

2021 Regional Leadership Conference

Day 3: UNBOXING YOUR TOOLKIT:

Resources for Managing Your Section or Branch

27 July 2021

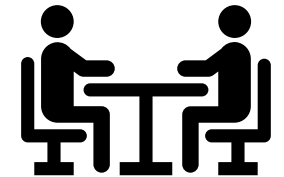
RLC Day 3 Agenda

- Welcome Remarks – Jane Hansen, RLC Director
- Quick Overview of AIAA Organization – Dan Jensen, READ Chief
- Section Toolkit Overview – Lindsay Mitchell, AIAA
- Networking at Tables
- Best Practices from Tucson Section - Michelle Rouch
- Networking at Tables
- Final Q&A and Closing Remarks
- Casual Networking Until End of Event

Regional Advisory Committee (RAC)

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

- Chaired by, Regional Director
- Composed of section chairs (or appointee) and Deputy Directors
- RAC meetings are held several time throughout the year depending on the Region and the Regional Director
- Aids in sharing “best practices” of the Sections within the Region
 - Primary section interface for the Institute
 - Primary mechanism for Institute activities to flow to section leadership
 - Includes Sections, Deputy Directors, and Student Branches
 - Organizes Regional Student Paper Conference in each Region
 - Recognizes high-performing Sections and section leadership
 - Informs the Regional Director of issues from each of the sections



AIAA Staff Resources

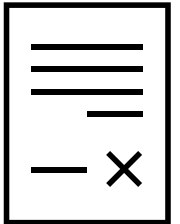
- Lindsay Mitchell lindsaym@aiaa.org
 - All things Regions/Sections and Student Branches
- Emily Springer emilys@aiaa.org
 - Audit-Budget Report & Other Finances
 - Officer Rosters
 - Membership
- Michael Lagana michaell@aiaa.org
 - Student paper conferences, scholarships, design competitions
- Luci Blodgett lucib@aiaa.org
 - Engage

Regions & Sections Schedule FY July 1 – June 30

July <ul style="list-style-type: none">• Section & Branch Officer Rosters Due• Regional Leadership Conference (RLC)• Section Chair Orientation	August <ul style="list-style-type: none">• READ & Council of Directors Meetings• Section Awards Presentation	September <ul style="list-style-type: none">• Student Branch Officer Orientation• DEFENSE FORUM	October <ul style="list-style-type: none">• Planning time for yearly activities• Submit IRS Form 990-N (most sections)
November <ul style="list-style-type: none">• ASCEND• READ & Council of Directors Meetings	December <ul style="list-style-type: none">• Holiday party/end of year celebrations	January <ul style="list-style-type: none">• SCITECH FORUM• READ & Council of Directors Meetings• READ/IOD/TAD Training	February <ul style="list-style-type: none">• Recruiting time for judges for student paper conferences & participants for CVD• Associate Fellow Nominations Open
March <ul style="list-style-type: none">• Regional Student Paper Conferences• Congressional Visits Day (CVD)	April <ul style="list-style-type: none">• Regional Student Paper Conferences• Start the section election process• Associate Fellow Nominations Due	May <ul style="list-style-type: none">• Section Elections	June <ul style="list-style-type: none">• AVIATION FORUM• READ & Council of Directors Meetings• Student Branch Reports Due• Section Reports/Awards Due• Section Audit-Budget Report Due

Required Documentation for Sections

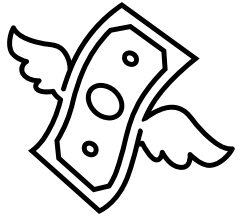
- Operation of a Section is governed by two primary documents – the Section *Bylaws* and the Section *Policies & Procedures*
- *Bylaws*
 - Minimum set of rules and requirements that a Section must follow
 - Not customizable Section-to-Section
 - Difficult to amend (Institute-wide action), initiating changes to this document should be thoughtfully considered
- *Policies & Procedures*
 - Customizable Section-to-Section
 - Changed by vote of Section Council, permitting changes that are quick and responsive to current needs
 - Allows Sections to develop rules and requirements that are ‘right-sized’ for the Section



