

Regional Engagement Activities Division



2025 Regional Leadership Conference

Virtual RLC: **Getting Sections Off the Ground**

9 July 2025

RLC Agenda

- **Welcome Remarks**, Kristen Gerzina, RLC Planning Committee Chair
- **AIAA National Updates & Branding**, Brian Talbot, AIAA SVP Sales, Marketing & Communications
- **AIAA Structure, Section Leadership, Succession**, Kristen Gerzina / Jane Hansen, READ Chief
- **Budgeting and Funding Updates**, Kyle Zittle, Region I Director / Jane Hansen, READ Chief
- **Checklist for Planning Great Events**, Kristen Gerzina
- **Giving Back to the Next-Gen**
 - **Section / Branch Engagement**, Jeff Marchetta, Student Branch Committee Chair
 - **Young Professional Engagement**, Kaja Antlej, Melbourne Section Chair
 - **STEM/K-12, HS Engagement**, Todd Treichel, Wisconsin Section Chair
 - **Public Policy**, Melanie Cummings-Grande, Public Policy Committee and Section Outreach
- **Membership Grades, Types, and Awards**, Brian Calvary, Membership Director, AIAA
- **Social Media**, Jimmy Nguyen, Social Media Manager, AIAA
- **Q&A**, Jane Hansen
- **Closing Remarks**, 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.

Brand Resources for Members

Brian Talbot, SVP, Sales, Marketing, & Communications, AIAA

AIAA Logo Rollout

Key Developments

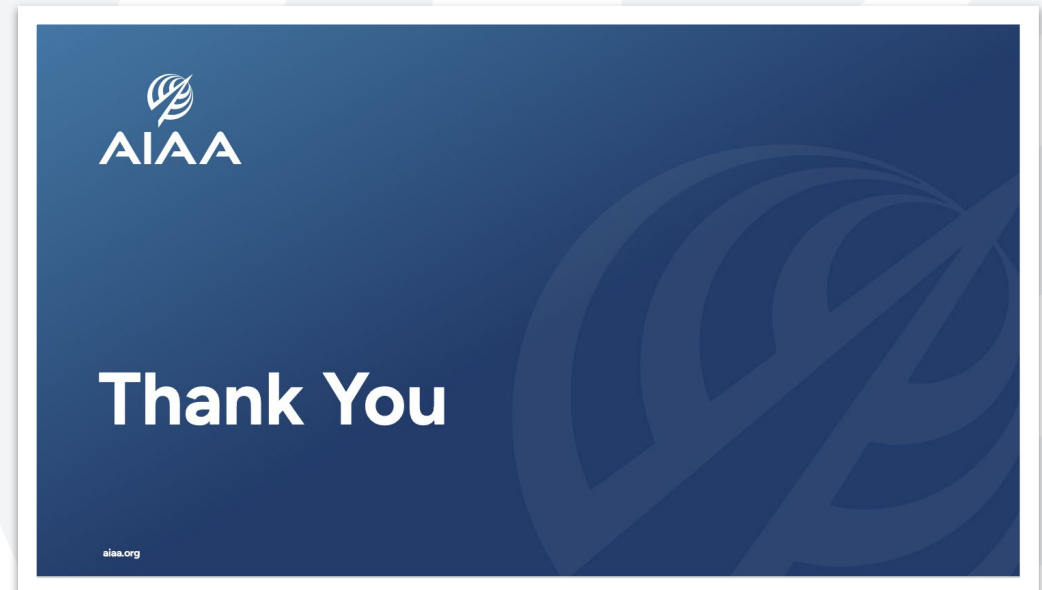
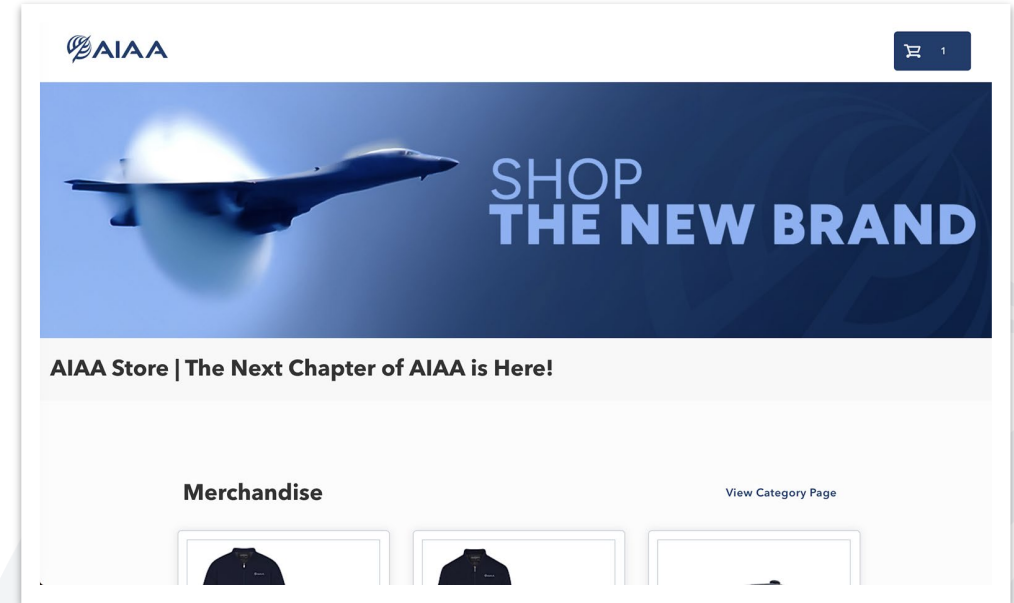
- April Logo Rollout
- Check out the video:
<https://www.youtube.com/watch?v=YkAgcWHWCdU>
- Online Store

Volunteer Enablement

- [Brand Central: PPT, Logo Files, Style Guide](#)
- Print On Demand: Banners, Signage

On Deck

- ASCEND/AVIATION
- Back to School Campaign



Online Merch Store: Available Now



Icon Tee

\$25.00



Rocket Tee

\$25.00



Supersonic Tee

\$25.00



Breaking Barriers Tee















Zip Up Icon Hoodie



Cotton Stretch 1/4 Zip Sweater (Men's)

On Demand Store: Now Available

| | | | | | |
|---|--|---|--|---|--|
|  <p>10' AIAA Tent with Printed Backwall \$1545.25/ea</p> <p>1 ADD</p> |  <p>10' x 8' AIAA Curved HopUp \$1120.00/ea</p> <p>1 ADD</p> |  <p>2025 Professional Membership Tri-Fold Brochure from \$0.50/ea*</p> <p>50 ADD</p> |  <p>30 x 30 AIAA Round Stretch Table Throw \$189.00/ea</p> <p>1 ADD</p> |  <p>31.5 x 78.5 AIAA Banner Stand \$164.50/ea</p> <p>1 ADD</p> |  <p>33.5 x 83.25 AIAA Banner Stand \$264.25/ea</p> <p>1 ADD</p> |
|  <p>6' AIAA Stretch Table Drape \$344.75/ea</p> <p>1 ADD</p> |  <p>AIAA #10 Envelope from \$0.15/ea*</p> <p>100 ADD</p> |  <p>AIAA #10 Window Envelope from \$0.16/ea*</p> <p>100 ADD</p> |  <p>AIAA Career Brochure 8.5 x 11 from \$3.59/ea*</p> <p>25 ADD</p> |  <p>AIAA Letterhead Volunteer 8.5 x 11 from \$0.17/ea*</p> <p>50 ADD</p> |  <p>Membership Easel Back Sign 8.5 x 11 \$17.78/ea</p> <p>1 ADD</p> |

- First time users will have to register using a code to access the store.
- Registration code: **1931**

