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Your Background and Experience

This section of the survey aims to gather information about your expertise in these areas to ensure that our board is equipped with the necessary skills and experience to effectively lead and support our mission. Your responses will help us assess your fit for a potential board role and identify areas where we may need additional training or support.

We don't expect any candidate to have relevant background in all these areas. Please respond to the topics for which you do bring experience, and feel free to skip the others.

Strategic Plan Implementation

The new strategic plan expands AAVSO's mission and goals to encompass all aspects of astronomy where amateur activities (making observations, analyzing data, and educating the public) can contribute to scientific discovery. Our focus is now on implementation, working closely with the Executive Director to enhance current programs and develop new initiatives that will help achieve these goals.

How much experience do you have with strategic planning and implementation?

Advanced Experience: Lead a successful team.

Please describe your experience and accomplishments in strategic planning and implementation.

I was on the AAVSO Strategic Planning Committee. Professionally, I led and participated on developing AND IMPLEMENTING multiple Strategic Plans over a 40 year career in the semiconductor and semiconductor capital equipment industries.

Please discuss your willingness to critically assess the implementation and effectiveness of the Strategic Plan if performance metrics and "gut feel" show that the plan is NOT working? Do you have experience with plans that failed to perform as expected?

I consider myself a data-driven person. If metrics show a plan isn't working, then I am very good with re-evaluating the plan and moving in a new direction. If no data exists, I can use a gut feel approach, but moving slower to change and with "milder" changes.

Governance and Oversight

Governance and Oversight, including policy development, financial oversight, resource allocation, program evaluation.

How much experience do you have in Governance and Oversight?

Advanced Experience: Lead a successful team.

Please describe your experience and accomplishments in the area of governance and oversight.

As a former public School Board Chair and Policy Committee Chair I have significant experience developing and modifying policies. We were responsible for overseeing the operation of a school district with over 700 employees, a budget of \$70M and a customer base (students) of over 2,000.

Advocacy and Public Relations

Including community engagement, campaigns and initiatives, being a spokesperson, event promotion, application of social media, storytelling, media relations, product and organization branding, government agency relations:

How much experience do you have with Advocacy and Public Relations?

Advanced Experience: Lead a successful team.

Please describe your experience and accomplishments in the area of advocacy and public relations.

For AAVSO I advocated for our participation in NEAF/NEAIF and Stellafane for outreach. I chair a session of talks annually at Stellafane on Pro-Am Collaboration, making presentations and finding other interesting speakers. I have given about 10 presentations (most remotely) to astronomy clubs on various AAVSO centric topics. For NH AARP Tax Aide, I am the NH marketing lead, giving presentations about our service and acquiring volunteers. I write collateral material, have done one CATV interview program of 1 hr duration. Professionally, I mainly held project and Product Management positions developing marketing campaigns, collateral, product plans, etc.

Fundraising

Including managing fundraising campaigns, soliciting sponsors, cultivating donors, preparing or evaluating grant proposals, building partnerships.

How much experience do you have with Fundraising?

Moderate Experience: Actively participated.

Please describe your experience and accomplishments in the area of fundraising.

As an AAVSO Board member I have written donation solicitation letters, contacted and thanked donors. I have reviewed grant proposals (such as the recent DMO opportunity). I have enjoyed working with AAVSO's Development Director. She's an awesome hire!

Education and Training

For life-long adult learners will be an important initiative for AAVSO in the next few years (including identification of learning objectives, development of classes/curricula, interaction with colleges/universities and grant agencies, assessment of effectiveness).

How much experience do you have with Education and Training?

Moderate Experience: Actively participated.

Please describe your experience and accomplishments in the area of Education and Training.

Professionally, I have some experience working with Training Departments in developing training materials for new products. As a School Board member, I was on the Curriculum Committee for 4 years, helping guide district curriculum and evaluation programs. Because I am NOT a professional educator, I listened closely to recommendations from the professionals.

