

Regional Engagement Activities Division



2024 Regional Leadership Conference

Virtual RLC: Getting Sections Off the Ground

11 July 2024

RLC Agenda

- **Welcome Remarks**, Kristen Gerzina, RLC Planning Committee Chair
- **AIAA National Updates**, Merrie Scott, AIAA
- **Council of Directors, READ, Section Leadership, Succession**, Kristen Gerzina
- **Budgeting and Funding Updates**, Kyle Zittle, Region I Director & Jane Hansen, READ Chief
- **Planning Great Events**, Kristen Gerzina
- **Section-Student Branch Engagement**, Emily Armbrust, Northern Ohio Section
- **Membership Satisfaction and Resources**, Brian Calvary, AIAA
- **Reactivating and Struggling Section**, Savas Mavridis, Illinois Section
- **Q&A and Wrap-Up**, Kristen Gerzina

- **Virtual RLC Reminders:**
 - Mute your microphones to avoid background noise & ask questions in the chat.
 - This session will be recorded and slides distributed.

AIAA National Updates

Merrie Scott

Vice President, Community and Partner Engagement, AIAA

AIAA Volunteer Leadership Acknowledgment

- **AIAA Volunteer Leadership Acknowledgment**
 - Online form to acknowledge Institute governance, policies, goal and best practices.
 - Regional Directors, Section Chairs and Officers, Student Branch Chairs, and Faculty Advisors are encouraged to complete this form.

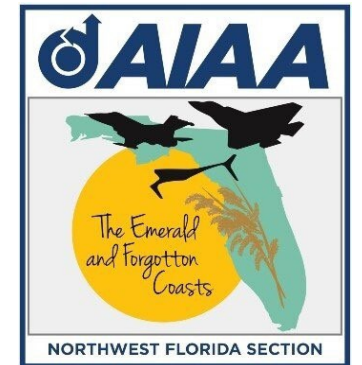
- **New policy on Working with Minors**
 - An industry best practice
 - Any section leaders volunteering at events with individuals under 18 years of age should complete this online form.

- **Acknowledgements are accessible at this link:** <https://www.aiaa.org/get-involved/aiaa-volunteer-leadership>

AIAA Branding Initiative

- Significant need to improve both the consistency of volunteer messaging AND reign in decentralized visual identities.
- Messaging has not kept pace to align domain approach, core values, and strategic plan.
- 400+ separate identities (AIAA, regions, sections, student branches, etc).
- Decades of ignoring brand inconsistencies
- IT transformation investment drives need for brand simplicity, structure, and clarify—need to be ahead of the curve.
 - AIAA will work with Sections and Student Branches to ensure smooth transition.

AIAA Logos – Small Sample of 400+ Adaptations



A Stronger Path Forward: Strategic Comms

- **Our Strategic Communications Messaging** is designed to codify and strengthen the AIAA brand experience to excite our customers and members.
 - Creation of easy message map.
 - Resource rich volunteer access portal.

- **Why is this important?**
 - Align our mission, core values, strategic plan, and domain approach.
 - Empower volunteers to become AIAA Advocates—make it easy!
 - Directly Connects to Strategic Plan's Goals #1-3 and contributes to Goals #5-6

AIAA Volunteer Brand Resource Center

AIAA Brand Resources Center

Together, we embody our collective purpose — let's amplify it with a unified voice.

AIAA's brand is so much more than a logo. It's how we tell our story, convey our culture, and declare our point of view. Maintaining consistency in our brand is essential to protecting its integrity — and our community leaders play a vital role. Continuity in messaging and visual identity not only allows AIAA to build strong brand awareness but it also helps our brand's ambassadors to lead with excellence.

Get Started ▼

aiaa.org/brand-resources-center

Volunteer Leadership Mentoring Initiative

- **One-Shot Mentoring available for Sections and Student Branches**
 - AIAA provides a list of mentors to provide guidance and help answer questions in your areas.
 - Provides a one-shot session, not ongoing mentorship.
 - Mentor categories and individuals are listed on the next slide
- **More information can be found at this link:** <https://www.aiaa.org/get-involved/aiaa-volunteer-leadership>

Volunteer Leadership Mentoring Initiative

Mentor categories and individuals include:

Integration and Outreach Committee Mentoring

Tom Irvine

Former Integration Group Director

Section Mentoring

Joel Perez

Region VI Deputy Director of Membership

Emily Armbrust

Northern Ohio Section Vice Chair

Student Branch Mentoring

Ana Clecia Alves Almeida

Diversity Scholar, University of Akron Student Branch Chair & Region III

Student Conference Lead Organizer

Duha Bader

Diversity Scholar & Region VI Student Conference Lead Organizer

Technical Committee Mentoring

Carolyn Woeber

Meshing, Visualization, and Computational Environments

Technical Committee Chair

Rick Mange

Former Aviation Technology, Integration and Operations

Group Director

Young Professional Engagement Mentoring

Taylor Fazzini

Young Professional Group

Nathan Crane

Young Professional Group

Leading With Influence



- **“Leading with Influence” Presentation by AIAA Past President Laura McGill**
 - Offers best practices on the importance of leadership and best practices
 - Available On-Demand using the following link: https://www.youtube.com/watch?v=K7po_YN9W7s
 - Laura will also give this presentation in-person at the RLC on 28 July, 1-5 PM, at AVIATION-ASCEND in Las Vegas.

