

SAN GABRIEL VALLEY

COMMUNICATIONS

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)
- Advertising/Public Affairs
- Use of the AIAA Table Top Display 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. Supporting material such as correspondence, announcements, news clippings or anything else, which would illustrate the quality of the communication outreach, should be provided.

AUDIENCE

AIAA Professional Members	No
AIAA Student Members	No
AIAA Educator Associates (teachers in schools and colleges)	No
Prospective members	No
Members or leaders of similar groups, societies or associations	No
Government officials, elected or appointed	No
Key civic, industry or other leaders	No
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	Telephone calls
Electronic mailings	Facsimile transmissions
Other (specify)	

E-MAIL

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

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)

WEB SITE

Does your section have a Web site? Yes

URL:

How often is it updated?

Number of hits in last year (if known):

Number of web pages on site:

Used for financial transactions? No

If Yes, volume (\$) in last year: No

Visitor feedback solicited/captured? No

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

NEWSLETTER

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

Mail a paper version to members:

No

Number of issues in the last year:

E-mail an electronic version to members: No

Number of issues in the last year:

Post an electronic version on our Web site: No

Number of editions posted:

We have not published any newsletters.

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

OUTREACH

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

Table-top display: No

AIAA-developed promotional materials: No

Commercial media (Newspapers, Magazines, TV, Radio): No

Internal member company media (Newsletters, Web sites, bulletin boards, etc): No

No supporting Material uploaded for this section.

No supporting URLs uploaded for this section.

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Government officials, elected or appointed	No
Key civic, industry or other leaders	Yes
Radio, TV, newspaper and other journalists	Yes
Other	

FREQUENCY

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

Direct USPS mailings	Telephone calls
17	
Electronic mailings	Facsimile transmissions
34	
Other (specify)	
44 Interoffice mailings at Boeing	

E-MAIL

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

91

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)

The e-mail distribution list is updated monthly beginning with a download from the national database.

Members with E-mail addresses that are in error are contacted for the correction and are asked to update their personal information in the national database.

Section members who work at Boeing were sent e-mail notices asking them to add their e-mail address to their national profile so they are always assured of receiving timely information.

WEB SITE

Does your section have a Web site? Yes

URL:

<http://www.me.wustl.edu/~aiaa/>

How often is it updated?

bi-weekly or sooner

Number of hits in last year (if known):

Number of web pages on site:

177

Used for financial transactions? No

If Yes, volume (\$) in last year: No

Visitor feedback solicited/captured? No

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

We added committee web pages this year to encourage members to see what each committee is doing and to become involved.

We store council meeting minutes and newsletters online so that any of our members (or the public) can reference them.

We added a sister society link and calendar pages, in reciprocity the sister societies added links for the St. Louis AIAA section

For our members convenience, the web site has posted council minutes on the site for members to read, the current and archive copies of the newsletter, the section calendar of events.

NEWSLETTER

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

Mail a paper version to members:

Yes

Number of issues in the last year:

11

E-mail an electronic version to members: No

Number of issues in the last year:

Post an electronic version on our Web site: Yes

Number of editions posted:

11

We have not published any newsletters. 0

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

Our newsletter features a Chairman's Corner for the section chair to share their thoughts with the membership, announce volunteer opportunities, announce regional and national activities, announcements of upcoming events, photos and summary of past events

Boeing underwrites the cost of laying out and printing the color newsletter.

OUTREACH

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

Table-top display: Yes

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Internal member company media (Newsletters, Web sites, bulletin boards, etc): Yes

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Boeing New Now Publicity.pdf

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AIAA St. Louis Section.pdf

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URL Links

<http://www.me.wustl.edu/~aiaa/>

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