*Bylaws and Policies & Procedures work together to
provide the governing structure for a Section*

Funding

- **Category I funds** are rebates sent annually to the Sections based upon professional membership numbers.
- **Category II funds** represent the award money for annual Section awards.
- **Category III funds** are Regional Director discretionary funds.
 - Sections & Branches can apply for funds from their regional director
- **Category IV and V funds** are READ Chief discretionary funds
- Sections and branches can fundraise and ask for sponsorships from companies.
- AIAA Diversity & Inclusion Working Group offers a **D&I Local Section Grant**, which supports Sections and Student Branches hosting events or programs that foster more D&I.
- Awards a maximum of \$500 per section/branch per year.
- Submit grant request online: <https://www.aiaa.org/get-involved/committees-groups/Diversity-and-Inclusion>



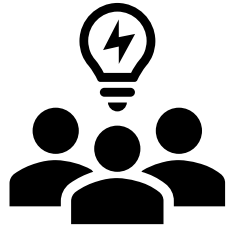
Section & Branch Officers

- Sections required to have a chair, vice chair, secretary and treasurer.
- Student Branches required to have a chair and faculty advisor.
- You may also put in place officers such as young professional, public policy, STEM K-12, technical, honors & awards, membership, webmaster, and other officer roles to fit the need of your section's needs.



Monthly AIAA Membership Reports

- AIAA distributes monthly reports to Deputy Directors of Membership and Section Membership Officers.
- Breaks down high school, university student, educator associates, and professional members by region and section, as well as member drops.
- Excellent resource for recruitment and retention!
- Reports live in the Library on the Engage Section Officer [community page](#).
- Membership rosters (sections & branches) can also be found on MyAIAA.



AIAA Engage

What is Engage?

- ✓ A network of over 400 online communities for AIAA members and other interested parties
- ✓ Built on a SaaS-platform powered by Higher Logic
- ✓ Home to AIAA Mentor Match and institutional volunteer opportunities
- ✓ An exclusive, targeted communication tool for all AIAA subcommunities

ENGAGE.AIAA.ORG



What is an online community?

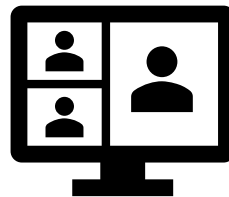
- ✓ A discussion/announcement board
- ✓ An events calendar
- ✓ A digital library
- ✓ A vehicle of collaboration, discussion, support, and networking

Types of communities within Engage:

- ✓ Sections, Technical Committees
- ✓ Public Forums
- ✓ Communities of Interest
- ✓ Member-Type Communities (i.e. Educators, Students, etc.)

AIAA Regional Zoom Accounts

- AIAA has 7 Zoom accounts sections/student branches can utilize
- Schedule your meeting/webinar on these accounts
- Be sure not to double book meetings!
- Reach out to Lindsay or Emily for a Zoom account login



AIAA University Programs

- **Graduate and Undergraduate Scholarships** — Financial aid and recognition for students in aerospace / aerospace related fields.
- **Design/Build/Fly (DBF) Competition** — Encourage student participation in this challenging and industry-recognized competition.
- **Design Competitions** — Encourage student participation in annual design challenges that span the breadth aerospace technical fields.
- **Regional Student Paper Conference (RSPC)** provides opportunities to support Students and Student Branches. These are the conferences for 2022, except for Region VII which is at the end of the calendar year 2021.
 - **Region I: Virginia Tech**
 - **Region II: Georgia Tech**
 - **Region III: Purdue University**
 - **Region IV: University of Texas, San Antonio**
 - **Region V: TBD**
 - **Region VI: University of California, Merced**
 - **Region VII: Melbourne, Australia (Nov. 29-30) in conjunction with the Australia International Aerospace Congress**
- **International Student Conference (ISPC)** — winners from the RSPCs compete for cash and prizes as part of the SciTech Forum.