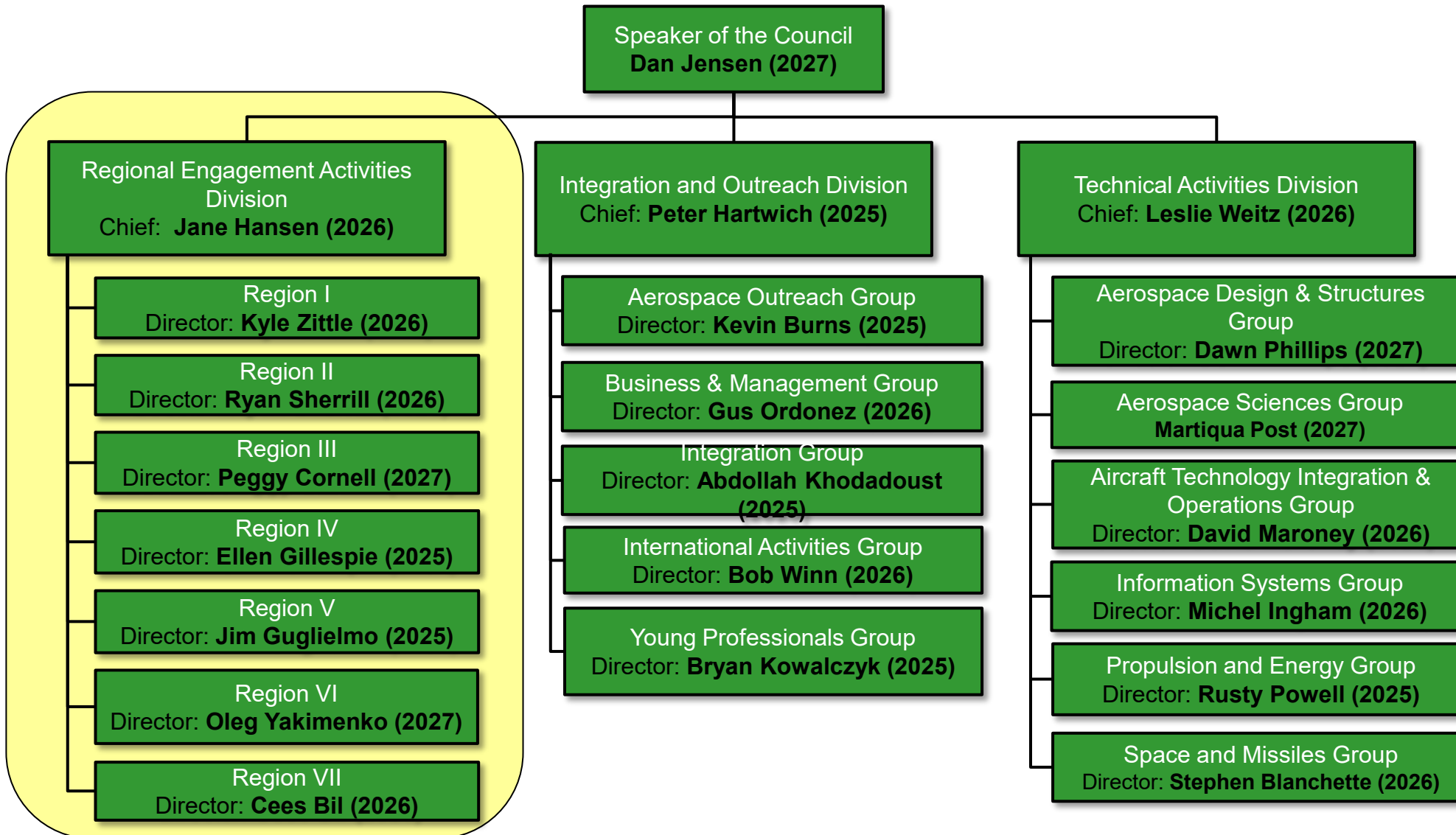
Regional Engagement Activities Division



AIAA Council & READ Organizations

Kristen Gerzina, RLC Planning Committee Chair

AIAA Council of Directors



Regional Engagement Activities Division (READ) Leadership



Division Chief

L. Jane Hansen
Cateni Consulting



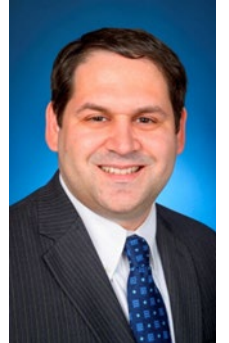
Region II – South East

Ryan Sherrill
Air Force Research
Laboratory



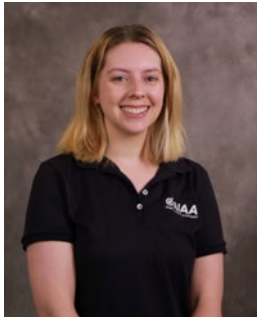
Region V – Mid-West

Jim Guglielmo
Boeing



Student Branch Committee Chair

Jeff Marchetta
University of Memphis



Program Manager

Lindsay Mitchell
AIAA Staff
Liaison



Region III – Central

Peggy Cornell
NASA Glenn Research
Center



Region VI - Western

Oleg Yakimenko
Naval
Postgraduate
School



Region I – North East

Kyle Zittle
JHU Applied
Physics Laboratory



Region IV – South Central

Ellen Gillespie
NASA Johnson Space
Center

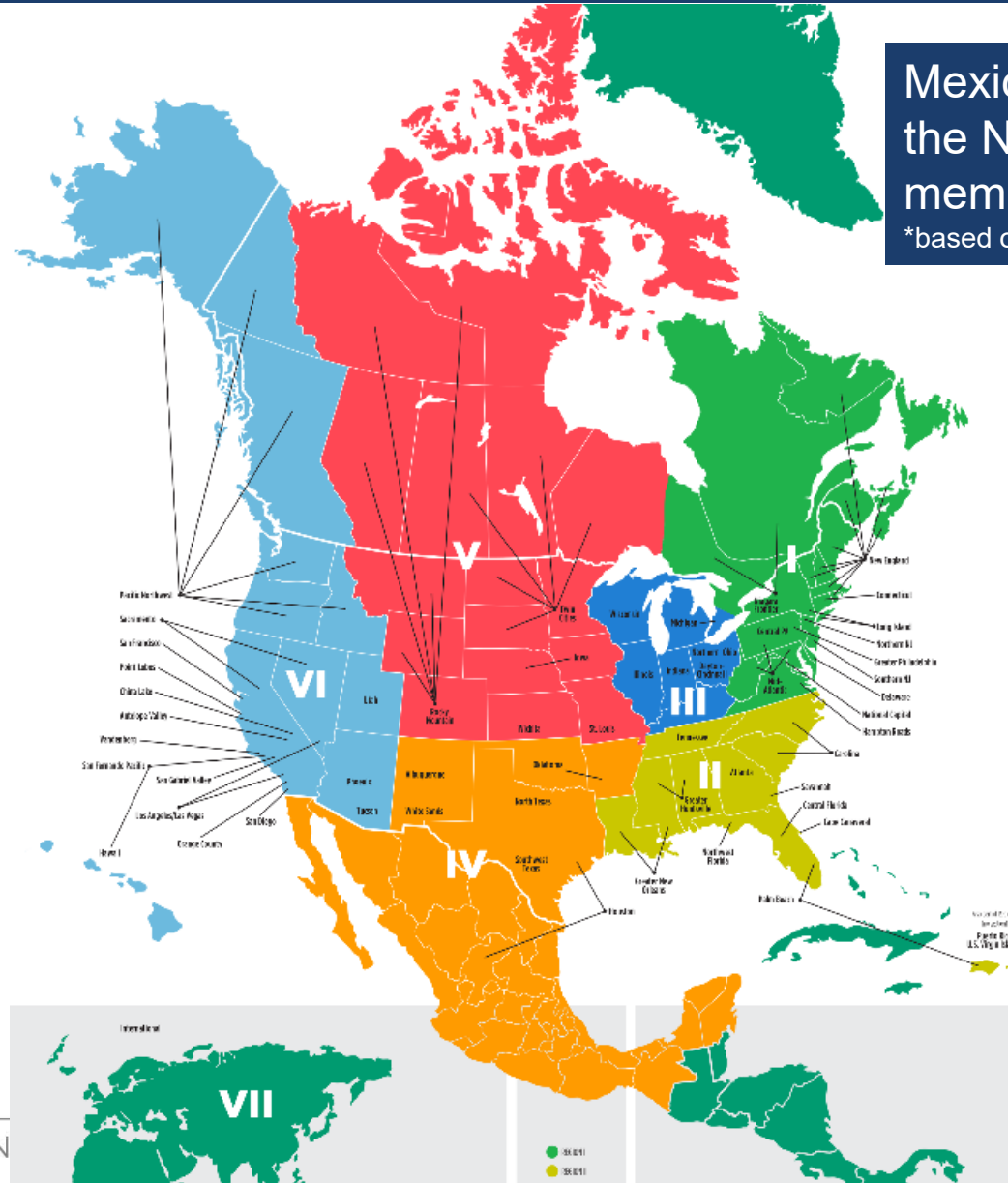


Region VII - International

Cees Bil
Royal Melbourne
Institute of
Technology
University

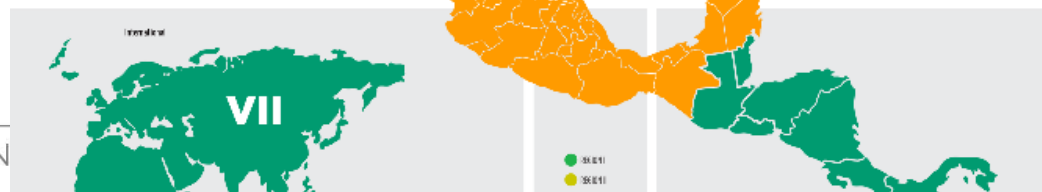
Regions & Sections Map

- REGION I
- REGION II
- REGION III
- REGION IV
- REGION V
- REGION VI
- REGION VII

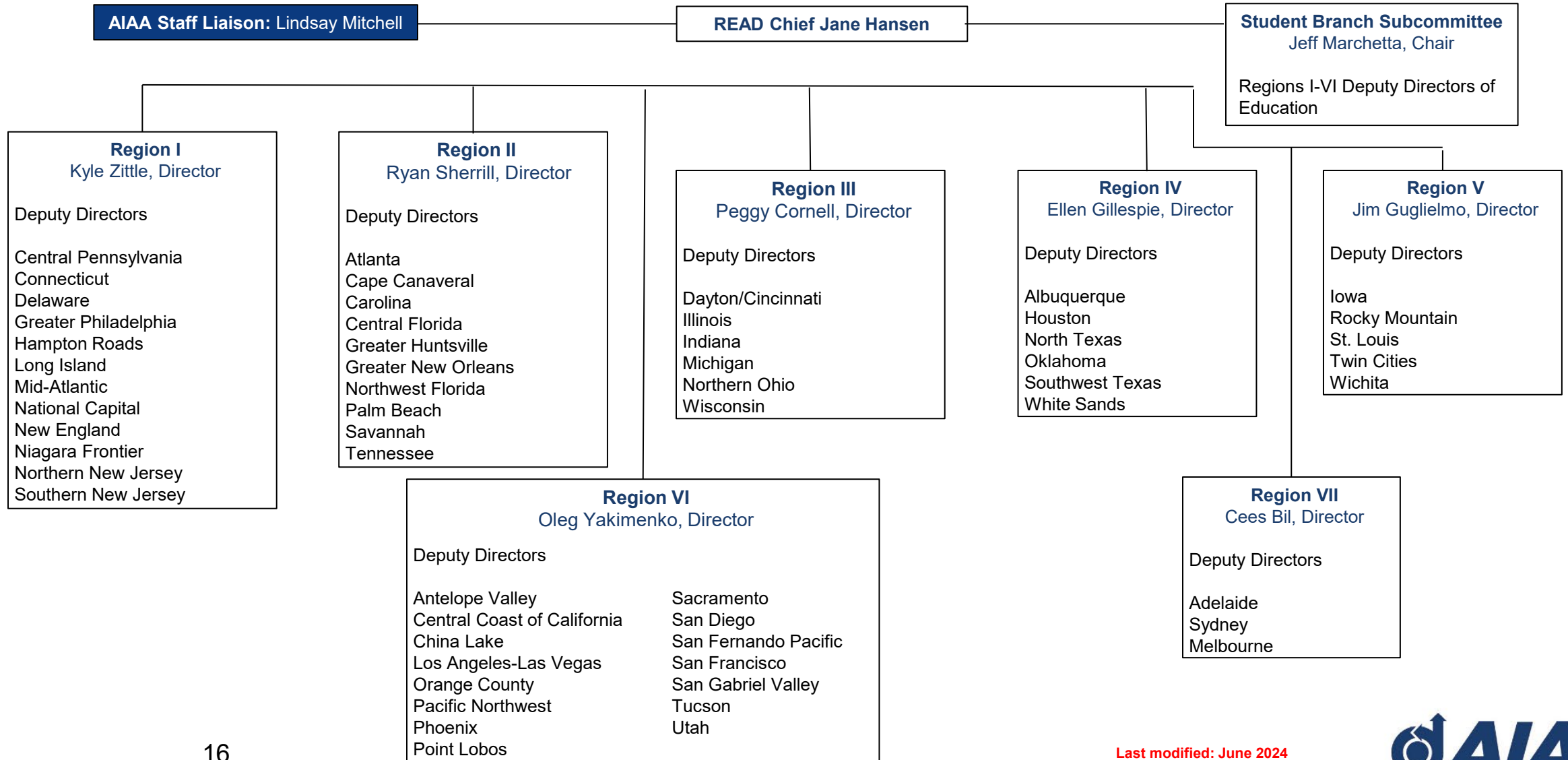


Mexico and Canada are now included in the North American sections to assure that members receive optimal value*

*based on an output of a study performed by READ in 2021




READ: Regions and Sections



Additional Region and Section Resources

<https://www.aiaa.org/get-involved/regions-sections>

SHAPING THE FUTURE OF AEROSPACE

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Regions & Sections

[Home](#) / [Get Involved](#) / [Committees & Groups](#)

In AIAA, local sections are where the action begins. We have 57 sections throughout the United States and overseas organized into seven AIAA Regions. Each section offers technical programs and activities tailored to local aerospace professionals, students and educators.

