

AIAA Leadership Town Hall

13 October 2022

AIAA Strategic Plan

MISSION AIAA EXISTS TO HELP AEROSPACE PROFESSIONALS AND THEIR ORGANIZATIONS SUCCEED

CORE STRATEGIES



DATA DRIVEN Use the appropriate data in the analysis of decisions



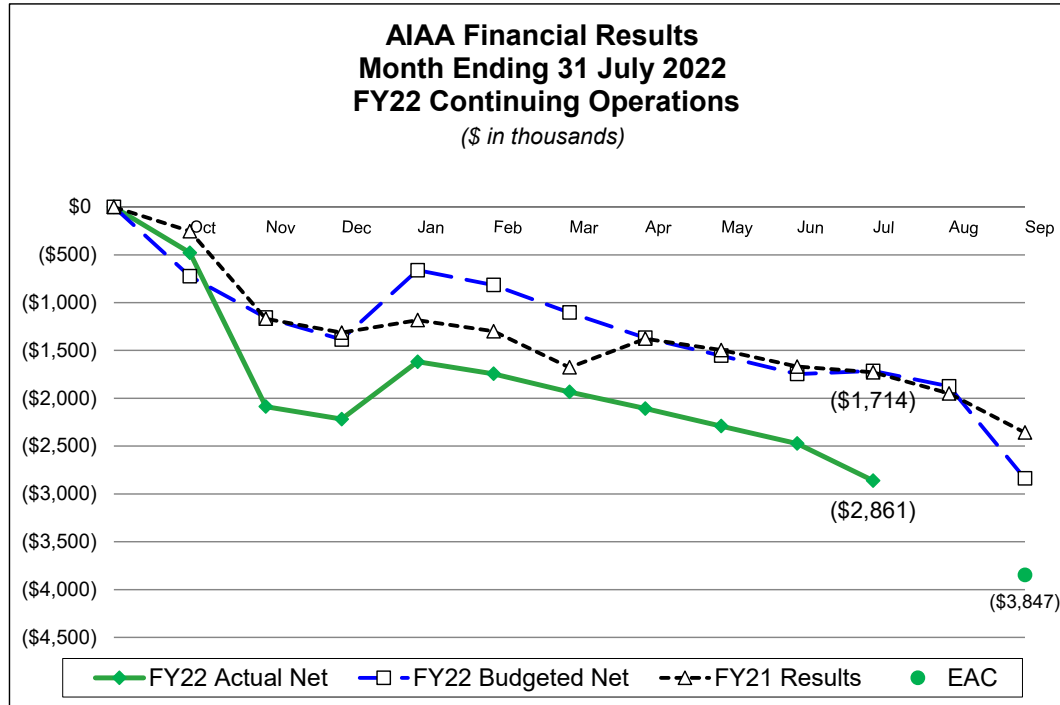
CURATE CONTENT Be the leader in curated aerospace content



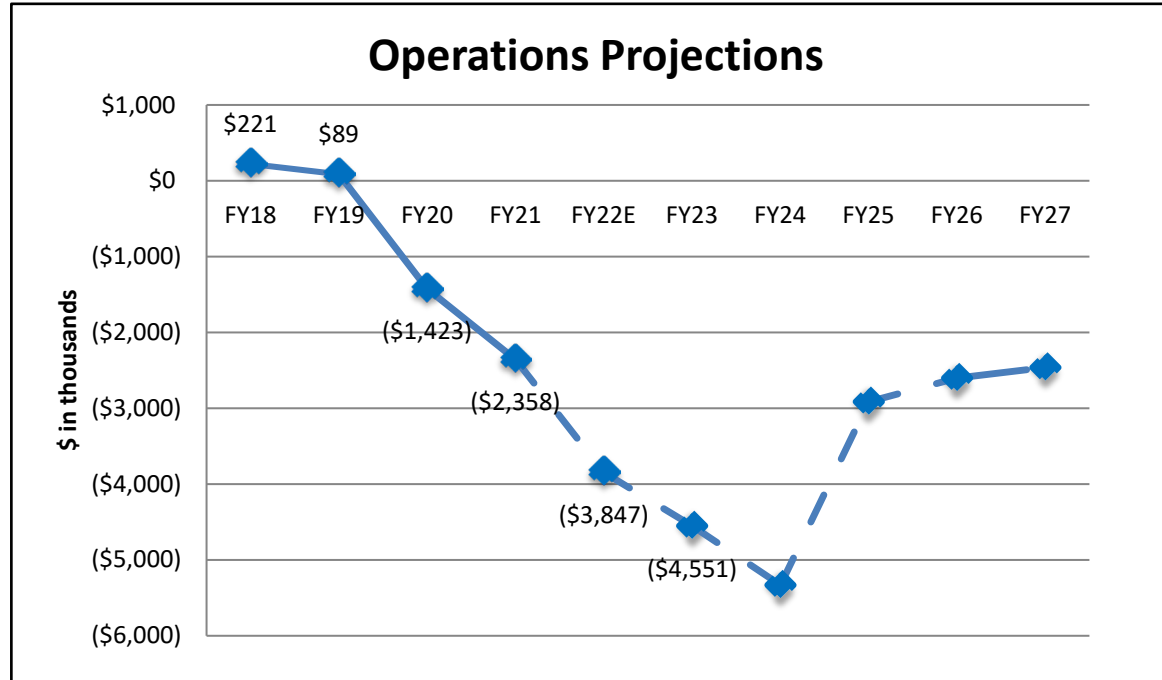
THOUGHT LEADER Be the thought leader in technology and capability advancement