On Demand Store: Now Available



Command Module Promo Kit

\$150.00

☉ Minimum 100



Base Module Promo Kit

\$75.00

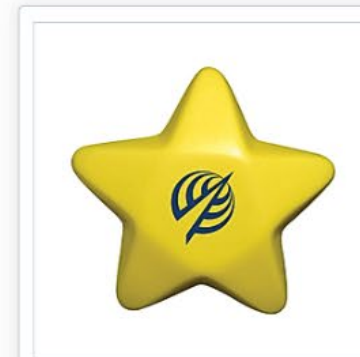
☉ Minimum 150



The Mirage Pen

\$0.75

☉ Minimum 250



Star Stress Balls

\$2.00

☉ Minimum 150



Sunglasses

\$3.00

☉ Minimum 100



Shopper Tote Bag

\$3.50

☉ Minimum 150



Luggage Tag

\$1.20

☉ Minimum 150



Balsa Wood Glider

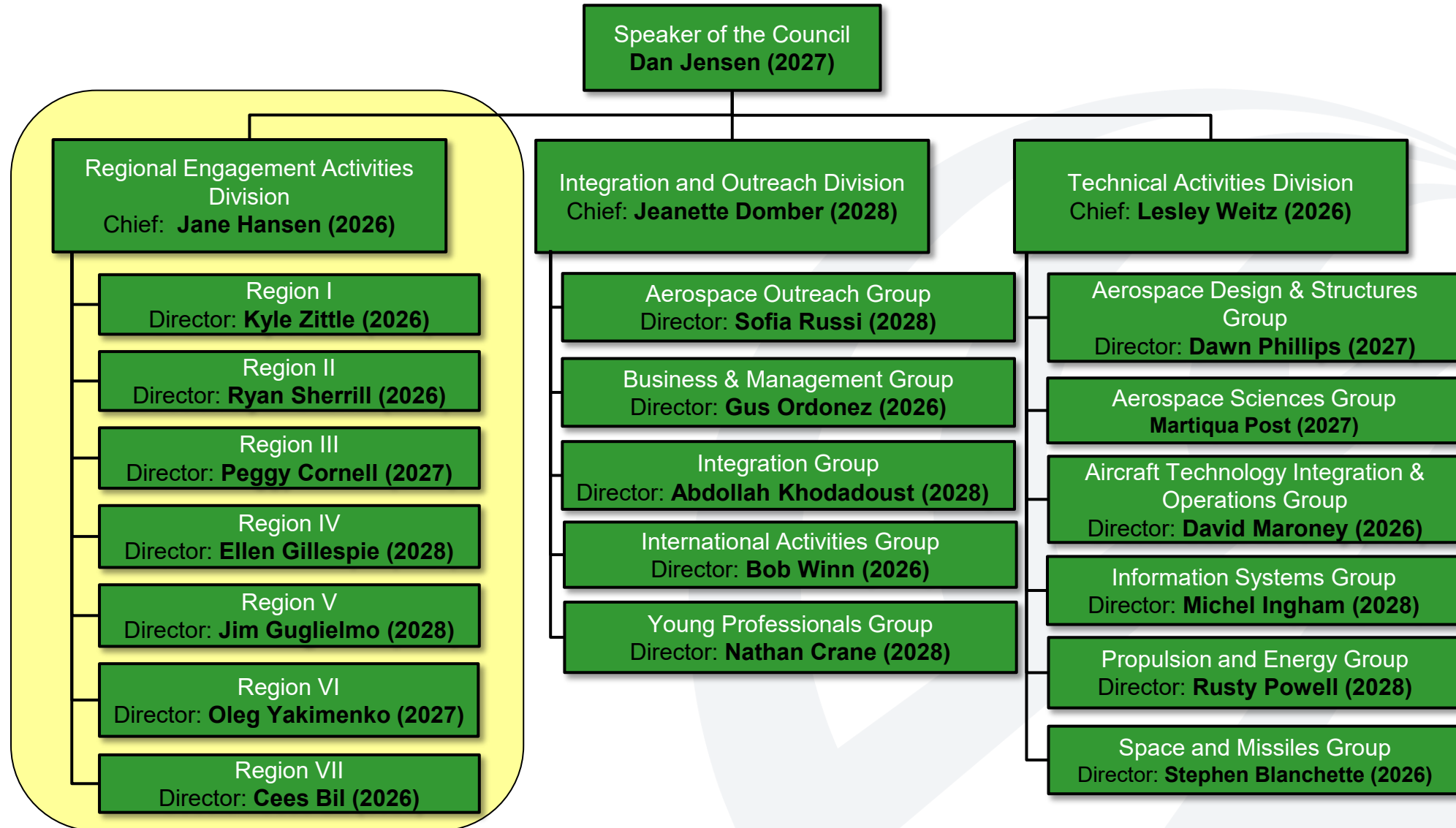
\$2.00

☉ Minimum 250

AIAA Structure, Section Leadership, Succession Planning

Kristen Gerzina, RLC Planning Committee Chair
Jane Hansen, READ Chief

AIAA Council of Directors



Regional Engagement Activities Division (READ) Leadership



Division Chief

L. Jane Hansen
Cateni Consulting



Region III Director

Peggy Cornell
NASA Glenn



Region VI Director

Oleg Yakimenko
Naval Postgraduate School



Region I Director

Kyle Zittle
JHU Applied Physics
Laboratory



Region IV Director

Ellen Gillespie
Jacobs



Region VII Director

Cees Bil
Royal Melbourne
Institute of Technology



Region II Director

Ryan Sherrill
Air Force Research
Laboratory



Region V Director

Jim Guglielmo
Boeing



Student Branch Committee Chair

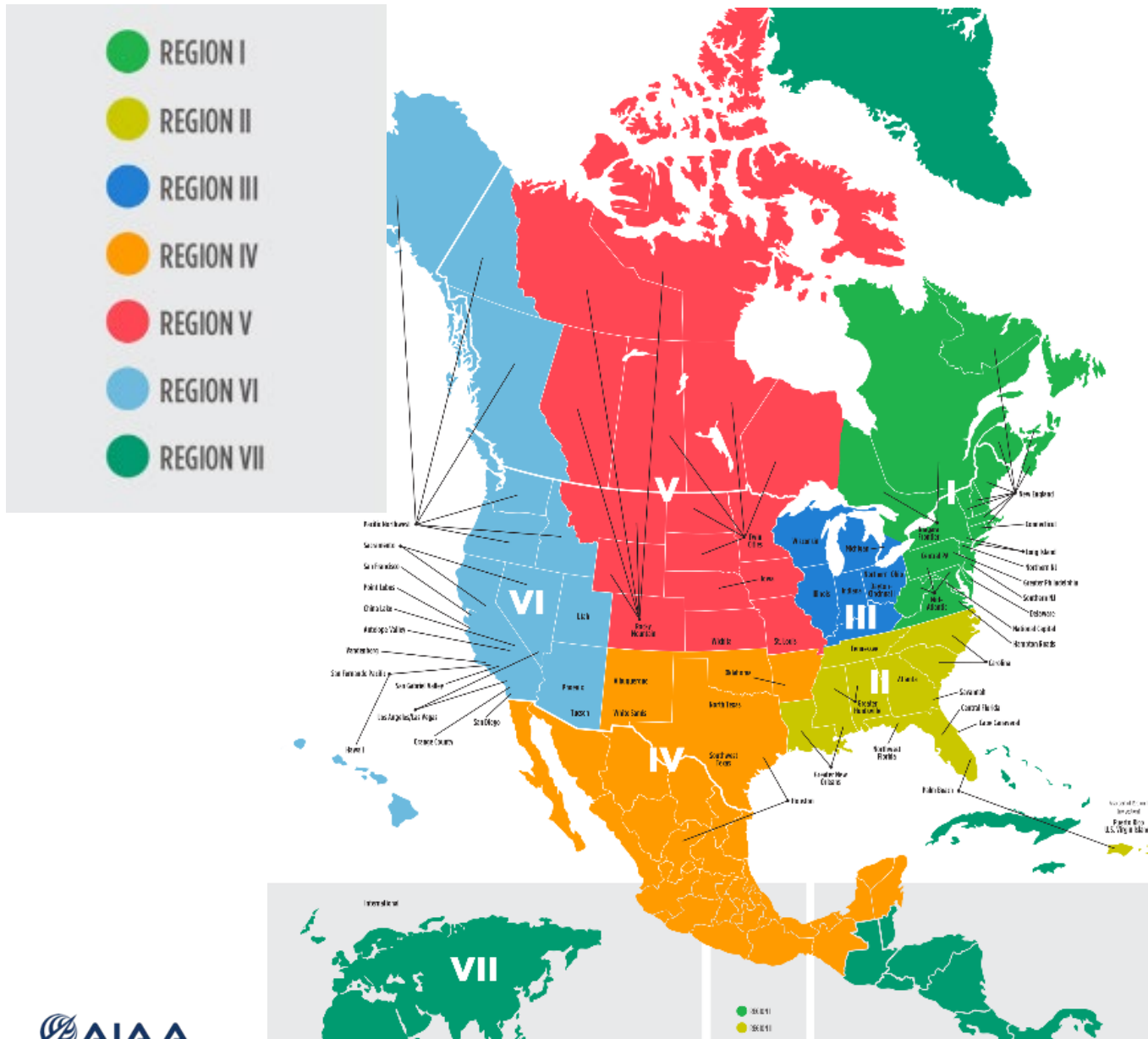
Jeff Marchetta
University of Memphis



Staff Liaison

Lindsay Mitchell
Director, Regions &
Sections

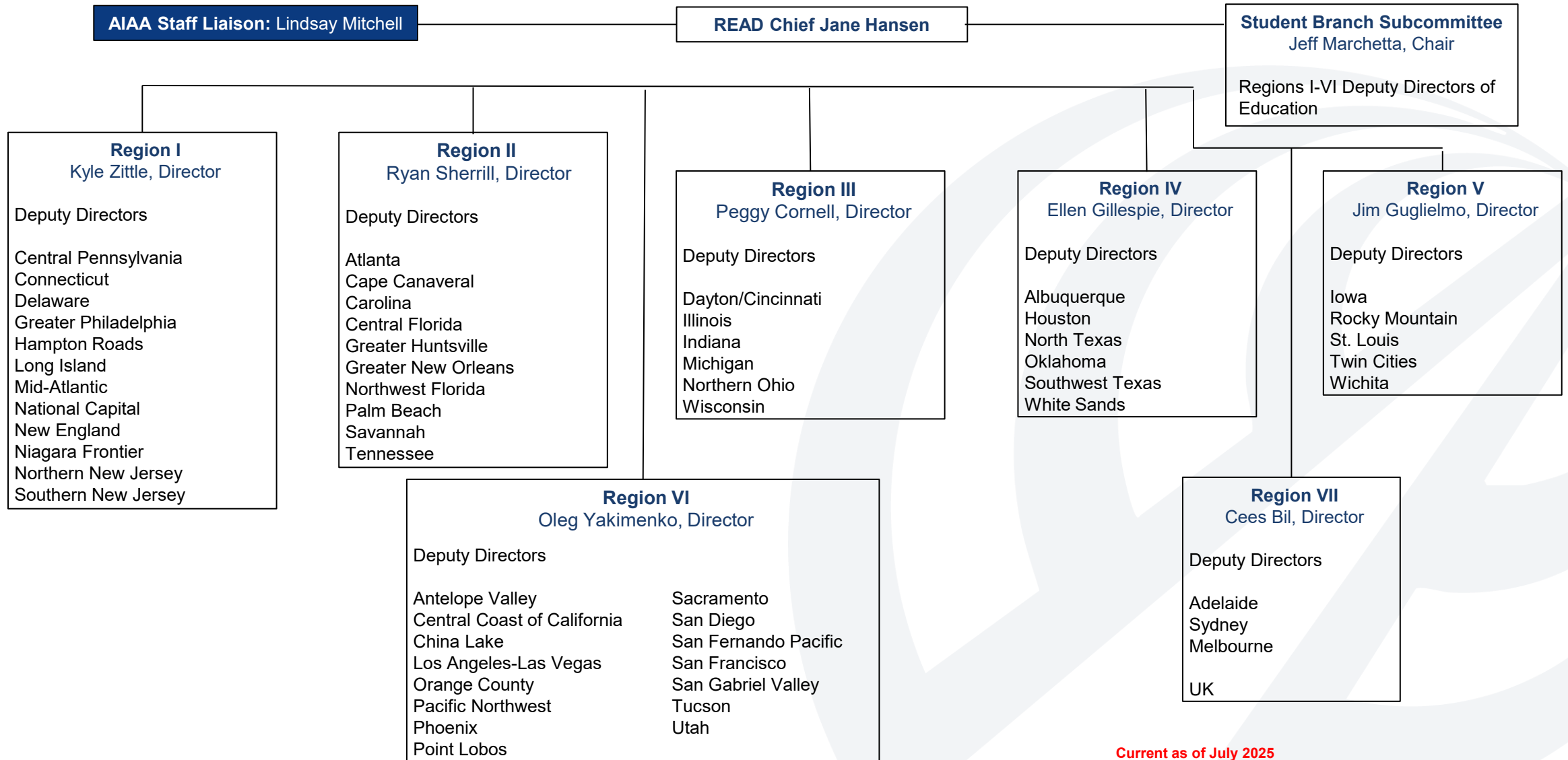
Regions & Sections Map



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

Elements of READ



Current as of July 2025

Regions & Sections

<https://www.aiaa.org/get-involved/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](#)