Astronomy Research Projects

Identifying and pursuing Astronomy Research projects with Citizen-science activities will be an important initiative for AAVSO in the next few years (including identifying research questions/problems, recruiting participants, organizing and leading teams, defining approaches, forming professional-amateur collaborations, identifying funding needs, evaluating interim results and course-corrections, reaching conclusions, publication).

Please describe your experience and accomplishments in the area of Astronomy Research Projects

In the area of Pro-Am collaboration, I have chaired several Pro-Am sessions of talks at Stellafane, an amateur astronomy convention in VT hosting upwards of 1,000 attendees. As part of this, I actively sought and obtained both amateur and professionals to speak on this topic.

How much experience do you have with Astronomy research projects

Basic Experience: Assisted, or have basic understanding.

Citizen Science

AAVSO is one of the oldest and most respected Citizen Science organizations in the world. Expanding on this legacy will be an important initiative during the next few years (including

engaging participants both within and beyond the AAVSO community, expanding opportunities for collecting new data and for mining existing databases, maintaining primary focus on achieving tangible scientific outcomes, engaging both professional and non-professional participants, maintaining communication among team members).

How much experience do you have with Citizen Science

Moderate Experience: Actively participated.

Please describe your experience and accomplishments in the area of Citizen Science

As a participant in citizen science, I have submitted over 50,000 datapoints into the AAVSO database. Weekly I receive updates on the use of my data. Typically, one or two people download some of my data to analyze weekly. It's a great feeling! My data was used in 1 paper, with me being listed as a coauthor. In another case, a Belgian Professor thanked me for following "his" star, and I began following several more that he needed data on.

Please describe your experience in areas that are NOT science oriented but might provide insight into promoting effective citizen science. For example, many of the challenges of running an arts organization may feed directly effectively managing and motivating volunteers in a Citizen Science organization.

In college I ran an on-campus coffeehouse. Finding free/cheap talented performers, budgeting the coffeehouse, etc.

Other skills & experience: What experiences and skills in your background – NOT directly related to the AAVSO – do you think would be valuable for the AAVSO? We need people who bring diverse perspectives and experiences to the organization.

Very experienced leading projects: including scheduling, budgeting, making goals, and being willing to kill a project as soon as it is clear that it can't/won't succeed.

Your current/past involvement with AAVSO

This section of the survey is designed to gather information about your experience with the AAVSO. Understanding your familiarity and involvement with our organization helps us assess your potential contributions as a board member and ensures that we have a diverse range of perspectives and expertise to guide our mission. Your insights are invaluable in helping us build a stronger, more effective leadership team.

How many years have you been involved with the AAVSO (as a member, a non-member participant, or in other ways)?

6 years as a member

Why do you want to serve on the AAVSO Board of Directors?

I already have experience as an AAVSO Board Member. I genuinely enjoy working with our staff. I want to see AAVSO move forward to a secure future.

What are your current and past activities involving AAVSO?

AAVSONet user, AAVSONet image reviewer, CHOICE course student (Exoplanets, VPhot, VStar), Instrumentation & Equipment SIG Lead, and I have produced/given many AAVSO-centric presentations.

In your opinion, what are the greatest strengths of AAVSO?

Breadth of membership. From PhD Astronomers to Lawyers to amateur observers.

If elected to the Board, how would you help AAVSO translate those strengths into opportunities?

Advocate for more volunteer participation in our various activities and committees.

In your opinion, what are the greatest weaknesses of AAVSO?

Finances and the risk of becoming "obsolete."

If elected to the Board, how would you help the AAVSO effectively meet those challenges?

Continue to advocate for additional fiscal responsibility such as losing less \$\$ on our annual conference, obtaining meaningful grants and growing the organization. Continue supporting the broadening of educational aspects of AAVSO, including working with sister organizations (BAA, IOTA, etc).

In your estimation, does the AAVSO run the risk of becoming too narrow, when the Strategic Plan (see above) suggests a continuing need to adapt to changing conditions and to think laterally?

The only risk we run is if we don't heed the strategic plan and our Executive Director!