

COMMUNICATIONS SECTION AWARD 2017-2018

Section name: Greater Huntsville

Name of person submitting: Erin Walker

Section size category: Very Large

Section officer position: Communications Director

The Communications Award is presented to sections that have developed and implemented an outstanding communication outreach program during the section year. Winning criteria includes the following: level of difficulty and complexity as well as timeliness, multiple methods of communications, frequency, format and content of the communication outreach.

This award shall be presented for innovative communication outreaches, which include, but are not limited to, the following activities:

Newsletters

Web sites

Electronic Announcements (i.e., e-mails, fax)

Social Media (Facebook, Linked In, Twitter, etc.)

Advertising/Public Affairs

Use of the AIAA Section Banner and other membership promotional materials

Use of Company's TV monitors and posting services

Articles to Regional newsletters, *AeroSpace America* magazine, local newsletters

The nominating material should describe the activities concisely. Please provide URL for any supporting material such as correspondence, announcements, news clippings or anything else, which would illustrate the quality of the communication outreach.

AUDIENCE

AIAA Professional Members	783
AIAA Student Members	320
AIAA Educator Associates (teachers in schools and colleges)	113
Prospective members	Yes, 52
Members or leaders of similar groups, societies or associations	yes, exact numbers unknown
Government officials, elected or appointed	yes, exact numbers unknown
Key civic, industry or other leaders	Yes, exact numbers unknown
Radio, TV, newspaper and other journalists	No.
Other	

FREQUENCY

How many "touches" has each section member received from your section in the past 12 months?

Direct USPS mailings N/A

Telephone calls	N/A
Electronic mailings	169
Social media	61 Facebook posts, 35 tweets
Facsimile transmissions	N/A
Other (specify)	

E-MAIL

What percentage of your section membership has active e-mail addresses? 93.8%

Describe what effort has been made (if any) in the last 12 months to update your section e-mail distribution list (i.e. to improve on this percentage). (max 500 words)

We use MailChimp to manage our email distributions; this also allows us to update our mailing list using the DataMaker file so we may filter out unsubscribed users and add new members. It also gives members an option to unsubscribe and allows us to filter out bad email addresses. Members who expire still receive emails unless they opt-out, potentially providing reminders that they should renew their membership.

WEB SITE

Does your section have a Web site? Yes

URL: www.hsv-aiaa.org

How often is it updated? 1-2 times a week

Number of hits in last year (if known): 2246 by 1271 users

Number of web pages on site: 11

Used for financial transactions? No

If Yes, volume (\$) in last year: N/A

Visitor feedback solicited/captured? Yes, via the "Contact Us" page

Describe any unique features about your section Web site that you feel make it a useful communication resource to your members.

- We have an online magazine – [called the GHSV eMag](#) - composed of write-ups of Section activities. This is intended to provide information about what the Section is doing to those unable to participate in the events.
- The *Current Events* section of the homepage provides info on recent and upcoming Section events, in addition to the *Calendar* which covers upcoming activities of the Section and other organizations.
- The Links list provide access to Section documents (e.g., Bylaws), other organizations' websites, etc.
- There are pages with contact information for our Mobile Chapter and for the Student Branches in our area to provide members across our Section with localized points of contact.

NEWSLETTER

Does your section publish a periodical newsletter? (check all that apply and enter values for publication volume.) Yes

Mail a paper version to members: No

Number of issues in the last year: N/A

E-mail an electronic version to members: Yes

Number of issues in the last year: 1

Post an electronic version on our Web site: 1

Number of editions posted:

Describe any unique features about your newsletter that you feel make it a useful communication resource to your members. (max 500 words)

Our newsletter is digitally friendly—it is designed for web-viewing vs print format. Members viewing the newsletter can click on links to stories and will be able to jump to the selected story. Our newsletters always feature an interview with a member, news from student branches, and features on the multitude of outreach activities the Section conducts. We include as many photos of events as possible. Our current editor is a student at Auburn University; having a student editor has provided a fresh perspective—and design—for publication.

OUTREACH

Does your section utilize other communication outreach vehicles (check all that apply and describe how they are used)?

AIAA Section Banner: Yes—on our newsletter header, our email announcements, our icon when linking email announcements to Facebook, our Twitter cover photo

AIAA-developed promotional materials: The section developed several flyers that were sent in our emails, as well as posted throughout various bulletin boards at NASA and the Missile Defense Agency. Those flyers include [Luncheon flyers](#), flyers for [social events](#), flyers for the [YP Symposium](#).

Commercial media (Newspapers, Magazines, TV, Radio): Primarily newspaper and magazine

- AIAA GHS wins HATS SOY award: 256 Magazine Aug/Sep 2017
- YP Symposium (Oct 23-24): [Redstone Rocket article](#) on Nov. 1
- YP Symposium (Oct 23-24): AIAA Daily Launch's "AIAA in the News" on Nov. 2
- Mentioned in Reach for the Stars [press release](#) – Nov. 7
- [Redstone Rocket article](#) on AIAA GHS Young Professionals – Feb. 14
- Article about YP Symposium in Aerospace America Magazine
- Article about Holiday volunteering in Aerospace America Magazine
- Article in [Birmingham Journal](#) about AIAA's role in the partnership between Univ of Alabama and Airbus

Internal member company media (Newsletters, Web sites, bulletin boards, etc): We have posted announcements to the Marshall Space Flight Center intranet and have been mentioned in the Center's weekly "[Marshall Star](#)" publication, including specifically by the Center Director. Several of our emails were rebroadcast by industry leader members throughout Jacobs Technology, Dynetics, Aerojet Rocketdyne, and the US Space and Missile Defense Command. Events are also regularly posted in Huntsville Defense & Space Calendar and the Huntsville/Madison County Chamber of Commerce bi-monthly communications.

Please provide URL for any supporting material for this award.

Much of our supporting materials are included in the documentation above. Below are some other links that provides additional information.

https://info.aiaa.org/Regions/SE/HSV_AIAA/default.aspx

<https://www.facebook.com/GreaterHSV.AIAA/>

<https://twitter.com/AIAAHuntsville>

<https://aiaayps.org>

https://info.aiaa.org/Regions/SE/HSV_AIAA/Web%20Pages/GHSV-Emag.aspx

Newsletter: [https://info.aiaa.org/Regions/SE/HSV_AIAA/Share%20Files/2017%20-%202018%20Annual%20Report%20Supporting%20Documents/Communications/Telemetry%20newsletter/2017 telemetry vol3A issue3.pdf](https://info.aiaa.org/Regions/SE/HSV_AIAA/Share%20Files/2017%20-%202018%20Annual%20Report%20Supporting%20Documents/Communications/Telemetry%20newsletter/2017%20telemetry%20vol3A%20issue3.pdf)