

## TALKING PAPER FOR AIAA AT UTK: PROFESSIONAL DEVELOPMENT INITIATIVE

- Vision: The vision for this academic year was to provide our AIAA student members a better professional development experience
  - AIAA is first and foremost a professional organization and we tried to build out the year based on that fact
  - The best way to recover membership numbers post-COVID was to improve the quality of experience for our members
- Goals:
  - Increase the quality and consistency of general body meetings
  - Provide ample networking opportunities
    - Increase number and accessibility of social events to encourage students to get to know their peers
    - Increase exposure to industry professionals so that members could network with them and hear about different career options
  - Provide professional development opportunities (i.e. workshops, mentorship, trips, etc.)
  - Raise more money through new fundraising campaigns in order to fund more opportunities down the road (better trips, social events, and speakers)
- Results: Overall, we succeeded in meeting the professional development goals we set for our branch
  - We had speakers with varying experience from an array of fields in aerospace
    - Wanted to have both senior engineers and early to mid-career engineers
    - We still have more events and speakers coming up (executives, academia, banquet)
  - We had two new workshops for our students (professional writing and interviewing/resume building)
  - One new fundraising campaign
    - Groundwork has been laid for sponsorships for upcoming years
- Going forward: There are a few things we would like to implement or improve for the future
  - Official mentorship program similar to that of other professional organizations
  - Increase effectiveness of fundraising campaigns through alumni outreach and social media