



## STRATEGIC DIRECTION EXECUTIVE SUMMARY

Women of AIAM (WAIAM) is a volunteer network within the Aerospace Industry Association of Michigan (AIAM), supporting both AIAM and the AIAM Foundation through **program delivery**, **community engagement**, and **industry connection**.

## OUR MISSION

**The Women of Aerospace Industry Association of Michigan (WAIAM)** actively works to create advocacy, education, and visibility for women and girls in aerospace across Michigan. WAIAM strives to support all platforms and promote advancement for women within the industry through outreach, mentorship, and representation

## KEY METRICS

**5+**  
years of grassroots growth

**58**  
active members statewide

**200+**  
students reached annually through WAIAM-supported programs

## 2026 STRATEGIC FOCUS

### Strengthen & Activate Membership

Reinforce member value, create clear pathways to engage, and increase connection through consistent touchpoints and recognition.

### Activate Volunteers for Impact

Align members to roles, expand leadership opportunities, and increase contributions across programs, outreach, and events.

### Grow Programs & Community Reach

Expand participation statewide, increase access in underserved communities, and scale programs through strong industry connections.

### Leverage Events to Maximize WAIAM ROI

Use events to expand the network and membership, increase visibility, and strengthen support for WAIAM programming.

## WHY IT MATTERS

### Inspiring the Next Generation

Connecting students to aerospace careers through hands-on programs and mentorship

### Strengthening Communities

Linking education, industry, and local partners across Michigan

### Engaging Professionals

Providing meaningful ways to build networks, leadership skills, and industry visibility

## HOW TO GET INVOLVED

**Leadership:** Join a committee or lead initiatives – Check out current leadership roles [here](#)

**Programs:** Mentor students or join an event planning committee

**Events:** Volunteer or represent WAIAM at outreach opportunities

**Advocacy:** Share opportunities and connect partners