- ## GOALS
- 1: INCREASE ENGAGEMENT** and overall customer growth.
 - 2: IMPROVE VOLUNTEER & LEADERSHIP DEVELOPMENT** for AIAA's future.
 - 3: ALIGN VOLUNTEER ACTIVITIES** to the strategic plan in partnership with AIAA staff.
 - 4: ACHIEVE POSITIVE** net revenue.
 - 5: REFLECT SOCIETY'S DEMOGRAPHICS** in AIAA membership & leadership.

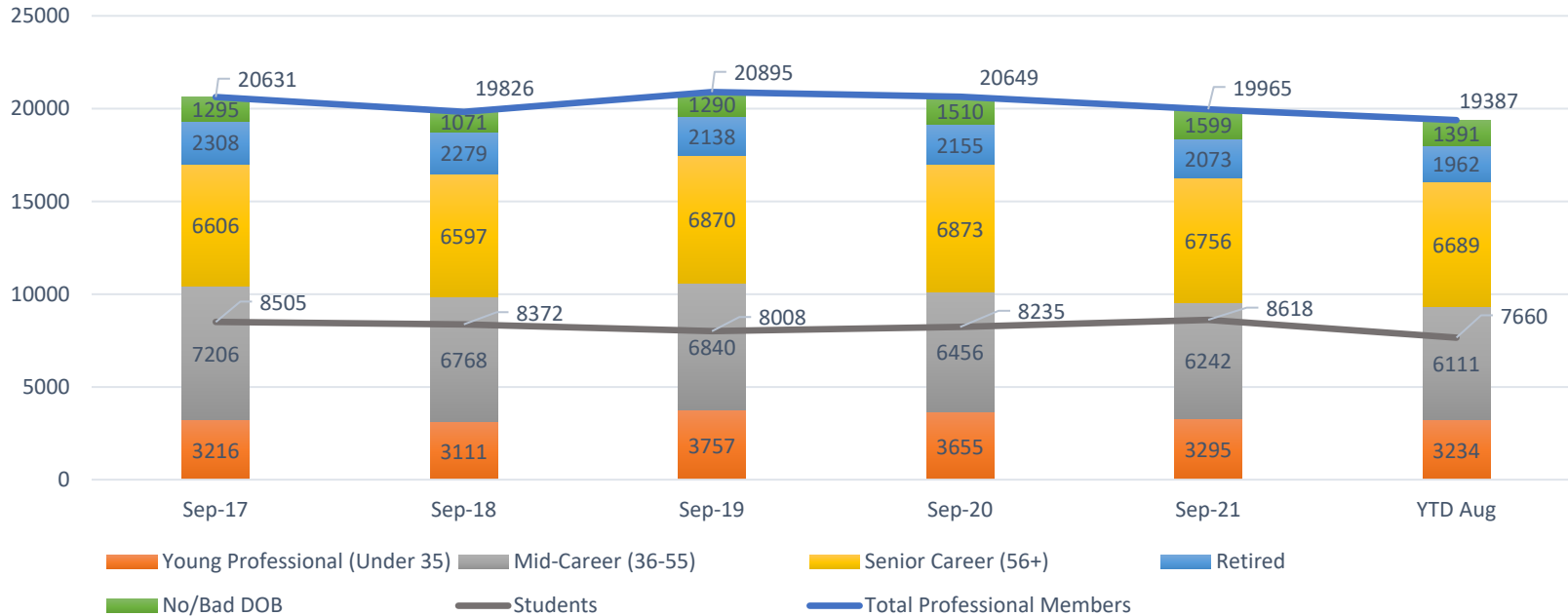
FY22 YTD Operating Results by Month



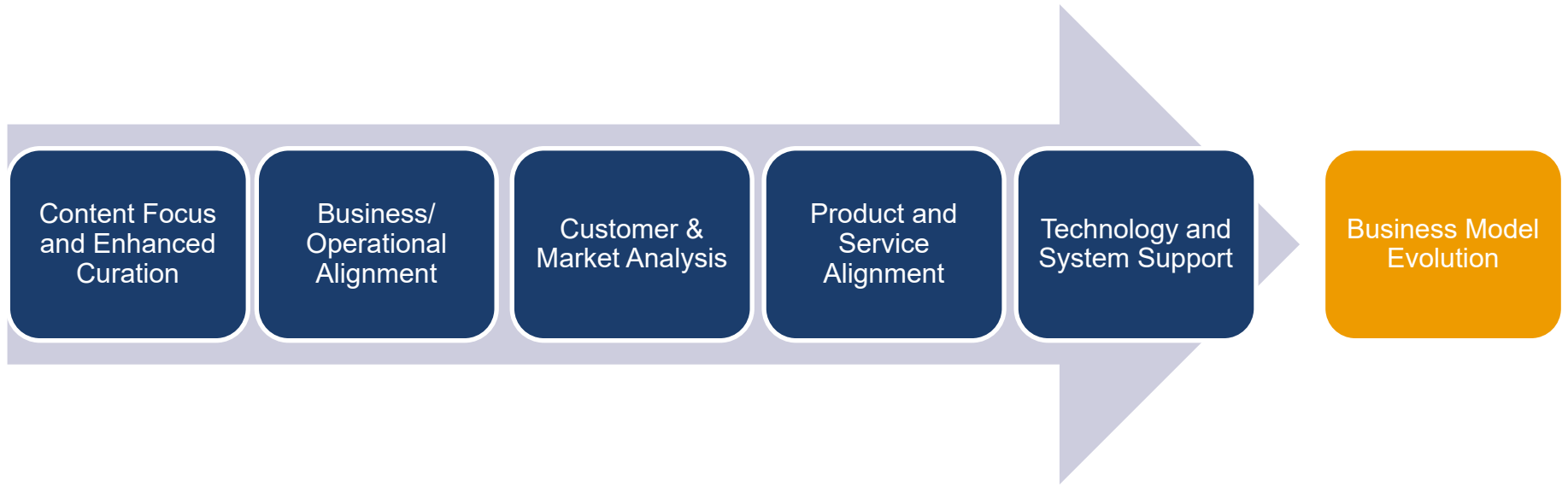
FY23-27 Operations Projections



Professional Members by Segment



Path to Business Model Evolution



Domain Key Topics



AERONAUTICS

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

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



R&D

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

PROBLEMS | ISSUES | PRIORITIES

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



SPACE

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

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

Domain Task Forces

Aeronautics

- **Advanced Air Mobility**
 - Virginia Stouffer
 - Working
 - Final Report due @ SciTech
- **Carbon Emissions & Sustainability**
 - Ellen Ebner
 - Working
 - Final Report due @ AVIATION
- **Certification**
 - *Planning stage*