[Regions & Sections Map](#)


2023 Section Awards Presentation

[Watch Replay](#) [Presentation Deck](#) [2022-2023 Section Award Winners](#)


[Regions and Sections FAQs](#)
(click to show)

[Region I – North East](#)

[Region II – South East](#)[Region III – Central](#)[Region IV – South Central](#)[Region V – Mid-West](#)[Region VI -Western](#)[Region VII – International](#)



Region I Greater Philadelphia



Wichita

In This Section

[Regions & Sections](#)

- [Distinguished Speaker Series](#)
- [AIAA Committees on Standards](#)
- [AIAA Standing Committees](#)
- [Technical Committees](#)
- [Integration and Outreach Division Committees](#)
- [Diversity and Inclusion](#)
- [Young Professionals](#)

Section Resources

- [2023 Regional Leadership Conference \(RLC\) Materials >](#)
- [Photo Album: Local Section Activities >](#)
- [AIAA Student Branch Directory >](#)
- [Distinguished Speaker Series >](#)
- [Section Officers Engage Library >](#)
- [Regions and Sections Yearly Schedule >](#)

Regions and Sections Yearly Schedule



Regions and Sections Yearly Schedule Section Activity Year June 1 – May 31

<p>June</p> <ul style="list-style-type: none"> • 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 	<p>July</p> <ul style="list-style-type: none"> • Regional Leadership Conference RLC (2024) • Deadline: Section & Branch Officer Rosters Due • Deadline: Regional Director Nominations Due • Co-Located AVIATION-ASCEND (2024) 	<p>August</p> <ul style="list-style-type: none"> • Section Awards Presentation • READ & Council of Directors Meetings 	<p>September</p> <ul style="list-style-type: none"> • Section Chair Orientation • Student Branch Officer Orientation • Nominations for Technical Committees Open