2024 Section Awards Presentation

[Watch Replay](#)[Presentation Deck](#)[2023-2024 Section Award Winners](#)

Wichita

In This Section

[Regions & Sections](#)[Distinguished Speaker Series](#)[AIAA Committees on Standards](#)[AIAA Institute and Foundation Committees](#)[Technical Committees](#)[Integration and Outreach Division Committees](#)[Young Professionals](#)

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

Section Resources

[Request to list a Section Event on the AIAA Event Calendar >](#)[2024 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 & Sections Calendar

| | | | |
|---|---|--|--|
| <p><u>June 1, 2025</u></p> <ul style="list-style-type: none"> • Deadline: Section Annual Reports & Officer Rosters Due • Deadline: Section Audit-Budget Report Due • Deadline: Fellow & Honorary Fellow Nominations Due | <p><u>July 2025</u></p> <ul style="list-style-type: none"> • Regional Leadership Conference (RLC) • Co-Located AVIATION-ASCEND in Las Vegas • Deadline: Regional Director Nominations Due | <p><u>August 2025</u></p> <ul style="list-style-type: none"> • READ & Council of Directors Meetings | <p><u>September 2025</u></p> <ul style="list-style-type: none"> • Section Chair Orientation • Student Branch Officer Orientation • Nominations for Technical Committees Open • Regional Student Conferences' Call for Abstracts Open |
| <p><u>October 2025</u></p> <ul style="list-style-type: none"> • Section Funding Distributed • New Associate Fellows Announced • Design Build Fly Letter of Intent Due | <p><u>November 2025</u></p> <ul style="list-style-type: none"> • Deadline: Nominations for Technical Committees Due • Region VII Student Conference | <p><u>December 2025</u></p> | <p><u>January 2026</u></p> <ul style="list-style-type: none"> • SCITECH FORUM • READ & Council of Directors Meetings • Council of Directors Training |
| <p><u>February 2026</u></p> <ul style="list-style-type: none"> • Recruit judges for Regional Student Conferences • Associate Fellow Nominations Open • New Fellows Announced | <p><u>March 2026</u></p> <ul style="list-style-type: none"> • Regions I-VI Student Conferences | <p><u>April 2026</u></p> <ul style="list-style-type: none"> • Regions I-VI Student Conferences cont'd • Design Build Fly • Start section election process • Deadline: Associate Fellow Nominations Due • Fellow Nominations Open | <p><u>May 30, 2026</u></p> <ul style="list-style-type: none"> • Deadline: Section Elections Complete • READ and Council of Directors Meeting • AIAA 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 (Engage Educator Associated and HS Members)
- 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 (bonus if published on section Engage or website)
 - Establish and/or maintain Section Policies/Procedures
- Establish the vision for the future of the Section
- Work with Section officers to assure success (towards the section vision)
- Ensure momentum is maintained through Succession Planning
- 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.
- Participate in Regional Advisory Committee (RAC)
 - Interface with and support the Regional Director and Deputy Directors
- Encourage Section members to participate in local, regional and national events
- Reach out to Lindsay Mitchell (lindsaym@aiaa.org) and your Regional Director for any questions, support, or help needed

Section Elections

- Make sure election process is documented and fair to all
 - Identify open positions
 - Provide detailed job description including time requirements
- Plan Ahead: section elections should be complete by the end of May (AIAA section year end)
- Create a nominating committee to provide oversight
- Encourage all members to participate in election process
 - Plan enough time for members to vote and send out reminder
- Quickly count votes and report results (nominating committee)
 - Can communicate the election timeline to membership when promoting the election



Section Leadership Succession Planning

- Start thinking about your replacement when you take over
 - Focus on Section Chair succession planning but okay to identify/cultivate candidates for other officer positions
 - Get a Vice-Chair in place
 - If intent if for Vice-Chair to step-up to the Chair (elected), make sure that intent is clearly communicated to the Vice-Chair
 - Mentor / Train Vice-Chair to understand the Chair roles and responsibilities
 - Consider “new blood” (young professionals, work colleagues, etc.)
 - Consider new professional members (prior student members) especially for non-officer council positions
 - Cultivate back-ups
 - Offer leadership training (can be informal / mentoring)
 - Encourage RLC participation especially for new council members!

Section Officer Term Limits

- Currently, AIAA does not impose term limits on any section officer positions
 - AIAA Board of Trustees now has term limits as well as TAD and IOD
 - Section leaders remain only AIAA positions without term limits
- Some sections chose to have their own term limits for section officer positions per their bylaws / operating procedures.
- Consider the greater good or bigger picture when choosing or enforcing term limits
- This will be a topic of the moderated Q&A at the end of today's training

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 good stewards of AIAA!
- Be a role model!



AIAA Code of Conduct

- [AIAA Strategic Plan](#)
- [AIAA Constitution](#)
- [AIAA Bylaws](#)
- [AIAA Governance Organization](#)
- [AIAA Code of Ethics](#)
- [AIAA Anti-Harassment Policy](#)
- [AIAA Whistleblower Policy](#)

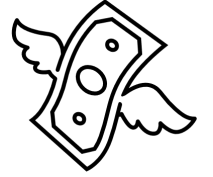
Duty of Leaders

- **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 laws as well as the Institute governing documents.

Budgeting & Funding Updates

Kyle Zittle, Region I Director
Jane Hansen, READ Chief

Receiving Section Funding



Types of funding

- Category I: Section membership rebate
 - The total available in this category is based on the size of the section, which is determined by the number of professional members
 - The dollar amount per professional member fluctuates annually based on overall institute financial health
 - A section can earn up to 100% of this total based on their performance over the prior AIAA year (June – May)
 - Minimum requirements to constitute an **ACTIVE** section are described on the next page. Inactive sections are disqualified from Cat I and Cat II funds
- Category II: Section Awards
 - **Active sections** are eligible for section awards
 - **READ** will award section awards based on points earned in the section annual report (typically 1st, 2nd, 3rd in each category)
 - Annual report categories that have a monetary award are: Outstanding Section, Communications, Membership/Honors & Awards, Young professional, Public Policy, Student Branch Partnership, and STEM K-12
- Category III: Region Director Funds
 - Can be requested anytime from your region director
 - Amounts are typically on the order of \$500 - \$1000
 - Intended as funding for new/innovative/impactful events

Receiving Section Funding

Minimum requirements to receive ANY funding (30% of CAT I Rebate)

- Each of the four required council positions are **filled**
 - Chair, Vice-Chair, Secretary, Treasurer
 - If not all of these positions are filled, there must be a Region director approved plan to fill the unoccupied positions in place
- The **Section Annual Report is submitted** (due 1 June 2025)
 - Late submissions disqualified the section from annual section awards (CAT II)
- The **Section Audit-Budget Report is submitted** (due on 30 June 2025)
 - Late submissions disqualified the section from annual section awards (CAT II)
- The **Annual Funding Request Form is submitted** (to be released in the fall)
- **IRS Form 990-N is submitted** (US Sections only)
- Section leadership is communicative with the Region Director(s) and AIAA Staff
- **Hosted at least one activity/event**

Additional funding beyond the 30% quoted here can be obtained by achieving a higher Tier in the READ Category I Rebate and Recognition Program

Section Budgeting

What items are you budgeting for the year?

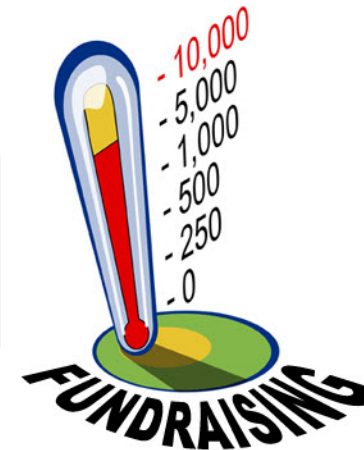
- Student Branch Support
 - Regional Student Conference
- RLC (July 2025 in Vegas)
- Programming and Events
 - Tech, STEM, YP, Prof. Dev, etc.
- Materials
- Awards / Scholarships
- Give-aways / Membership Incentive Items
- Annual Fees / Insurance
- Hybrid Meeting Tool Fees
 - Use of AIAA Zoom accounts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



Student Branch Funding

- Utilize your university department and faculty advisor
- Stay in touch with your campus student government
- Fundraising
- Industry sponsors
- Asking your local AIAA professional section
- Working with the Student Branch Committee



Section Best Practices and Checklist for Planning Great Events

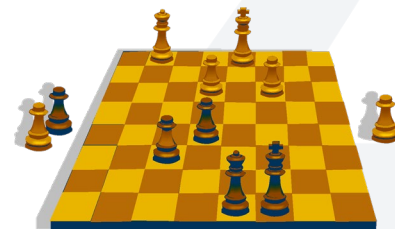
Kristen Gerzina, RLC Planning Committee Chair

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
- Share event pictures/recap



Event Logistics Tips (CHECKLIST)

- ☐ Determine Event Lead and Support Team
- ☐ Review Prior event Roadmap / Templates / Schedules / Lessons Learned
- ☐ Create Event Checklist
- ☐ Determine Planning Team & Create Pre-Event Planning Schedule
 - ☐ Planning Team: 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?
 - ☐ Membership Table / Information / Swag? (Section Tablecloth / Banner)
- ☐ Generate 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!
 - ☐ Update AIAA Annual Report Event Log (Excel File)

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



Event Funding Strategies

- RLC 2025
 - Take advantage of any members already attending AVIATION/ASCEND 2025
 - Budget for the extra night of hotel stay
 - Start thinking about / budgeting now for RLC 2026!
 - Number of section attendees and priority (new officers?)
- 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
- Engage all membership grades and types (Students, Educators, YPs...)
- Plan a diverse assortment of events (Technical, Tours, STEM, Prof Dev...)
- 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

Giving Back to the Next-Gen: Section—Branch Engagement

Jeff Marchetta, Student Branch Committee Chair

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 Student Resources / Other Student Branches
- Visit Student Branch Meetings (If Possible)
 - Volunteer to be a guest speaker
 - Offer to review resumes or conduct mock interviews
 - Bring along gifts (AIAA or Section Swag, If Possible)
- Participate In Student Conferences/Mentor Design Build Fly Teams (DBF)
- Participate In Student Branch Curriculum
 - "Judge"/Evaluate Senior/Capstone Presentations (could be a section meeting)
 - Mentor Senior Design/Capstone Projects (weekly/biweekly meetings)
 - Assist with Design Competition RFPs
- Consider allocating section funds to support a student branch activity