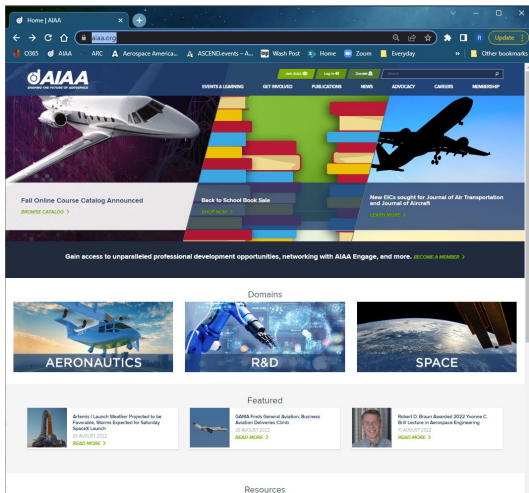
Aerospace R&D

- **Transformative System Engineering**
 - Jim Faist
 - Finalizing charter/objectives
 - Recruiting members
 - Launch imminent
- **Autonomy/AI/ML**
 - *Planning stage*
 - *Will leverage/extend previous AVSTF work*
 - Space Autonomy Summit, November 2022

Space

- **Space Traffic Management**
 - Sandy Magnus
 - Several significant policy impacts
- **Cislunar Propellant Depots**
 - Dennis Paul
 - Preliminary Webinar and Workshop Complete
 - Recruiting chair and members

Domains Early Results and Road Ahead



- Carbon Emissions and Sustainability
 - CESTF to issue reports at SciTech and AVIATION
- AAM
 - AAMTF to issue report at SciTech
 - [Aerospace America True Mobility](#) launched to be news resource for all things AAM
- Autonomy/AI/ML
 - Space Autonomy Summit, November 2022
- Space Traffic Management
 - STM Task Force releases ["Satellite Orbital Safety Best Practices Guide"](#) with [ASCENDx webinar](#) and ASCEND Meta Session 24 October

- AIAA Web Site
 - Links to each Domain
 - [Aeronautics](#)
 - [R&D](#)
 - [Space](#)
- AIAA Engage
 - Task Forces will each have Public and Private Communities on Engage
 - [CESTF](#)
 - [AAMTF](#)
 - Others to follow

Volunteer Operations Alignment

Goal 3: Volunteer activities across the Institute are aligned to the strategic plan, in partnership with the AIAA staff.

The Institute must have a coherent and value-added portfolio of services and products to serve our members and the larger aerospace professional community developed through a strong partnership between the volunteers and AIAA staff.

Objective 1: A systematic process of review and approval, specific to the level of execution, will be in place to ensure Institute activities align with the strategic plan.

Objective 2: Members and staff will work collaboratively to achieve the strategic plan goals and objectives. Indicators of a successful partnership will include

Success will require:

- All committee activities must be aligned with the Strategic Plan
- All committees must be aware of and committed to their charters and support AIAA governance documents and policies
- Strengthened communication of Board decisions to the Council through the Speaker
- Strengthened communication between Council Chiefs and their groups/committees
 - Professional staff can support this messaging effort
- Chiefs playing key role in implementing Board decisions
- Council leaders aligning volunteer resources to Board's business priorities

FY23 Proposed Budgets

<i>\$ in thousands</i>	FY22 Budget	FY22 EAC	FY23 Budget
Portfolio			
Funded Activities	(\$1,322)	(\$843)	(\$860)
Operations			
Revenue	\$21,965	\$19,074	\$21,156
Expense	<u>\$24,803</u>	<u>\$22,921</u>	<u>\$25,707</u>
Net Revenue (Expense)	(\$2,838)	(\$3,847)	(\$4,551)

FY23 Operations Budget Assumptions

1. Annual 3% pricing increase in Journal/Technical Paper subscriptions rates
2. Increase in professional member dues from \$125 to \$130
3. Annual corporate member dues increases of 3-4% and rightsizing
4. Increase in student dues from \$28 to \$30
5. Events continue to be hybrid working toward Forum 2024 plan
6. Evaluated and adjusted registration fees
7. Discontinued COVID vaccination and testing procedures and expenses
8. Retained committee AV support and suspended in person committee meeting meals
9. Converted Leadership Symposium and Distinguished Speaker Series to online format
10. Suspended 50% of section rebate
11. Eliminated Associate Fellows dinner
12. Benchmarked staff benefits with appropriate adjustments
13. Evaluated and prioritized ongoing staffing requirements

FY2023 Look Ahead



Event
 Webinar
 Reports
 Dues
 Books
 Planning



AMERICAN INSTITUTE OF
AERONAUTICS AND ASTRONAUTICS