<p>October</p> <ul style="list-style-type: none"> • Section Funding Distributed • New Associate Fellows Announced • ASCEND (2023) 	<p>November</p> <ul style="list-style-type: none"> • Deadline: Nominations for Technical Committees Due • Region VII Student Conference 	<p>December</p> <ul style="list-style-type: none"> • Holiday/End of Year Celebrations 	<p>January</p> <ul style="list-style-type: none"> • SCITECH FORUM • READ & Council of Directors Meetings • READ/IOD/TAD Training
<p>February</p> <ul style="list-style-type: none"> • Recruit judges for Regional Student Conferences • Associate Fellow Nominations Open • New Fellows Announced 	<p>March</p> <ul style="list-style-type: none"> • Regions I-VI Student Conferences 	<p>April</p> <ul style="list-style-type: none"> • Regions I-VI Student Conferences • Start section election process • Deadline: Associate Fellow Nominations Due • Fellow Nominations Open 	<p>May</p> <ul style="list-style-type: none"> • Deadline: Section Elections Complete • READ and Council of Directors Meeting • Spotlight Awards Gala (Fellows Induction & Premier Award Recognition)

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[MEMBERSHIP](#)

In This Section

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 - Young Professionals

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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

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 (lindsaym@aiaa.org) and your Regional Director for any questions, support, or help needed

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 oversight
- 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

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 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 is 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 laws²³ as well as the Institute governing documents.