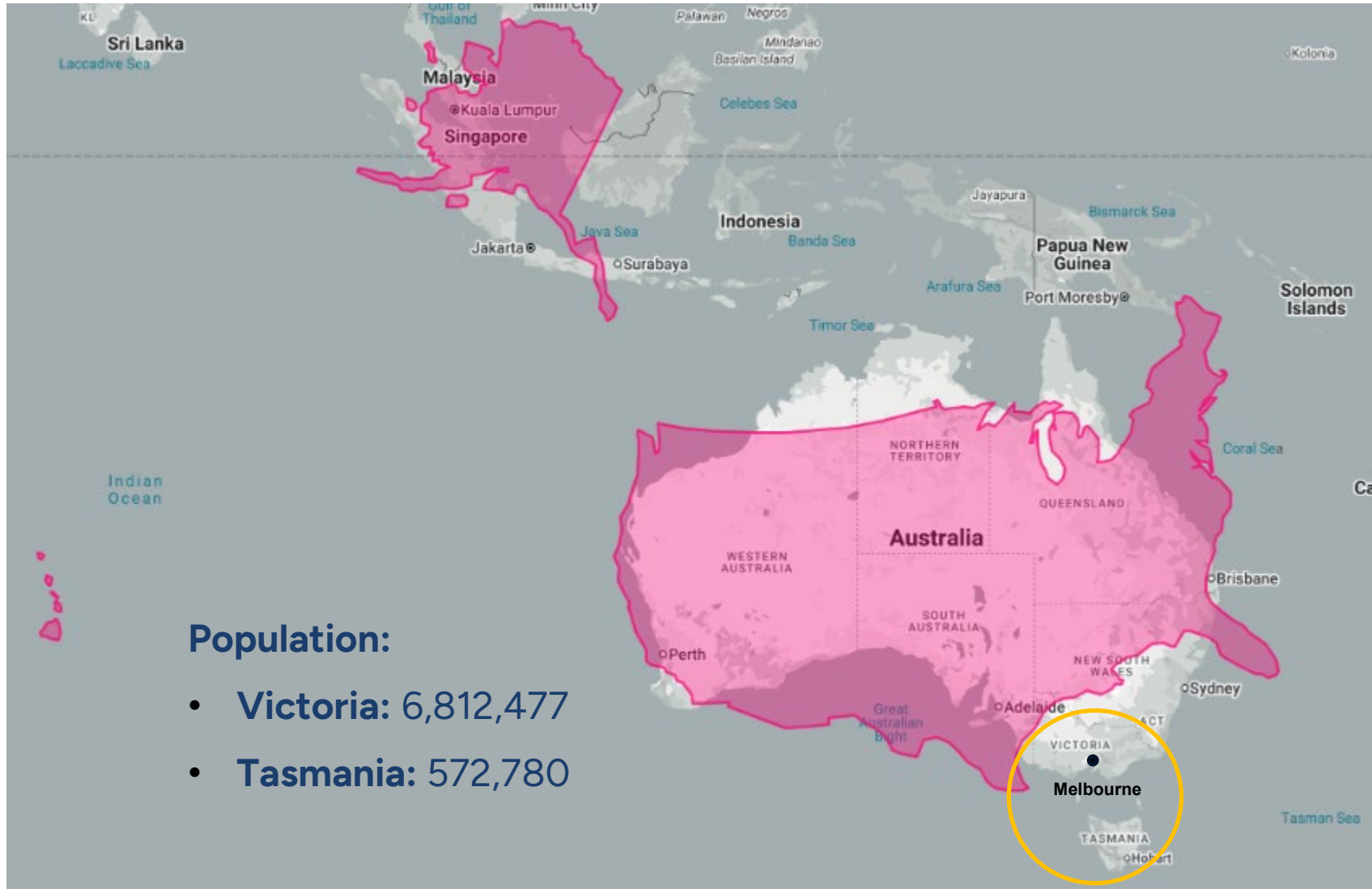
For more information contact:
Dr. Jeffrey Marchetta,
Student Branch Committee Chair
jmarchtt@memphis.edu

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

Giving Back to the Next-Gen: Young Professional (YP) Engagement

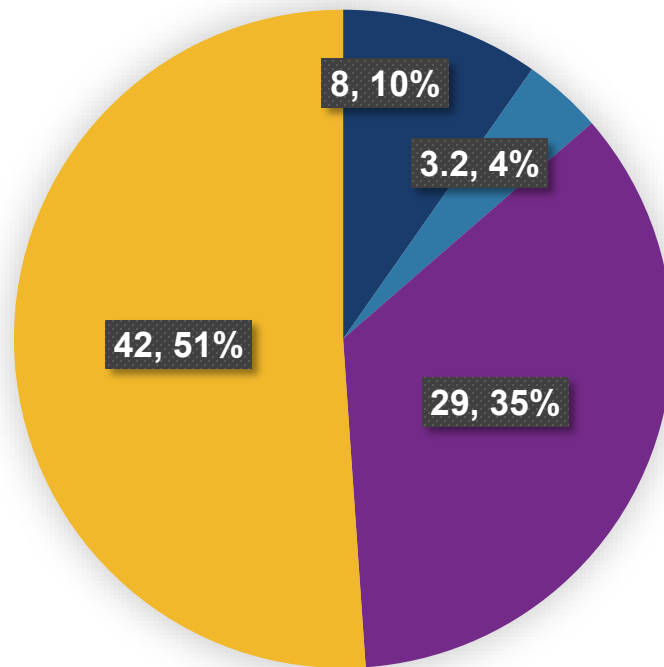
Kaja Antlej, Melbourne Section Chair

AIAA Melbourne Section



AIAA Melbourne Section

80 Members in total



■ 5 Associate Fellows and 3 Fellows

■ 1 Educator Associates

■ 6 High School Students, 16 Students, and 7 Young Professionals

■ 16 Members and 26 Senior Members

AIAA Melbourne Section

Young Professional Activities (2024-25)

International Moon Day 2024

IMD GLOBAL EVENT - AUSTRALIA
**COOPERATION
IS THE KEY
TO THE NEW
LUNAR JOURNEY**

20 JULY 2024 (ONLINE)
8PM AEST
12PM CEST
6AM EDT



Michelle Keegan
AROSE



Daniele Dallari
Southern Launch



Maria Antonietta Perino
Thales Alenia Space
(KEYNOTE)



<https://internationalmoonday.org/event/cooperation-is-the-key-to-the-new-lunar-journey/>

AIAA Melbourne Section

Young Professional Activities (2024-25)

AIAA Melbourne Section Stand at the Avalon Australian International Airshow 2025

+

AIAA Melbourne Section: The Exploration Company presentation + Airshow Social Dinner

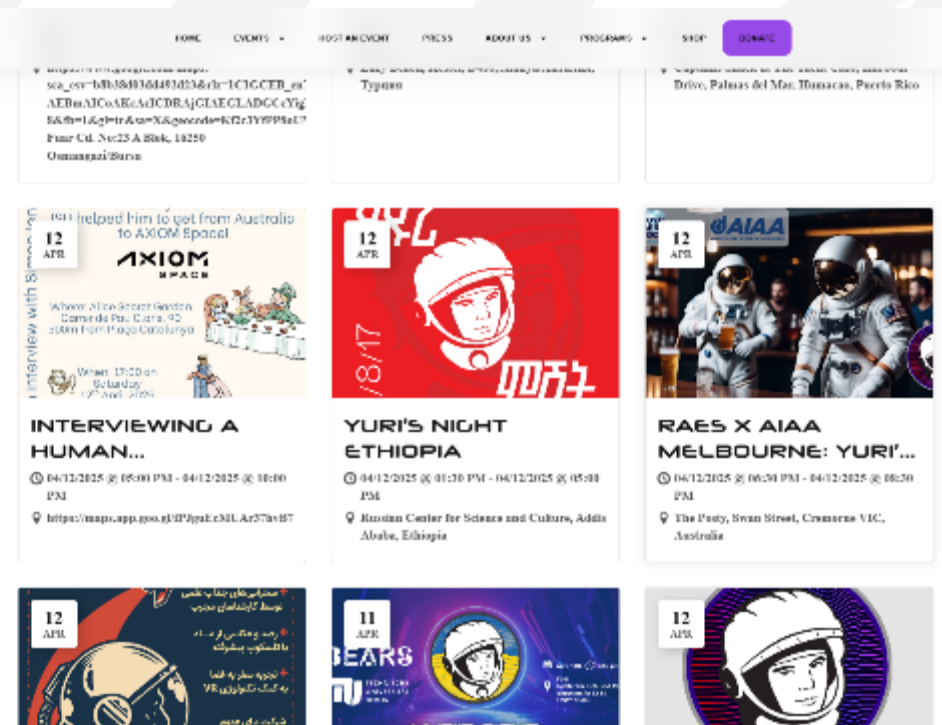
March 2025



AIAA Melbourne Section

Young Professional Activities (2024-25)

RAeS x AIAA Melbourne Yuri's Night Dinner & Drinks
12 April 2025



AIAA Melbourne Section

Young Professional Activities (2024-25)

AIAA Melbourne Section at the AESA Industry Night 2025
28 April 2025, RMIT University



AIAA Melbourne Section

Young Professional Activities (2024-25)

Puppies, Planes & Pilots – a family-friendly aeronautical picnic

Hosted by RAeS Melbourne Branch & AIAA Melbourne Section

Boeing Reserve, Strathmore Heights

Saturday, 31 May 2025, 10:30am - 1:30pm








AIAA Melbourne Section

Young Professional Activities (2024-25)

