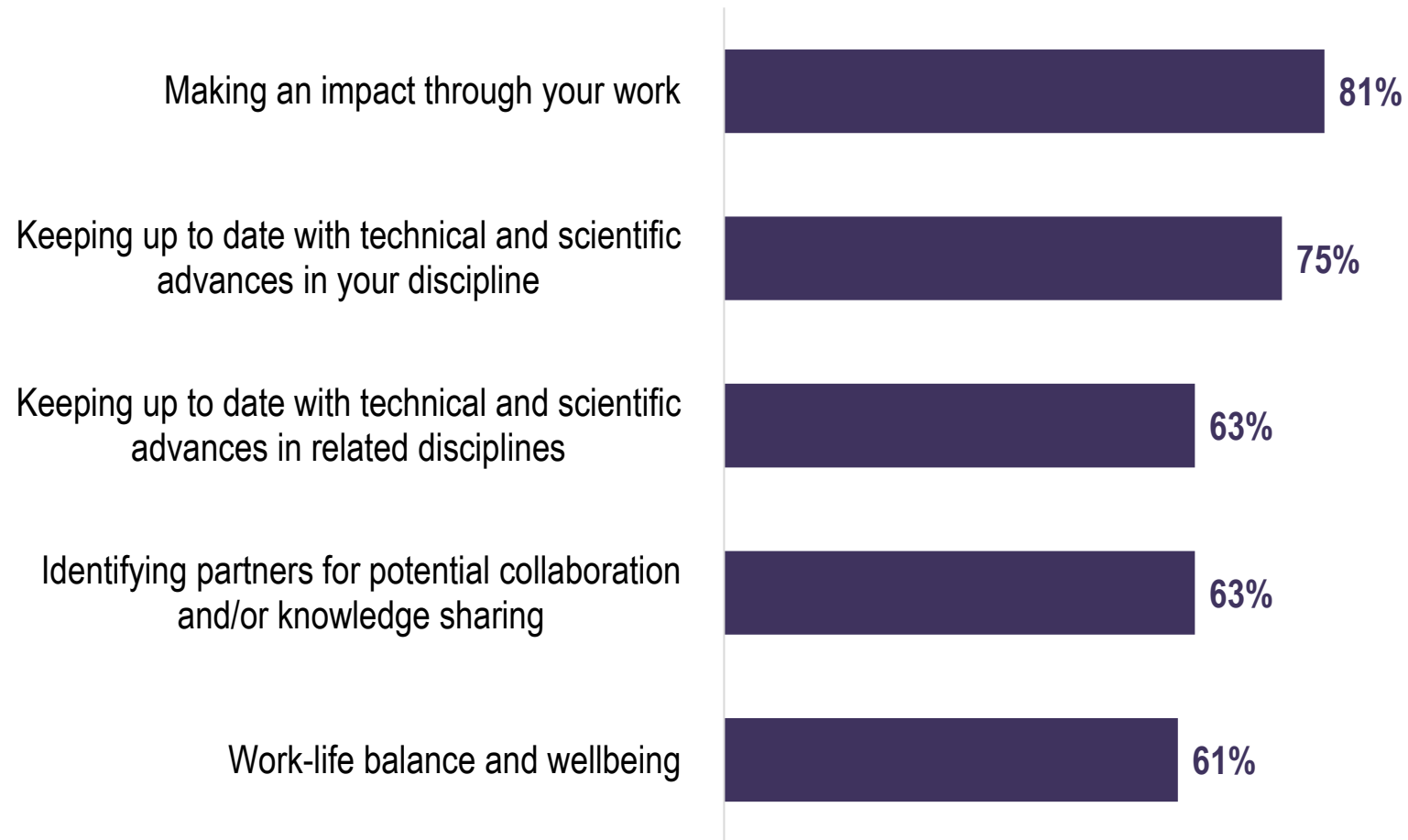
Student



Professional Priority

Brian Calvary, AIAA Membership Director

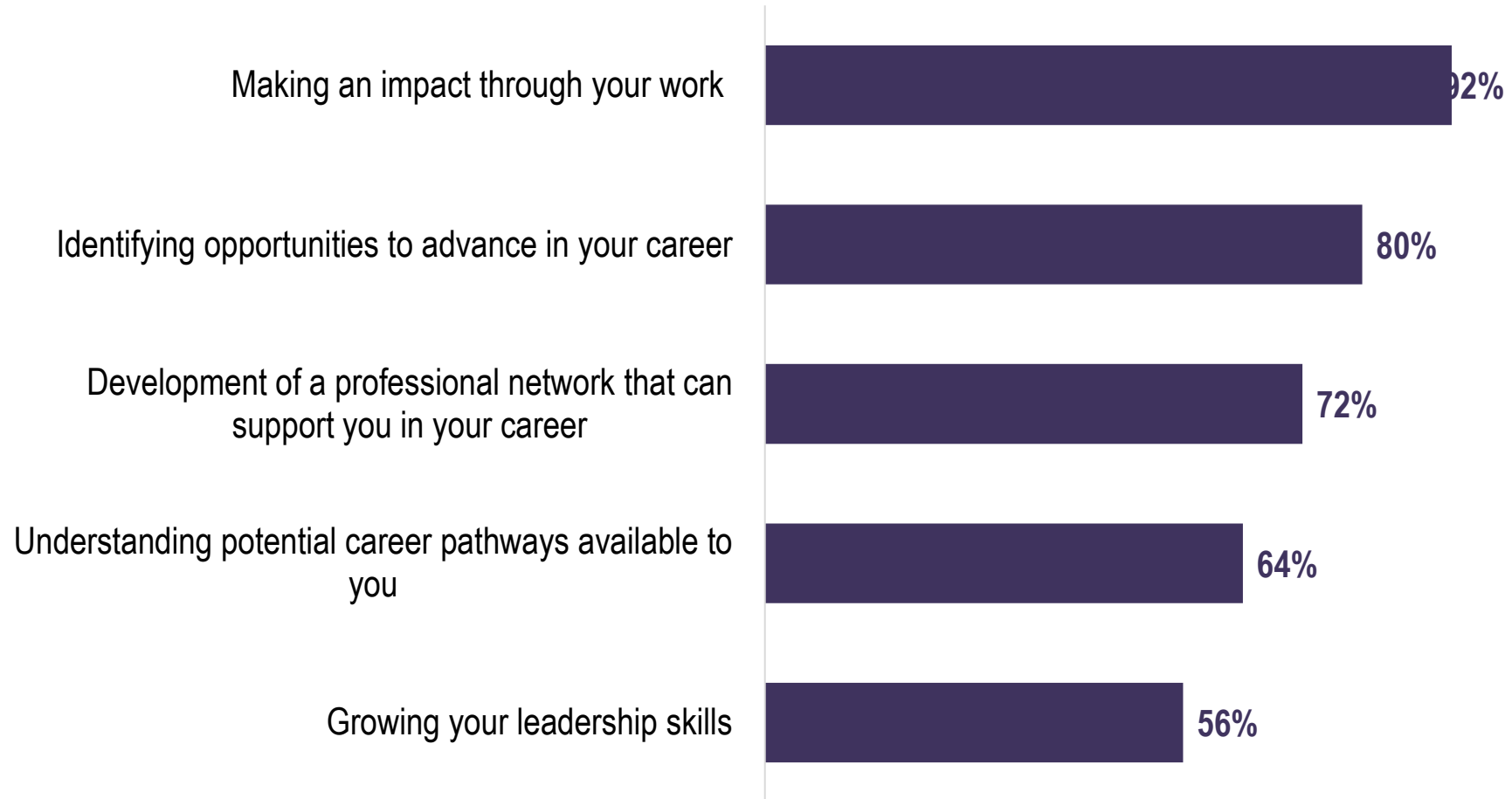
All Surveyed Members



Professional Priority

Brian Calvary, AIAA Membership Director

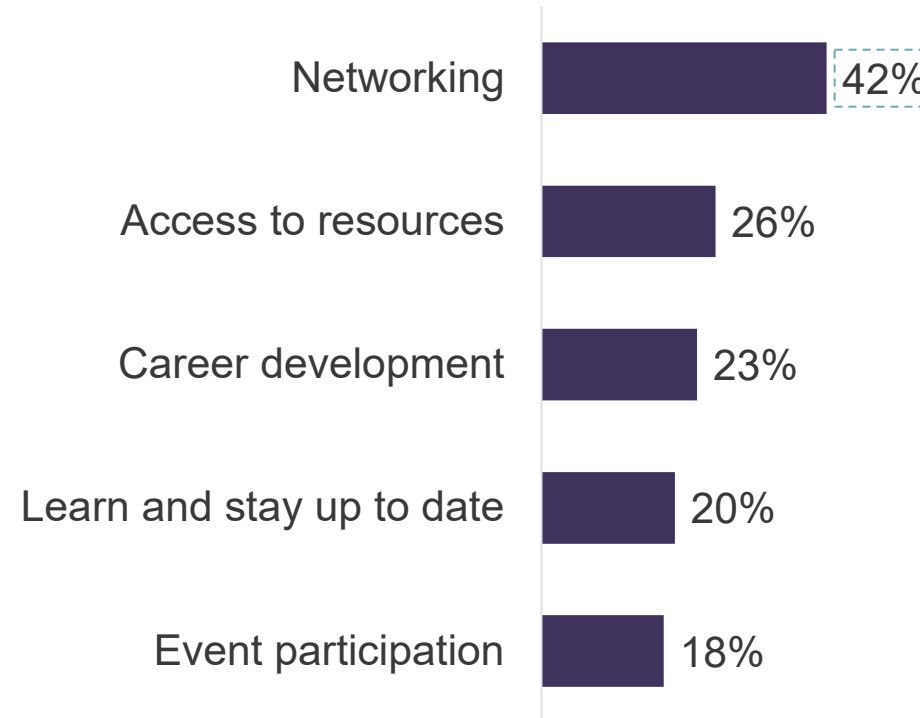
Surveyed Members 35 and Younger



Student Priorities

Brian Calvary, AIAA Membership Director

Current Student Members



Membership Information and Resource Highlights

AIAA Member Categories



Professional

You hold a science or engineering degree or equivalent professional qualifications.

[Join](#)

[Learn More](#)



Educator

You are a K-12 teacher of math, science, engineering or technology.

[Join](#)

[Learn More](#)



University Student

You're a full-time university student with a concentration in aerospace.

[Join](#)

[Learn More](#)



High School Student

You're interested in science, technology, engineering, or mathematics, while having a passion for aerospace

[Join](#)

[Learn More](#)



