



Aviation Technician Education Council

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Flight Plan

In support of the ATEC:

- Mission: To promote and support aviation maintenance technician education
- Vision: To enable the aviation maintenance technician education community to meet the aerospace industry's workforce needs
- Values: Advocacy, Professionalism, Education, Safety

Goals

Objectives

	2017	2018	2019
I. Strengthen the organization			
<i>A. Maintain a strong brand</i>	<ul style="list-style-type: none"> • Create new logo 	<ul style="list-style-type: none"> • Release new website 	<ul style="list-style-type: none"> • Create catalog of professional propaganda
<i>B. Improve operations infrastructure</i>	<ul style="list-style-type: none"> • Enhance e-commerce capabilities • Utilize current e-marketing product to simplify subscriptions 	<ul style="list-style-type: none"> • Obtain and setup content management system • Build CMS functionality with automatic renewals, profile access, etc. 	<ul style="list-style-type: none"> • Create automated recruitment campaign • Create conference mobile app
<i>C. Ensure financial sustainability</i>	<ul style="list-style-type: none"> • Increase institutional dues 60% (to \$350) to cover 45% of administrative expenses • Increase non-dues revenue by 25% (est. \$80,000 in 2016) • Stabilize savings of three months of operating capital (\$25,000) 	<ul style="list-style-type: none"> • Increase members by 10% to cover 50% of administrative expenses • Increase non-dues revenue by 20% over 2017 • Increase savings to six months of operating capital (\$50,000) 	<ul style="list-style-type: none"> • Increase members by 15% to cover 60% of administrative expenses • Increase non-dues revenue by 15% over 2018 • Increase savings to nine months of operating capital (\$75,000)
<i>D. Grow and enhance contact base</i>	<ul style="list-style-type: none"> • Ensure three contacts for each member (instructor, executive and career services) • Increase contact base by 10% (935 in 2016) 	<ul style="list-style-type: none"> • Add FAA FSDO representatives • Increase contact base by 10% 	<ul style="list-style-type: none"> • Add representatives from all major airlines and MROs • Increase contact base by 10%
<i>E. Create strategic partnerships</i>	<ul style="list-style-type: none"> • Adopt eight new exchange agreements 	<ul style="list-style-type: none"> • Adopt two new exchange agreements 	<ul style="list-style-type: none"> • Adopt two new exchange agreements

Committee Assignments:	Membership	Annual Conference	Regulatory	Legislative	Communications
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Goals

Objectives

2017

2018

2019

II. Serve the membership

A. *Promote aviation maintenance education*

- Speak at two industry events
- Hold one outreach meeting
- Facilitate and highlight one congressional facility visit
- Introduce ATEC to congressional transportation and education committee members
- Increase newsletter readership

- Speak at three industry events
- Hold two outreach meetings
- Facilitate and highlight two congressional facility visit
- Introduce ATEC to all members of the U.S. Senate
- Increase website visits with fresh and sharable content

- Speak at four industry events
- Hold three outreach meetings
- Establish exhibitor presence
- Facilitate and highlight three congressional facility visit
- Introduce ATEC to all members of the U.S. House
- Create and implement social media presence

B. *Promote sound regulatory policy and uniform application*

- Participate in ACS development
- Engage on part 147 implementation
- Work with the agency to ensure DME availability

- Solidify relationship with Dept. of Ed and identify regulatory burdens and solutions
- Work with agency on framework for AMTS-high school partnerships

- Engage on standardization and consistent regulatory interpretation

C. *Enhance networking opportunities*

- Increase Fly-in registrations by 10%
- Increase annual conference registrations by 5%
- Hold inaugural employer expo with 12 company participants
- Secure 18 annual conference exhibitors (up from 14 in 2016)

- Increase Fly-in registrations by 10%
- Increase annual meeting registrations by 5%
- Secure 20 annual conference exhibitors

- Increase Fly-in registrations by 10%
- Increase annual meeting registrations by 5%
- Secure 22 annual conference exhibitors

D. *Produce tools and resources*

- Create model curriculum to comply with the new part 147
- Obtain 50% AMTS participation in graduate portal
- Release annual survey report
- Participate in standards development through ASTM F46
- Hold quarterly educational webinars
- Adopt one new preferred provider

- Create model operations manual
- Maintain 50% AMTS participation in graduate portal
- Release annual survey report
- Publish quarterly articles co-authored with the FAA
- Hold bi-monthly educational webinars
- Adopt one new preferred provider

- Hold monthly educational webinars
- Maintain 50% AMTS participation in graduate portal
- Create model program for pipeline development
- Adopt one new preferred provider

Committee Assignments:	Membership	Annual Conference	Regulatory	Legislative	Communications
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