Council Workshop
AIAA Strategic Goals

Goal 1: Increase Engagement and overall customer growth

Goal 2: Improve Volunteer & leadership Development for AIAA’s future

Goal 5: Reflect Society’s Demographics in AIAA membership and Leadership
Membership Retention

1. Community
2. Longevity
3. Advocacy
4. Experience
5. Cost-Effectiveness
Gender

US Census July 2020

- Female 50%
- Male 50%

AIA/AIAA Industry Report 2022

- Female 26%
- Male 74%

AIAA Professional Members June 1, 2023

- Female 10%
- Male 82%
- Non-Binary 1%
- Prefer not to disclose 1%
- Blank 6%
Race/Ethnicity

**AIAA Professional Members**
June 1, 2023

- American Indian or Alaska Native: 0%
- Asian: 10%
- Black or African American: 2%
- White/Causasian: 43%
- Hispanic/Latino: 10%
- Prefer not to disclose: 8%
- Blank: 30%
- Other: 3%
- Two or more Races: 1%
- Native Hawaiian or Pacific Islander: 0%

**AIAA University Student Members**
June 1, 2023

- American Indian or Alaska Native: 0%
- Asian: 24%
- Black or African American: 3%
- White/Causasian: 47%
- Hispanic/Latino: 10%
- Two or more Races: 4%
- Prefer not to disclose: 6%
- Blank: 1%
- Native Hawaiian or Pacific Islander: 0%
- Other: 5%
- Native Hawaiian or Pacific Islander: 3%
- Black or African American: 1%
- Other: 1%
# Generation Demographics

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth Years</th>
<th>Ages in 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Silent Generation</td>
<td>1928-1945</td>
<td>78-93 years old</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946-1964</td>
<td>59-77 years old</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-1980</td>
<td>43-58 years old</td>
</tr>
<tr>
<td>Millennials</td>
<td>1981-1996</td>
<td>27-42 years old</td>
</tr>
<tr>
<td>Gen Z</td>
<td>1997-2012</td>
<td>11-26 years old</td>
</tr>
</tbody>
</table>
### Generation Demographics

#### Current Professional Membership (Dec 2023)
- Silent Generation: 9%
- Baby Boomers: 11%
- Gen X: 19%
- Millennials: 30%
- Gen Z: 7%
- Not Specified: 9%

#### Workforce of 2025 (est)
- Silent Generation: 0%
- Baby Boomers: 7%
- Gen X: 33%
- Millennials: 40%
- Gen Z: 20%
Professional Priority

All Surveyed Members

- Making an impact through your work: 81%
- Keeping up to date with technical and scientific advances in your discipline: 75%
- Keeping up to date with technical and scientific advances in related disciplines: 63%
- Identifying partners for potential collaboration and/or knowledge sharing: 63%
- Work-life balance and wellbeing: 61%
Professional Priority

Surveyed Members 35 and Younger

- Making an impact through your work: 92%
- Identifying opportunities to advance in your career: 80%
- Development of a professional network that can support you in your career: 72%
- Understanding potential career pathways available to you: 64%
- Growing your leadership skills: 56%
Challenges to the Field

Professional Members 35 and Younger

- Attracting new talent into the field: 54%
- Integration of new technologies into the field: 42%
- Issues of diversity, equity and inclusion in the field: 42%
- Issues related to environmental sustainability: 42%
I feel as though I am a part of the AIAA community

By Age

- 35 or Younger: 46%
- 36-45: 61%
- 46-55: 50%
- 56-65: 61%
- Over 65: 72%
ALISON WEEKS
AGE: 18-23 years old

WHAT’S ON THEIR MIND DAY-TO-DAY?

- Where am I going after college? What does my future look like?
- I’m unsure of the process for getting hired.
- The recruitment process doesn’t move at the right speed for me. I need time to explore multiple avenues, but hiring companies expect me to sign an offer letter right away.
- I need to make connections in order to open doors with potential employers.
- How can I find places to share my projects, unless my university points me in the right direction?
- I’m not exposed to the full range of career opportunities available to me with my degree.
- I don’t know what is expected of me when I start working in an office.

WHY MIGHT THEY NOT JOIN AIAA?