Puppies, Planes & Pilots – a family-friendly aeronautical picnic

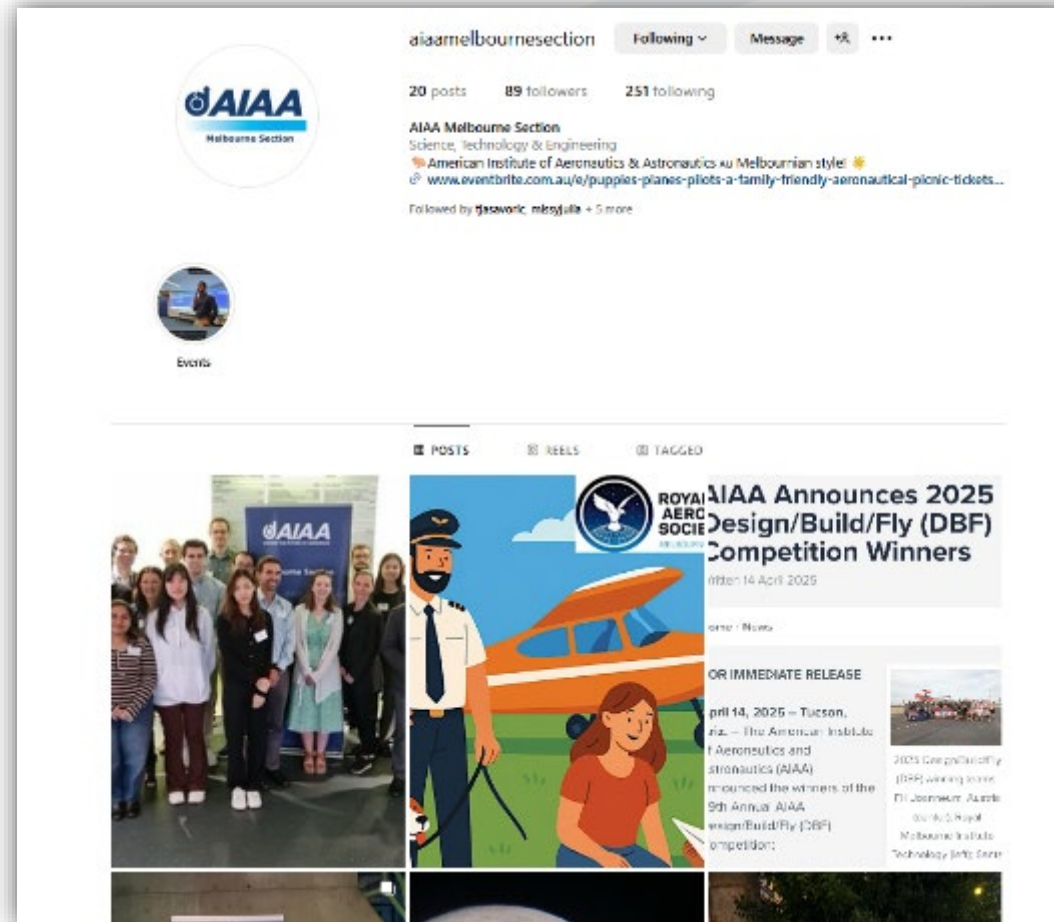
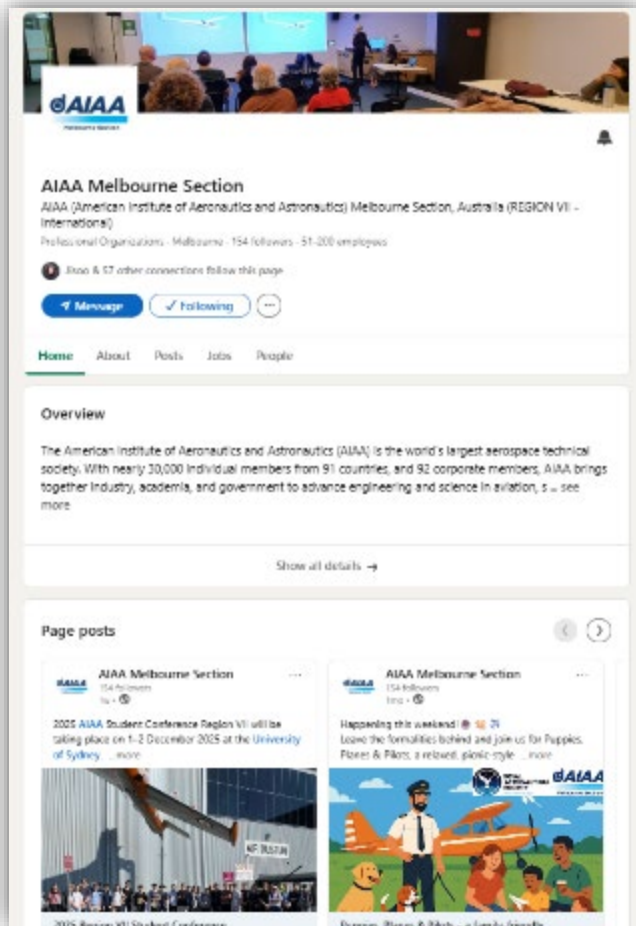
What to Expect

-  A sheltered space to gather with leashed, well-socialised pups (an additional fenced-off area is also available if required)
-  STEM activities for kids – including paper rocket launches with Monash High Powered Rocketry
-  Senior industry guests and their dogs
-  Free coffee for RSVPs (delivered at 10:30 AM!)
-  Laid-back networking with industry professionals, students, and enthusiasts



AIAA Melbourne Section

Young Professional Activities (2024-25)



AIAA Melbourne Section

76TH INTERNATIONAL ASTRONAUTICAL CONGRESS SYDNEY

29.SEP – 03.OCT.2025

SUSTAINABLE SPACE : RESILIENT EARTH

IAF (International Astronautical Federation logo)

SIAA* (Sydney International Astronautical Association logo)

SUPPORTED BY

- IAA (International Association of Astronautical Associations)
- IISL (International Institute for Space Law)
- SGAC (Sydney Global Astronautical Congress)

CO-HOSTED BY

- NSW GOVERNMENT
- Australian Space Agency

A nighttime photograph of the Sydney Harbour Bridge and the Sydney Opera House, with the Milky Way visible in the sky. The bridge is illuminated with blue lights, and the Opera House is illuminated with yellow lights. The water is dark, and the city lights are visible in the background.