Section Funding and Awards Kyle Zittle, Region I Director

Section Budgeting

What items are you budgeting for the year?

- Student Branch Support
 - Regional Student Conference
- RLC (July 2025 in Vegas)
- Programming and Events
 - Tech, STEM, YP, Prof. Dev, etc.
- Materials
- Awards / Scholarships
- Give-aways / Membership Incentive Items
- Annual Fees / Insurance
- Hybrid Meeting Tool Fees
 - Use of AIAA Zoom accounts are a free resource
- Website Fees
 - Engage community pages are a free resource

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



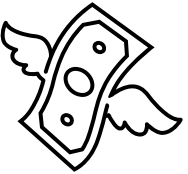
Other Sources of Funding

- 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
 - For specific events or scholarships are ok
 - Avoid 'Go Fund Me' type campaigns



Region and Section Funding and Awards

- READ funding profile remains the same – currently 50% of pre-Covid but hopefully returning to 100% as the Institute becomes more financially solvent.
- Cat 1 Funding (Section Rebates) will be modified to meet the following objectives:
 - Trying to be consistent across regions and within varying section sizes.
 - Use performance-based approach for Cat I funding, creating a tiered approach.
 - Encourage activities that are required for 501(c)3 organizations (officers, tax filings, etc.)
 - Encourage activities that are consistent with the Board of Directors Strategic Plan.
- Cat 2 Funding (Section Awards) will remain the same.
- Cat 3 Funding (Regional Directors discretionary funding) will be reduced slightly.
- Cat 4 Funding (READ Chief discretionary funding) will be reduced significantly.



5 Tiers for Cat 1 Rebates

- Tier 0: Inactive – no Cat 1 rebate – work with Regional Director to get back on track and acquire seed funding if needed.
- Tier 1: Active – 30% Cat 1 rebate – meet minimum requirements to maintain active status.
- Tier 2: Receive 60% of Cat 1 rebate funding – provide value to section members.
- Tier 3: Receive 80% of Cat 1 rebate funding – provide multi-faceted value to section members.
- Tier 4: Receive 100% of Cat 1 rebate funding – providing extreme value to the section members.

Section Inputs for Tiered Approach

- To better evaluate the impact of this tiered approach on the section Cat 1 funding we will be sending out a “self-assessment” questionnaire.
 - Sent on 8 July for section leadership to complete an online self assessment questionnaire.
 - Due on 20 July.
- Responses will help assess a new approach.
- Questions??

Section Best Practices and Planning Great Events

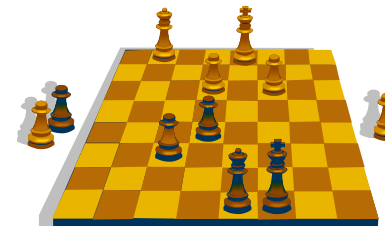
Kristen Gerzina, RLC Planning Committee Chair

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

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)

Event Funding Strategies

- RLC 2024
 - Take advantage of any members already attending AVIATON 2024
 - Budget for the extra night of hotel stay
 - Start thinking about / budgeting now for RLC 2025!
- 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



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

Section Interaction with Student Branches

- Keep Contact with Faculty Advisor & Student Branch Chair
 - Encourage continuity
- Brief Student Branches on all local section 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/Design Build Fly (DBF)
- Participate In Student Branch Curriculum
 - “Judge”/Evaluate Senior Presentations (could be a section meeting)
 - Design Competition RFP
- Consider allocating section funds to support a student branch activity

For more information contact:
Dr. Jeffrey Marchetta,
Student Branch Committee Chair
jmarchtt@memphis.edu

Engagement with Student Branches provides them with value and career and professional development opportunities and encourages advancement to professional membership

Section-Student Branch Engagement: Lessons Learned for Student Involvement

Emily Armbrust, Incoming Chair, Northern Ohio Section

Student Oriented Events Summary

- Student Oriented Events:
 - Region III Conference (1 weekend event)
 - Student attendance at Technical Talks (roughly 1 talk every couple of months)
 - OSGC Conference (1 day event support)
 - YP Events with Interns (a couple events a semester)
 - Young Astronaut Day: UAkron Rocket Team, High School Robotics Team, IHM Rocket team (one day event)
- Focus area: getting students involved in everything we do
- Purpose/objective
- Attendees pay for attendance to YAD, all other events are just volunteer hours



Student Oriented Events Lessons Learned

➤ Highlights/Success

- Appeal to required volunteer hours students need for various clubs/organizations
 - Ex: NASA SLI competition Outreach requirements
- Giving the students something appealing: free food, publish papers, networking, learning, meet friends in a new space



➤ Challenges/Lessons learned

- Leadership positions = retention
- Tap into Design Build Fly teams and Rocket Teams that compete at NASA SLI or Spaceport America Cup and robotics teams
- Leverage Conferences
- Faculty are permanent, students are transient