- My university doesn’t have a campus branch of AIAA.
- I’m unaware of scholarships that AIAA offers.
- I don’t understand the point of membership, and I’m overwhelmed trying to figure it out.
- I spend all day learning about engineering (or other), so this doesn’t feel relevant to my immediate needs.
- Even if I found a job through AIAA Career Board, is that valuable to me once I graduate?

WHAT ARE THEY ASKING WHEN IT’S TIME TO RENEW AIAA MEMBERSHIP?

- How did my university engage with AIAA?
- Was I able to figure out how to use membership?
- Did I take advantage of scholarships?
- Did I find it valuable enough to spend money to become a member?
- Have I built lasting connections?
- Did I find job through AIAA?
- Is AIAA facilitating a membership relationship for me?
Young Professional

WHAT’S ON THEIR MIND DAY-TO-DAY?

- I need to have the right connections to even get my resume seen at the companies I apply to.
- I would like a mentor, but someone at work would be most useful because they understand my specific work-related challenges.
- Population in the industry is aging, which means program is slow-moving and new business is an obstacle.
- I need more avenues to get my research seen and present my work in the industry.
- Job-hopping is not good in this industry, but it’s a trend among my generation. How do I find a job I like and stay engaged enough to not leave?
- How does my small role contribute to the overall project?
- I want to find meaning in my work and it’s hard to do when I can’t see the bigger picture.

WHY MIGHT THEY NOT JOIN AIAA?

- The price of membership is too high when my employer does not pay.
- I feel unaware of the benefits of AIAA membership. Since it’s unclear what the investment will get me, it’s not worth paying.
- I need something convenient that doesn’t require me to do a lot of digging to find the solutions I’m looking for.
- Local networking events do not make up for the price of dues.

WHAT ARE THEY ASKING WHEN IT’S TIME TO RENEW AIAA MEMBERSHIP?

- What did I get out of this investment that helped me in a practical way?
- Did I feel like membership was easy to navigate and that I understood all the ways I could utilize it?

WHAT DO THEY NEED TO KNOW ABOUT AIAA?

- What does AIAA offer that can help me navigate my career?
- Is this membership associated with the AIAA conferences?
- How much does this cost and will my employer pay for it?
- How can I convince my employer to pay for AIAA membership?
- How can I easily sift through the resources available to me to find what I need?
- What is available to me for free now?

JASON MANILLA
AGE: 25-35 years old
Mid Career Professional

BRETT FULLER
AGE: 35-50 years old

WHAT’S ON THEIR MIND DAY-TO-DAY?

- Workforce development is a huge concern of mine, as I take on more leadership roles.
- There are not enough students graduating with the right degrees to fill existing gaps in the industry.
- Finding qualified tradespeople is even more difficult than finding engineers.
- When recruiting new hires, it’s helpful to find talented young professionals who are presenting at events such as AIAA conferences.
- As I move into leadership, I’m struggling with transitioning away from technical responsibilities.
- I want to contribute to the industry and find ways to mentor younger professionals just starting out.
- The generation ahead of mine is retiring at a staggering rate, which is leaving a vacuum in leadership roles and expertise that I don’t feel prepared to take on yet.

WHY MIGHT THEY NOT JOIN AIAA?

- I don’t take advantage of benefits outside of conference attendance, because that is where I connect with my community.
- Technical education may be valuable to me, but AIAA is not necessarily the first place I would turn for that.

WHAT ARE THEY ASKING WHEN IT’S TIME TO RENEW AIAA MEMBERSHIP?

- What did I get out of this investment that helped me in a practical way?
- Did I feel like membership was easy to navigate and that I understood all the ways I could utilize it?
- Were there opportunities to shape the industry?
- Was I able to connect with prospective employees and young talent?

WHAT DO THEY NEED TO KNOW ABOUT AIAA?

- Who else in my network is a member of AIAA?
- What does AIAA do for the industry?
- What is the cost of membership?
- Are there any specific benefits that I need?
- What committees can I participate in?
- How can I become a young professional mentor?
Membership Retention

1. Community
2. Longevity
3. Advocacy
4. Experience
5. Cost-Effectiveness