Giving Back to the Next-Gen: STEM/K-12, High School Engagement

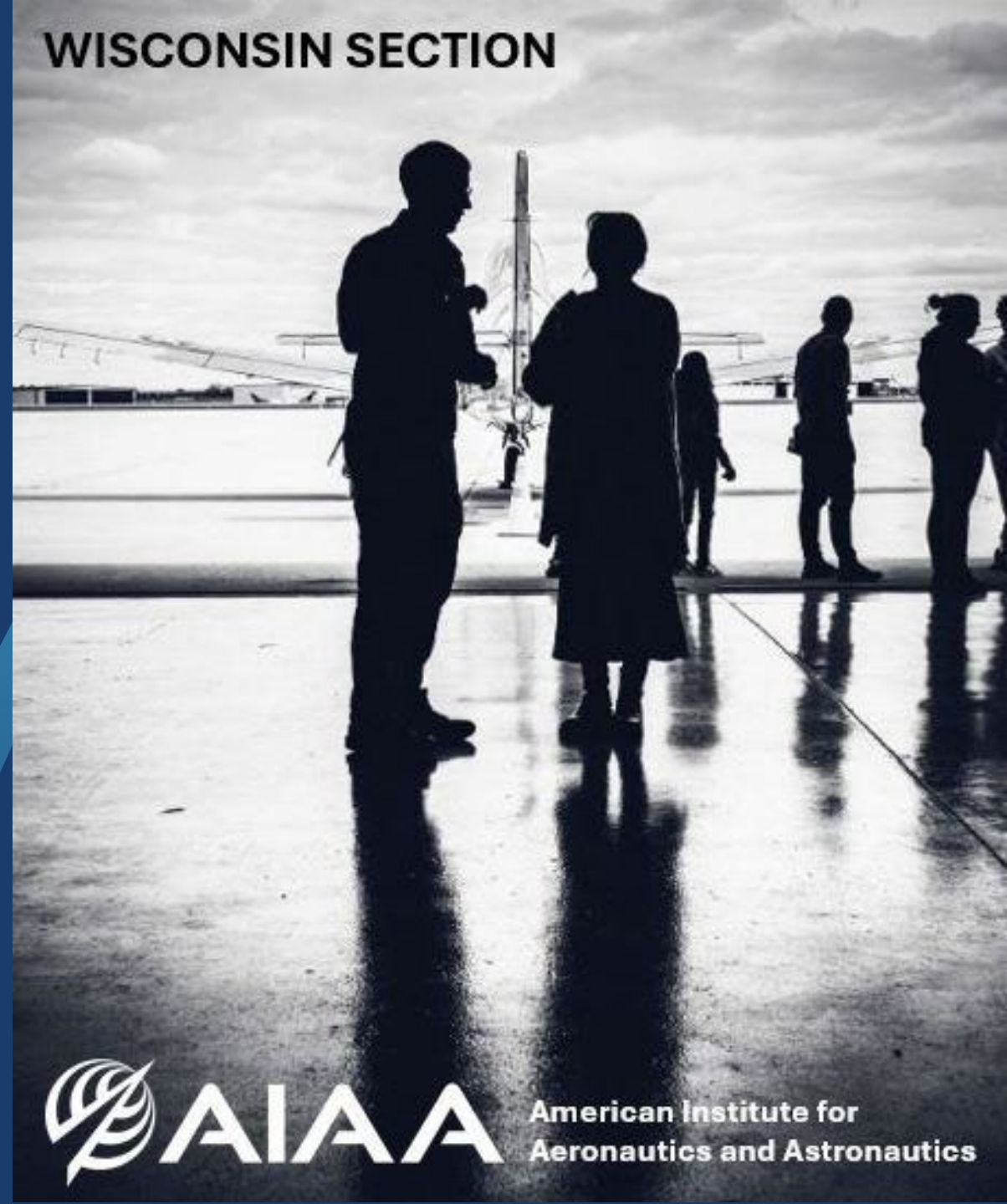
Todd Treichel, Wisconsin Section Chair

STEM Initiatives & Best Practices



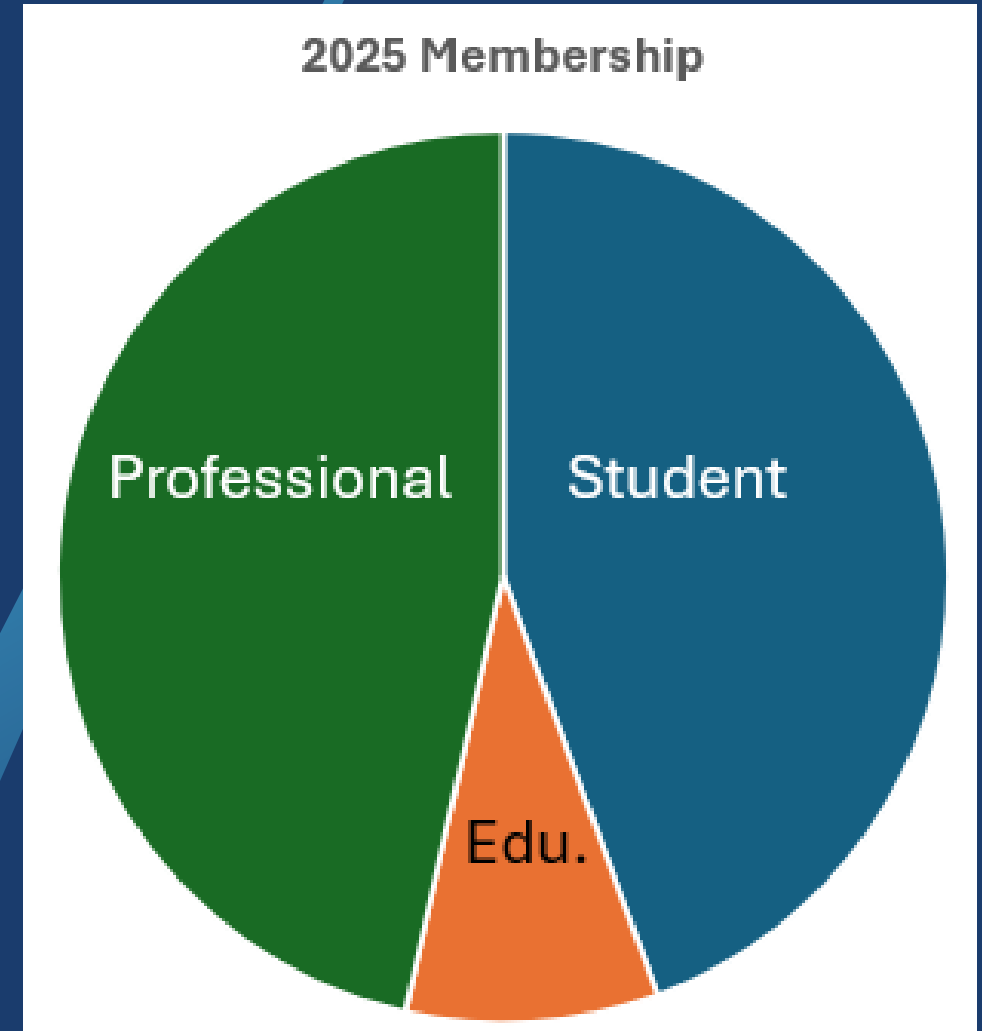
Todd H. Treichel
Section Chair - Wisconsin

WISCONSIN SECTION



About Our Section

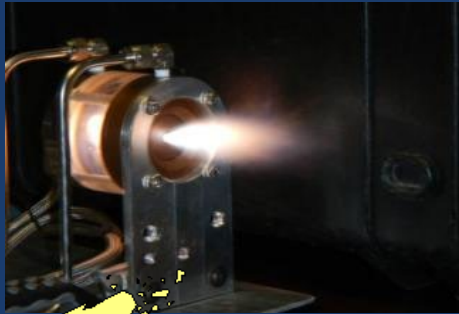
- Majority of Professionals – Sierra Space Employees (Madison, WI)
- University of Wisconsin – Madison Alumni
- University Aerospace Students Very Engaged



142 (63 Professional, 13 Educator, 66 Student)

K-12 STEM, Wisconsin

Rocket Science for Educators – Weekend Short Course



45 K-12
Educators

Green Bay

Spaceport
Sheboygan

Madison

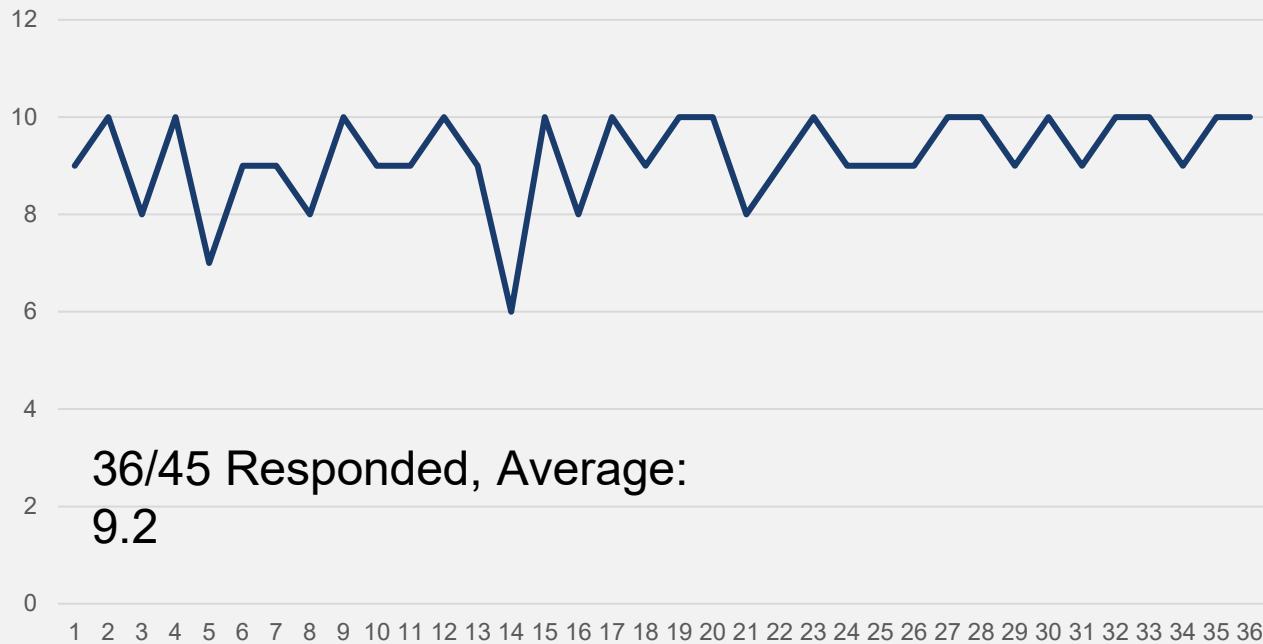
Milwaukee



K-12 STEM, Wisconsin

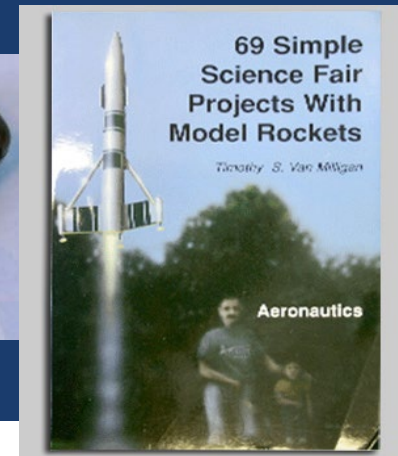
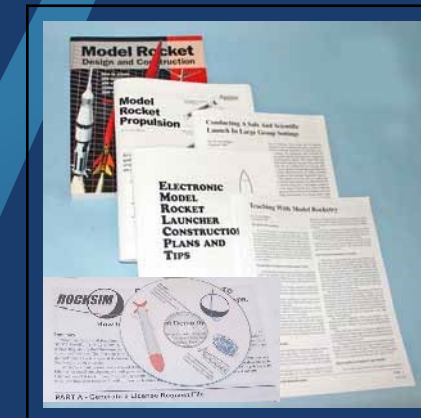
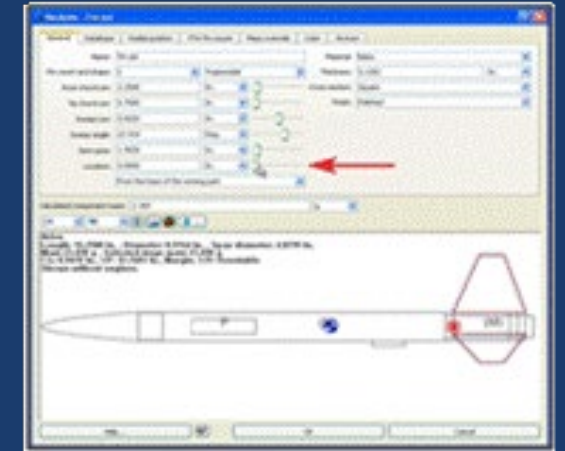
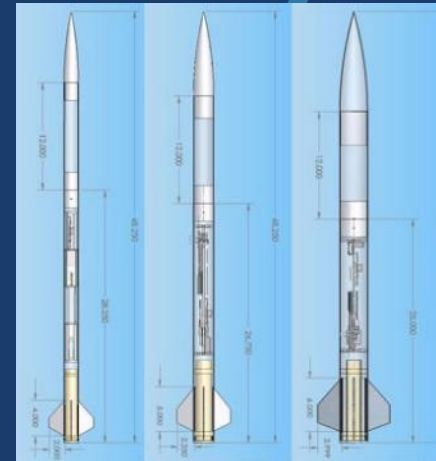
Rocket Science for Educators – Weekend Short Course

K-12 Educator Post Class Survey



Educators were asked to rate workshop (0-10 Scale)

- 0 = I should have stayed home
- 10 = The workshop surpassed my expectations
- Comments optional