Corporate Member

You are a business that wants to successfully move forward in the aerospace industry.

[Brochure](#)

[Learn More](#)



Associate

You work or are interested in the aerospace industry.

[Join](#)

[Learn More](#)

[AIAA Membership Information and Resources](#)

MEMBERSHIP BENEFIT/RECRUITING BROCHURES — 6 PAGE BROCHURE (COLOR, 8.5"X11")

6-page brochure with in-depth details of the benefits of members, testimonials and highlights of materials available via Aerospace Research Central (ARC).



Student Member Brochure





Professional Member Brochure



Educator Associate Membership Brochure

- Member discounts on Continuing Education, Forums, Publications, etc.
- Country Discounts for Professional and University Student Members
- Joint Membership Discounts

Additional AIAA Membership Resources for Section Leads

- [AIAA K-12 Student Resources](#)
- [AIAA Educator Resources](#)
- AIAA PP Resources (COMING SOON)
- [AIAA YP Resources](#)
- [AIAA Honors & Awards Resources](#)  
 - Honors and Award opportunities for all membership categories
- AIAA Engage
 - My Communities – Section Officers – Library
 - Monthly Membership Reports / Member Demographics
 - New Member Communication Templates
 - AIAA Virtual Backgrounds
 - Training Materials / Recordings (Including RLC!)

Familiarization with these resources can maximize awareness and value for your full membership makeup

20 mins: Breakout Rooms

- In the next 20 minutes, join the breakout rooms with the topics that interest you.
 - Ask questions, share best practices & have fun

Breakout Rooms:

- Event Collaboration – Kristen Gerzina, Twin Cities Section
- Section Funding – Jane Hansen, READ Chief
- External Funding – Christopher Kitson, Greater Huntsville Section
- Meeting Logistics / Tools – Stephen Clark, St. Louis Section
- Hybrid Events – Walter Gordon, Niagara Frontier Section
- Membership Recruitment – Brian Calvary, AIAA

Thanks for attending!

**See you at the next session on
24 August 2023, 5:00-6:30 PM ET!**