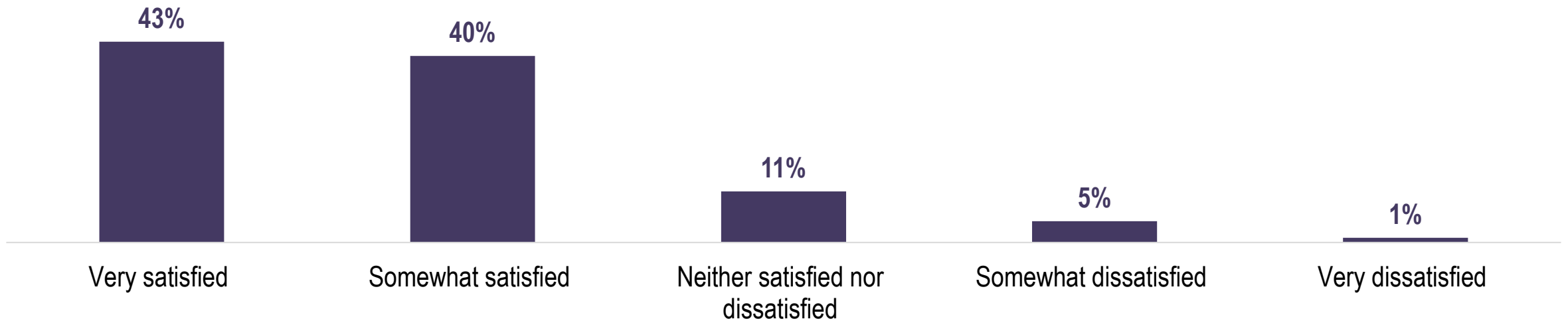


Membership Satisfaction and Resources

Brian Calvary, Membership Director,
AIAA

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”

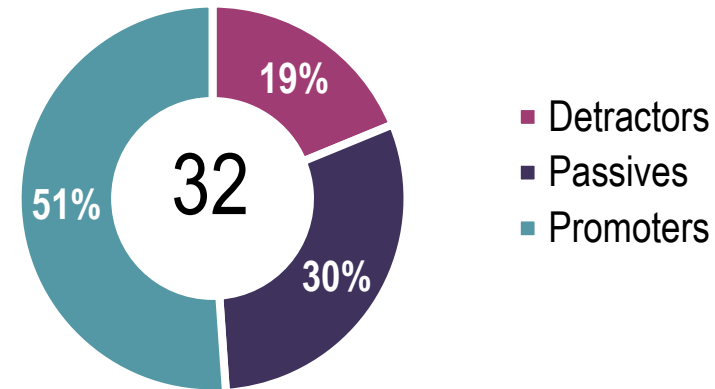


Passives: Ranks likelihood of recommending a 7 or 8; “satisfied but unenthusiastic customers”

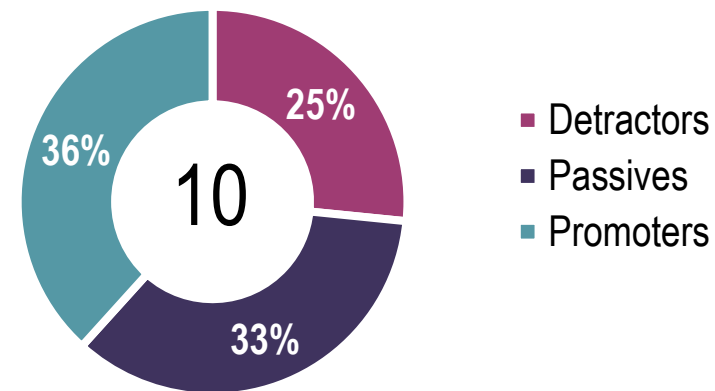


Detractors: Ranks likelihood of recommending as 6 or lower; “unhappy customers who can damage your brand”