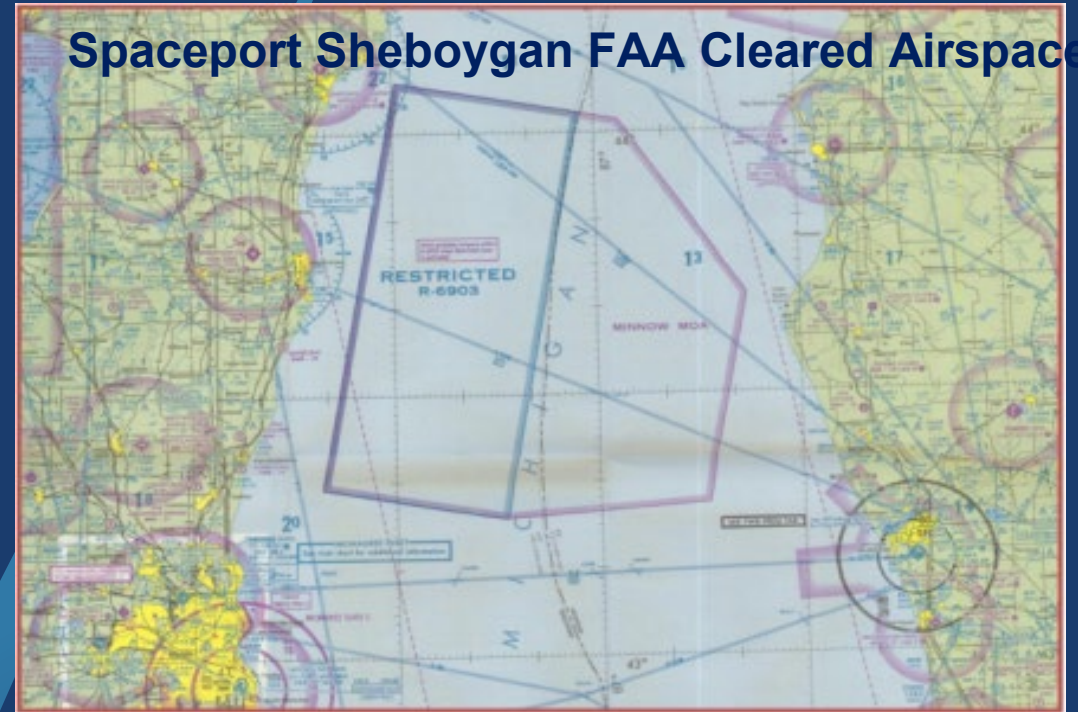


K-12 STEM, Wisconsin

Rocket Science for Educators – Weekend Short Course

| Education Module | Aerodynamics & Physics | Chemistry of Propulsion | Geometry & Measurement | Computer Aided Design | Design Simulation | Modeling | Electronics & Circuitry | Scientific Inquiry | Problem Solving | Communication | Graphic Design & Development |
|-----------------------------|------------------------|-------------------------|------------------------|-----------------------|-------------------|----------|-------------------------|--------------------|-----------------|---------------|------------------------------|
| Newton's Laws | X | | X | | | | | | X | | |
| Principles of Flight | X | | X | X | X | | | | | | |
| Rocket Engines | X | X | X | X | X | X | X | | | | |
| Rocket Stability | X | X | X | X | X | X | | | | | |
| Techniques of Rocket Design | X | X | X | X | X | X | | X | X | X | |
| Payload Science | X | X | X | X | X | X | X | X | X | X | X |
| Recovery | X | | X | X | X | X | | X | X | X | X |
| Planned Experimentation | X | X | X | X | X | X | | X | X | X | |
| Rocket Construction | | | X | X | X | X | X | | X | X | X |
| Engineering Change Mgt. | | | X | X | X | X | X | | X | X | X |
| Safety Procedures | | X | | | | | X | | | X | |
| Weather | X | | | | X | | | X | X | X | |
| Launch Pad & Controls | X | | X | | | | X | | | X | |
| Analysis & Reporting | | | | | | | | X | X | X | X |

Spaceport Sheboygan FAA Cleared Airspace



K-12 STEM, Wisconsin

Rocket Science for Future Engineers – Spring



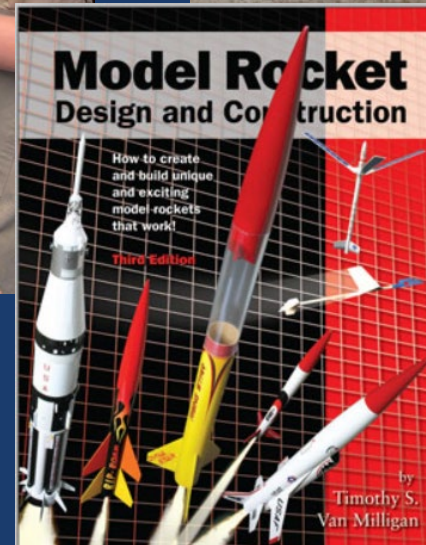
K-12 STEM, Wisconsin

Rocket Science for Future Engineers – Spring Semester



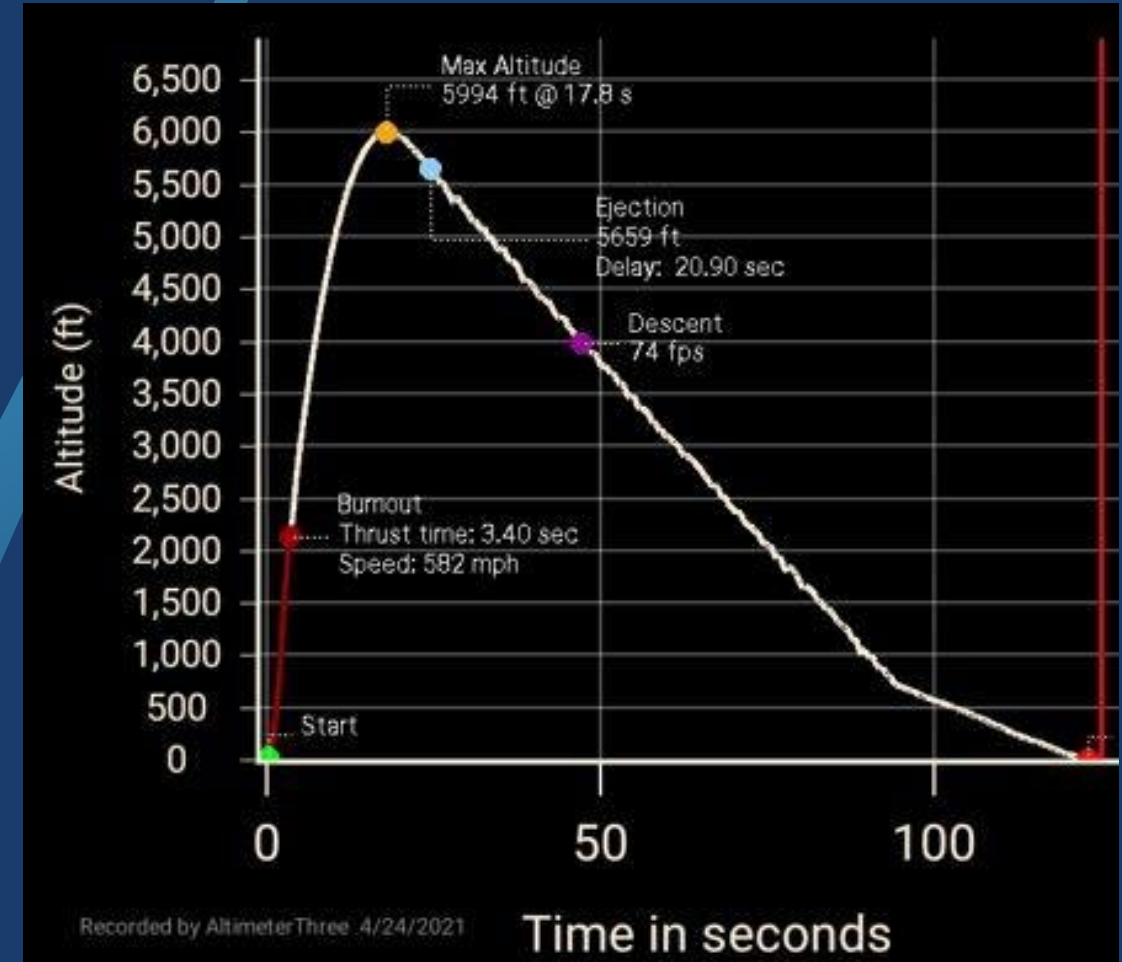
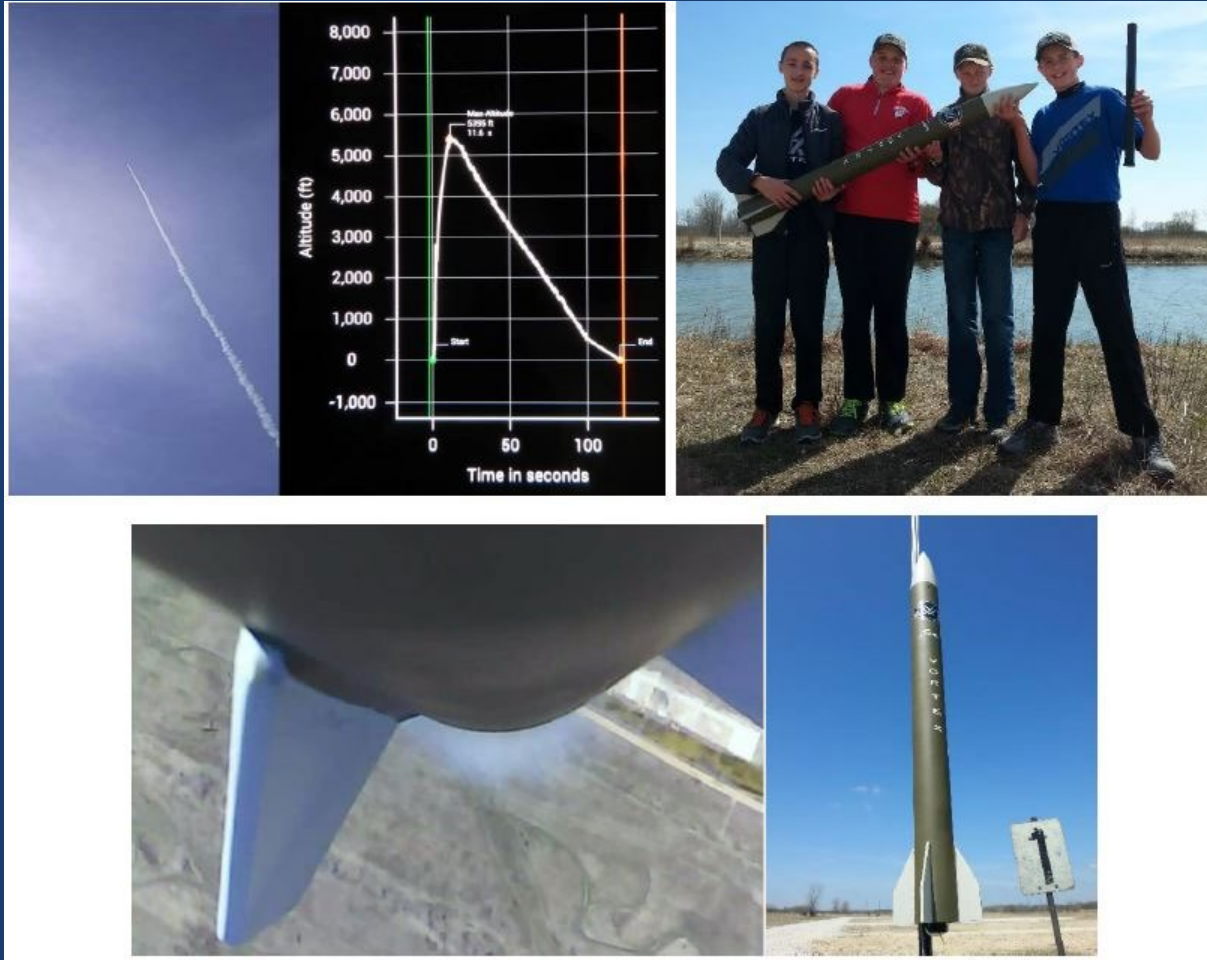
K-12 STEM, Wisconsin

