

2024 AAVSO Board Candidate Questionnaire

Diogo Teixeira

How many years have you been a member of the AAVSO?

4.

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

I want to continue the work I have already begun on the Board

What are your current and past contributions to AAVSO?

I aim to bring management skills derived from my profession experience to assist AAVSO in meeting the challenges of the future.

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

Its investment portfolio is a huge strength but as we have learned it does not allow significant new initiatives as the annual throw off gets soaked up in keeping the existing operations and database running.

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

Several initiatives include a search for possible ways to create revenue, to continue the work of looking at cost cutting, and most of all improving the science need for AAVSO in the light of the increased role of robots.

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

AAVSO is weighed down by its past. The database is expensive and although it contributes to science it is in a way that no longer reflects the emerging reality of astronomy. Second, it does not have up-to-date marketing and fund-raising capabilities. Third, it has not explored ways and methods to create products or service that are profitable. Also, AAVSO should have a dual set of oversight groups, one that does reflect science and observing and a second one that is targeted strictly at fund-raising and does not necessarily include observers. The lack of this second group sets AAVSO apart from the successful methods of leading scientific organizations.

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

I will continue to bring the experience I have gained as a professional management consultant and a long time contributor to non profits, working through the HBS CAP team.

Strategic Planning [Development of vision and mission statements]

Advanced Experience

Strategic Planning [Creation of a strategic plan]

Advanced Experience

Strategic Planning [Identification and ranking of priorities]

Advanced Experience

Strategic Planning [Development of plans to achieve objectives]

Advanced Experience

Please describe one of your greatest accomplishments in strategic planning.

Assisting over 15 non-profits over many years improve their operations. In my professional career started a successful company in the continuous advisory service business.

Governance and Oversight [Policy development]

Moderate Experience

Governance and Oversight [Financial oversight]

Advanced Experience

Governance and Oversight [Resource development]

Advanced Experience

Governance and Oversight [Program Evaluation]

Advanced Experience

Please describe one of your greatest accomplishments in governance and oversight.

Helping the Club Passim organization straighten out its governance ten years ago.

Advocacy and Public Relations [Community engagement]

Moderate Experience

Advocacy and Public Relations [Campaigns and initiatives]

Moderate Experience

Advocacy and Public Relations [Spokesperson Role]

Advanced Experience

Advocacy and Public Relations [Event Promotion]

Moderate Experience

Advocacy and Public Relations [Social Media]

Advanced Experience

Advocacy and Public Relations [Storytelling]

Advanced Experience

Advocacy and Public Relations [Media Relations]

Advanced Experience

Advocacy and Public Relations [Brand Ambassadorship]

Advanced Experience

Please describe one of your greatest successes in advocacy or public relations.

Public relations is all about communicating and is an area where AAVSO could do far more than it has in the past. I have been the one on the AAVSO Board to point out the need to communicate beyond the "inner circle", a catchword for observers and members. This group is tapped out in terms of donations. There is a far larger group in the millions who are interested in astronomy but are not and will not become observers. This group could be reached if AAVSO created materials of interest and could therefore reach far more people for fund raising and strategic positioning.

Fundraising [Managing fundraising efforts]

Advanced Experience

Fundraising [Annual fundraising campaigns]

Advanced Experience

Fundraising [Special capital campaigns]

Advanced Experience

Fundraising [Soliciting sponsors for events, programs, or activities]

Basic Experience

Fundraising [Cultivating donors]

Moderate Experience

Fundraising [Securing grants]

Basic Experience

Fundraising [Building partnerships]

Moderate Experience

Please describe one of your greatest fundraising accomplishments.

Advising numerous non-profits through CAP on fund-raising strategies.