Section members are encouraged to work with Student Branches to assure they take advantage of all opportunities / resources

Communications/Social Media

- AIAA Logo & Branding guidelines
<https://www.aiaa.org/about/branding-and-logo>
- AIAA Social Media Policy (Available on Engage Section Officers/SBC community pages):
 - Appropriate and professional
 - Keep SM accounts secure
 - Use the SM platforms that make sense for your audience



Engagement from Canada/Mexico

- In 2020, AIAA members in Canada and Mexico were assigned to their “nearest” U.S.-based section.
- Gives these members more engagement opportunities.
- Sections who have gained these members were previously notified and now appear in their section member count.



Break: Networking for 20 minutes

- Click on a table to join a discussion
- Ask questions, share best practices & have fun
- Luci Blodgett (AIAA Staff), Engage
- Peggy Cornell (Region III Director), Section Officer Roles
- Walter Gordon (Niagara Frontier Section), Engagement with Canada
- Sally Hanley (Rocky Mountain Section), Communications
- Mark Kammeyer (St. Louis Section), Section Policies & Procedures
- Claudine Phaire (D&I WG Chair), Diversity & Inclusion
- Michelle Rouch (Tucson Section), Recruitment
- Aral Soykan (GWU Student Branch), Social Media
- Emily Springer (AIAA Staff), Funding
- Chris Tavares (SAC Member), Student Programming

Unboxing Our Toolkit

Michelle Rouch
Tucson Section
RLC Day 3 July 28, 2021

FY 2020-2021 Barriers

➤ New Officers

- Several positions were filled with no prior Officer cross training or shared knowledge

➤ Vacant Positions

- 1st time no STEM Outreach Officer and 3rd year with no Technical Program Officer

➤ Members

- Nearly 12 months with no face-to-face meetings

➤ Educator Associates

- 28 members dropped in one month

➤ Student Branch

- Inconsistent Section/Branch engagement. We discovered that the Branch struggled with DBF project due to no in-person troubleshooting or crosstalk on lessons learned

Unboxing our Toolkits & Building Bridges

- **New Officers – Honors & Awards, YP, Career Enhancement**
 - Planned manageable projects with reasonable budgets. This FY - Encouraged RLC training
- **Vacant Position - STEM Outreach & Technical Program Officers**
 - Chair: Refocused to sponsor a local STEM organization, participated, & raise funds.
 - Vice Chair: Conducted many Mini Tech Conferences. This FY - Both positions are filled.
- **Members**
 - Snail mailed strategically, especially to those who attended our Members Meeting
- **Educator Associates**
 - We are confident that we will recover quickly this FY
- **Student Branch**
 - Section communicated with Student Branch Advisor. This FY - Dedicated Section POC

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Thanks for attending.

See you at the Section Awards
Presentation on 1 September!

<https://live.remo.co/e/2020-2021-aiaa-section-awards-pr/register>

Back-Up Slides

AIAA Special Service Citation

- AIAA National Service Award
- Recognizes individual who has gone above and beyond for a specific program/project/event.
- Additional Service Awards available (Distinguished Service Award, Sustained Service Award, Diversity & Inclusion Award, Section-Level Awards)

Section Annual Reports

- Each year, sections are required to submit an annual report
 - Required, along with audit-budget report, to receive Category I rebates
 - Report is an Excel spreadsheet with numerous tabs
- Annual Report form has minimum requirements for reporting
 - Provides a record of section's activities
 - Often provides new ideas for other sections
 - Helps sections in planning events each year
- Information over and above the basic annual report is used for judging section awards

Distinguished Speaker Series

- Formerly “Distinguished Speaker Series”
- Program exclusively for Sections and Student Branches
- Contains 20-25 speakers that present on various topics.
- Choice of in-person or virtual
- For in-person, speaker is paid honorarium by AIAA to travel to give a speaking engagement and interact with members.
- Sections: 2 in-person speakers per year; Branches: 1 in-person speaker per year. Virtual talks are unlimited.