Rocket Science for Future Engineers – Spring Semester



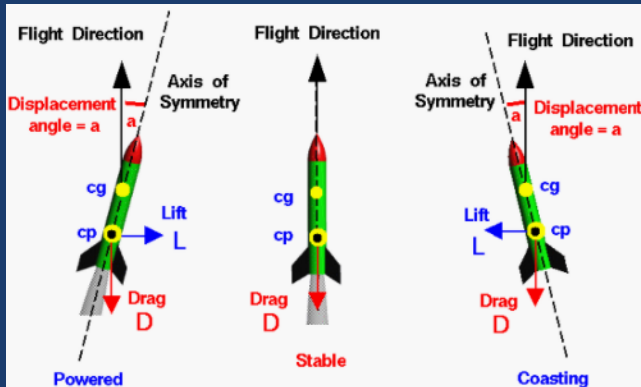
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Rocket Science for Future Engineers – Spring Semester





American Institute for Aeronautics and Astronautics
WISCONSIN

Certificate of Achievement

Joseph Kloess

has successfully completed requisite course study, demonstrated competency in science, mathematics, and technology by successful completion of classroom instruction, written examination, and high-powered rocket flight in FAA cleared airspace at Major Richard Bong launch area.

Rocket Dynamics, Propulsion, and Payload Science

$$\text{Thrust} = F = \dot{m} V_e + (p_e - p_0) A_e$$

Funding for this Grant was provided by:
Wisconsin Space Grant Consortium (WSGC)
NASA Education Cooperative Agreement: #80NSC20M0123
Grant ID: #AOP22_K12_7-0

Todd Treichel
Todd Treichel, Ph.D.
Instructor - AIAA
Certified NAR L2 #90282

Brian Pomeroy
Brian Pomeroy, Ph.D.
Instructor - AIAA
Principal Propulsion Engineer

19 MAY 2022



Kevin Crosby
Kevin Crosby, Ph.D.
Director
NASA/WSGC

Christine Bolz
Christine Bolz
Assistant Director
NASA/WSGC



WRITTEN EXAMINATION
Rocket Dynamics, Propulsion, and Payload Science

Student Name: _____ Date: _____

Circle or box your answers to written test. Circle, check, and check questions and then write with the correct answer.

- The force that propels an object in a given direction, especially when generated by the object itself, as by an engine or rocket.
 - a. ☐ Nose Cone
 - b. ☐ Wind
 - c. ☐ Body Tube
 - d. ☐ Thrust
- For every action, there is an equal and opposite reaction.
 - a. ☐ Potential Energy
 - b. ☐ Newton's Third Law
 - c. ☐ Kinetic Energy
 - d. ☐ Newton's First Law
- A device used for electrical firing of rockets.
 - a. ☐ Lighter
 - b. ☐ Igniter
 - c. ☐ Calculator
 - d. ☐ Igniter
- Design feature primarily to keep the rocket working in a straight path.
 - a. ☐ Airframe
 - b. ☐ Nose Cone
 - c. ☐ Shock Cord
 - d. ☐ Fan Connector
- Center of gravity on a rocket.
 - a. ☐ The center point of the rocket starting on this line prior to launch
 - b. ☐ The center point of the forward portion of the airframe
 - c. ☐ The position of the airframe that is balanced
 - d. ☐ Average location of the weight of the rocket

Page 1 of 1



K-12 STEM, Wisconsin

Rocket Science for Future Engineers – Spring Semester

Educating Future Scientists and Engineers

1. Encourage extracurricular activities such as
 - Robotics (LEGO) Activities
 - Science fairs
 - Rocketry clubs and competitions
2. Get parental buy-in to help! (lead teams, etc.)
3. Compete with a pervasive sports culture, electronic entertainment
4. Provide problem-solving and open-ended assignments
5. Assign Long-term research projects and papers
6. Provide opportunity for hands-on experiments and projects
7. Provide opportunities to write technical reports, give scientific presentations
8. Retain scientific curiosity, especially for girls, beyond late elementary school
9. *Communication skills* are very important for scientists and engineers – encourage school plays, debate teams and clubs, public speaking
10. Good engineers and scientists are *creative* – encourage art, music, acting, etc.

Recent Testimonials

"High Powered Rocketry is one of the most engaging and effective tools I've seen for teaching high school students the principles of physics and science. It takes abstract concepts—like Newton's laws, momentum, thrust, drag, and aerodynamics—and turns them into hands-on, real-world experiences. Students aren't just reading about physics; they're applying it, testing hypotheses, analyzing flight data, and learning from real outcomes. It fosters deep understanding, sparks curiosity, and cultivates problem-solving skills in a way that traditional classroom methods rarely achieve. The excitement of launching a rocket they built themselves creates a sense of ownership and motivation that carries over into their broader academic lives. This is STEM education at its finest."

R. Batt – Middleton, WI

"As an 8th grade science teacher, I've used model rocketry in my classroom for several years now, and I can't overstate how powerful it is as a teaching tool. Model rocketry brings science to life in a way that textbooks simply can't. My students are engaged, excited, and—most importantly—curious."

E. Schriefer – Madison, WI

"If you're looking for a way to make physical science exciting and real for students, what these rocket engineers do with our students is one of the best tools out there. It turns abstract concepts into memorable experiences—and it might just launch a few future machinists, engineers or scientists along the way."

K. Festerling – Milwaukee, WI

K-12 STEM, Wisconsin

Rocket Science for Future Engineers – Spring Semester

| Item | 2015-2025 Summary |
|--------------------------|--|
| Name of Event | Rocket Science for Future Engineers |
| Date, Duration | Spring Semester (January – May) |
| Locations | Madison, WI, Middleton, WI, Wauwatosa, WI, & Richard Bong Launch Area, Kansasville, WI |
| AIAA Role | AIAA Organized and Administered |
| Total AIAA Volunteers | 6-8 |
| STEM Education Objective | Promote STEM in aerospace |
| K-12 Females | 42 (35%) |
| K-12 Males | 78 (65%) |
| | NOTE: 39% represent minorities. |



**Thank
You!**

Giving Back to the Next-Gen: Public Policy

John Rose, Public Policy Committee Chair

Melanie Cummings-Grande, Public Policy Committee Deputy Chair

AIAA Public Policy

Committee Activities

- Annual development of AIAA's Key Issues
- Policy-related inputs to AIAA forums
- Topical educational sessions ("101s") for Congressional staff and Aerospace & Defense community stakeholders
- Topical white papers
- Awards: Durand Lectureship in Public Service, Public Service Award, and section awards

Section Engagement

- Each Region has a DD of Public Policy
 - We recommend each Section also have a Public Policy officer!
- Resources on the website:
 - Activity guide (*UPDATE COMING SOON!*)
 - State Fact Sheets

Remember: The PPC is a resource; please feel free to reach out.



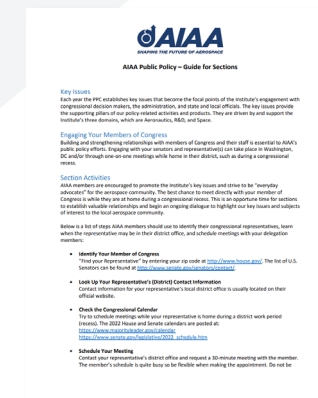
Key Issues (2025)



Space Policy Platform Paper (2025)



Aviation Policy Platform Paper (2025)



Guide for Sections includes suggested activities and tips for getting started!

Recruiting & Retaining Members

Brian Calvary, Membership Director, AIAA

Recruiting New Members

- Invite Non-Members to Your Events
- Follow-up with Non-Members after your events
- Know what makes you different
- Reach out to lapsed members



Retaining Members

- Prioritize Onboarding
- Welcome, Welcome, Welcome
- Collect (and act) on feedback
- Meet members where they are
- Communicate Effectively



Upcoming Initiative

- Back to School Lift-Off



Social Media

Jimmy Nguyen, Social Media Manager, AIAA

AIAA Social Media Strategy Tips

Branding and Social Media Guidelines

AIAA Logo & Branding: Always use the official AIAA logo and adhere to our branding guidelines. [AIAA Branding Guidelines](#).

Platform & Audience Tailoring

Platform Strategy: Tailor content to each platform's unique audience (LinkedIn, Instagram, Twitter, YouTube, TikTok).

Video Content: Video continues to drive engagement, especially on Instagram Reels, YouTube, and TikTok.

Emerging Platforms: Stay updated with emerging platforms like Threads for audience engagement and content sharing.

AIAA Social Media Strategy Tips

Maximizing Visibility

Tagging AIAA: Always tag @AIAA and use #AIAA. For space-related content, tag @ASCEND and use #ascendspace to enhance visibility.

Collaborative Content: Amplify your branch's content by collaborating with AIAA and other student branches. We actively monitor and share great posts!

Crafting Engaging Posts

Content Focus: Use clear, concise messaging with attention-grabbing visuals. Incorporate trending hashtags to expand reach.

Interactive Content: Use polls, stories, and live events to interact directly with your audience. Engagement is key for 2025!

AIAA Social Media Strategy Tips

Social Media Security

Account Safety: Ensure accounts are password-protected, update passwords yearly, and maintain proper access controls.

Update After Leadership Changes: Notify AIAA of leadership changes to avoid inactive accounts.

Consistency and Professionalism

Do's: Post regularly (once a week minimum) and maintain professionalism in every post. Ensure spelling and grammar are spot on.

Don'ts: Avoid sharing sensitive or confidential information, and steer clear of any controversial content.

Follow and Amplify

AIAA Accounts: Follow @AIAA and @ASCENDSpace for updates.

Amplify Content: Don't hesitate to share AIAA posts and tag us in your content!

Contact for Questions & Collaborations

Email: JimmyN@aiaa.org for social media questions or collaboration opportunities.

Regional Engagement Activities Division



Thanks for attending!

**See you in Las Vegas on
20 July 2025, 12:30-5:00 PM PT!**