Professional

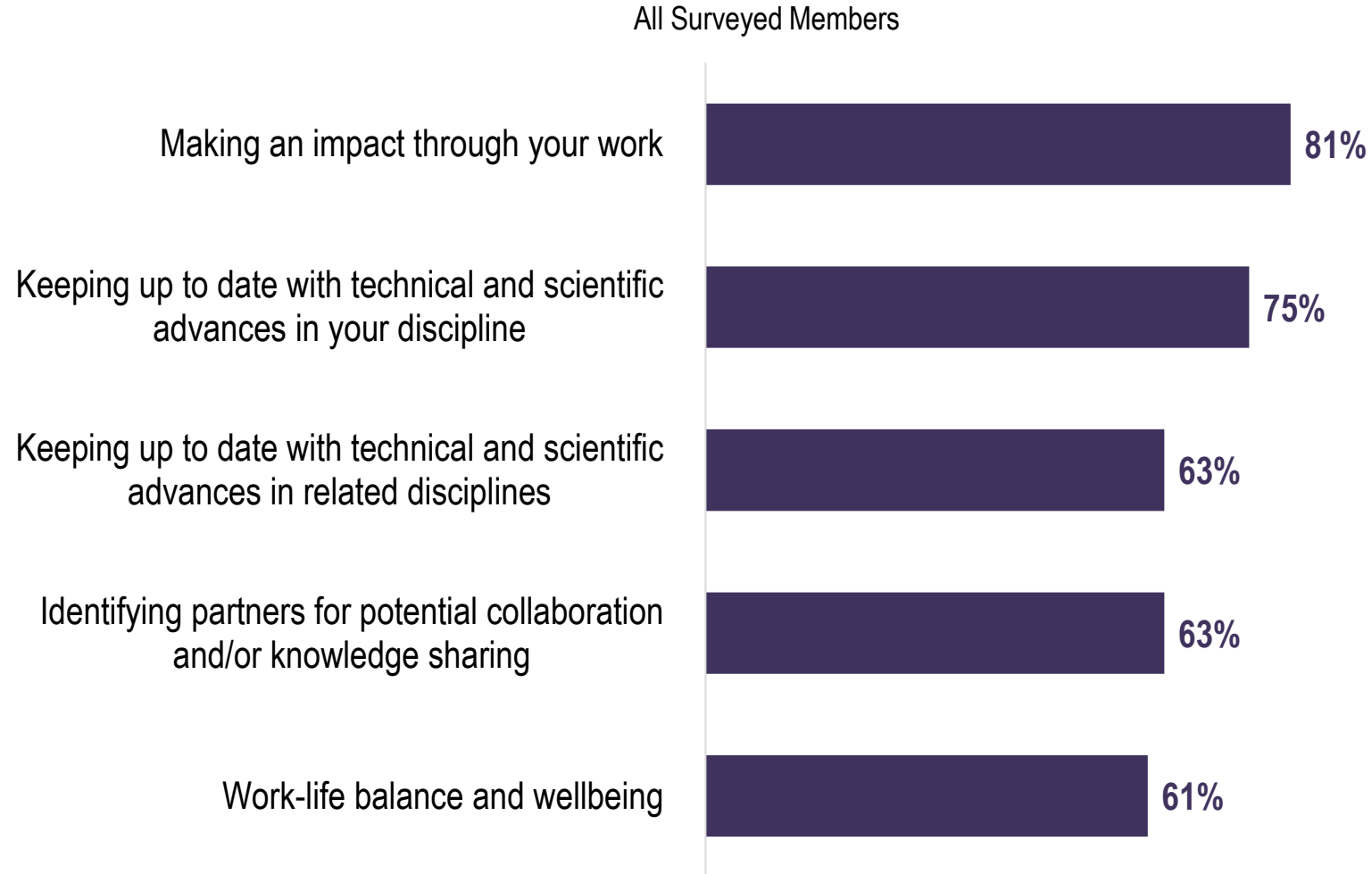


Student



Professional Priority

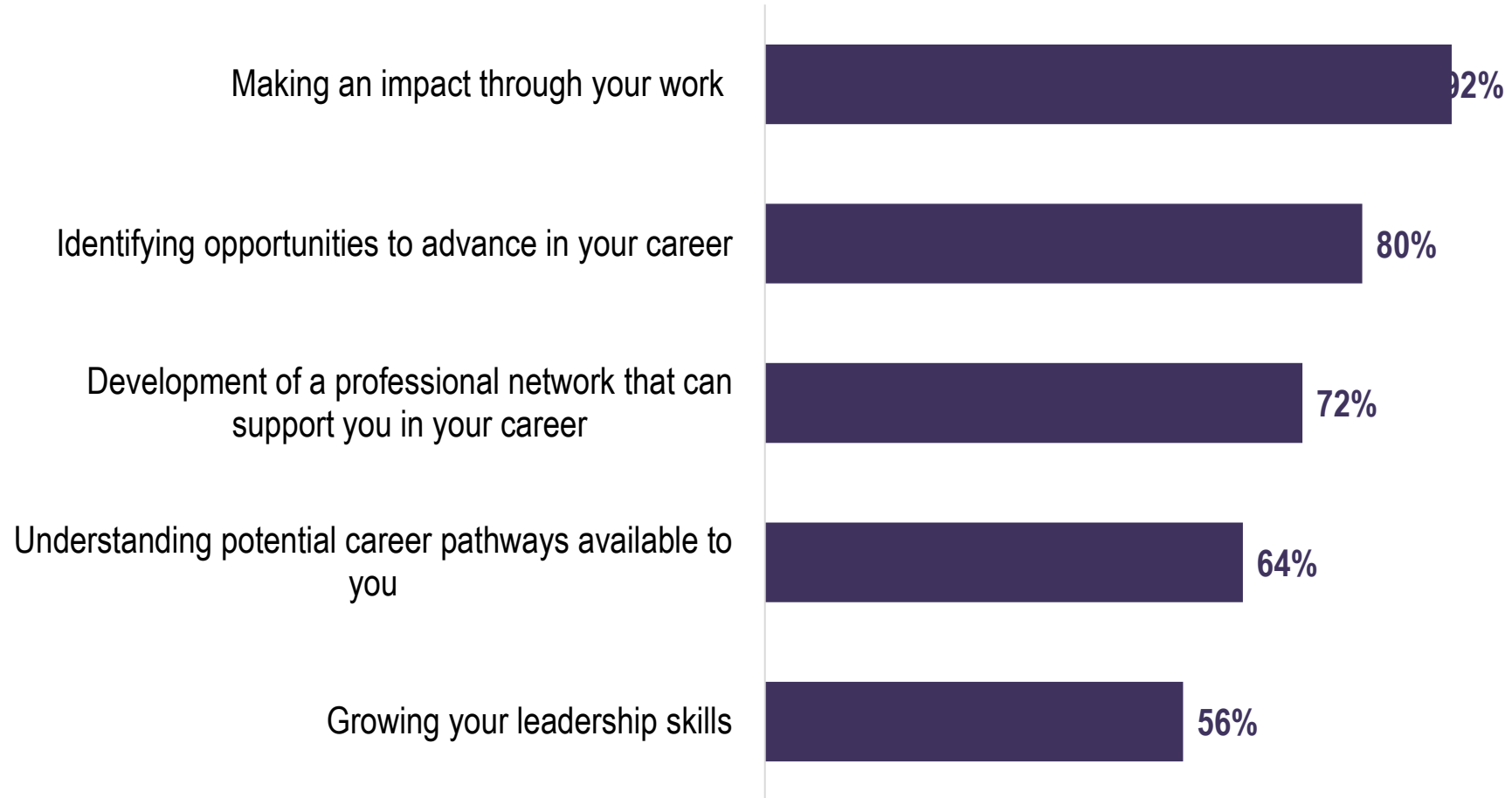
Brian Calvary, AIAA Membership Director



Professional Priority

Brian Calvary, AIAA Membership Director

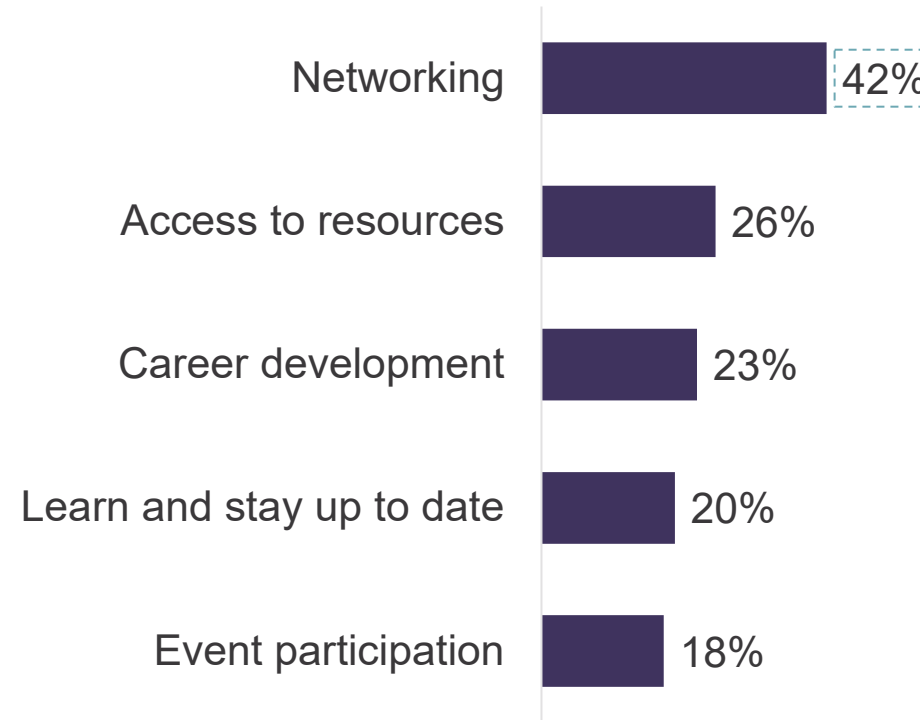
Surveyed Members 35 and Younger



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](#)

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

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

Revitalizing a Section: AIAA Illinois Section

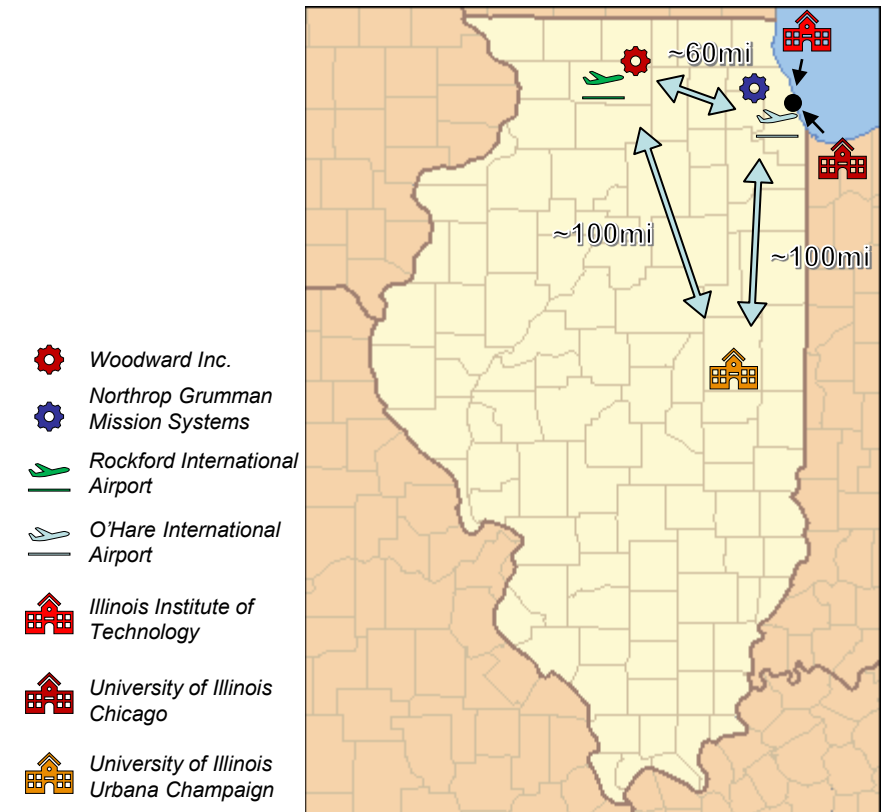
Savas Mavridis, Vice Chair

Illinois Section

Date of RLC

Revitalizing AIAA Illinois Section

- AIAA Illinois is a geographically difficult section
- Activity and interest waned from a peak in the early 2000's through Covid
- Late 2021 a revitalization effort kicked off



Revitalizing AIAA Illinois Section

1. Year 1: Building a Foundation (2021-2022)

- Re-establish a Council
- Identify High ROI Volunteer Activities

2. Year 2: Increased Local Engagement (2022-2023)

- Local speaker tour from Young Professionals to University Students
- Promote Honors and Awards Awareness
- Coordinated Student Branch Events

3. Year 3: Increased Regional Engagement (2023-2024)

- Planning a Regional Distinguished Speaker Event
- Promoting Regional Student Conference Participation
- Attending Midwest Aerospace Conference with an AIAA Booth



*“Student to Young Professional Transition Speaking Tour”
UIC/IIT Student Branches, Oct. 2022*

2022-2023 AIAA Section Awards (Medium)

1 st Place	Membership
1 st Place	Section-Student Branch Partnership
2 nd Place	Public Policy
2 nd Place	Communications
3 rd Place	Outstanding Section
3 rd Place	Young Professionals

Regional Engagement Activities Division

A large, stylized Earth is centered in the image. The continents are depicted in a light, semi-transparent white. The background of the Earth is a vibrant rainbow gradient, transitioning from purple and blue at the top to yellow and green at the bottom. The entire scene is set against a dark blue space background filled with numerous small white stars.

Q&A

Thanks for attending!

**See you in Las Vegas on
28 July 2024, 1:00-5:00 PM PT!**