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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
<b>I. Strengthen the organization</b>			
A. <i>Maintain a strong brand</i>	✓ Create new logo	• Release new website	✓ Create catalog of professional propaganda
B. <i>Improve operations infrastructure</i>	• Enhance e-commerce capabilities	• Obtain and setup content management system • Build CMS functionality with automatic renewals, profile access, etc.	• Create automated recruitment campaign • Create conference mobile app
C. <i>Ensure financial sustainability</i>	✓ 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)	• Increase members by 10% over 2017 to cover 50% of administrative expenses • Increase non-dues revenue by 20% over 2017 ✓ Increase savings to six months of operating capital (\$50,000)	• Increase members by 15% over 2018 to cover 60% of administrative expenses • Increase non-dues revenue by 15% over 2018 • Increase savings to nine months of operating capital (\$75,000)
D. <i>Grow and enhance contact base</i>	✓ Ensure three contacts for each member (instructor, executive and career services) ✓ Increase contact base by 10% (935 in 2016)	✓ Add FAA FSDO representatives • Increase contact base by 10% over 2017	• Add representatives from all major airlines and MROs • Increase contact base by 10% over 2018
E. <i>Create strategic partnerships</i>	• Adopt eight new exchange agreements	• Adopt two new exchange agreements	• 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
- Create parameters for workforce development study; identify potential avenues for development (grant?)

- 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
- Develop and release workforce study

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 10 company participants
- ✓ Secure 14 annual conference exhibitors

- 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 annual survey
- ✓ Release annual survey report
- ✓ Hold quarterly educational webinars
- ✓ Adopt one new preferred provider

- Create model operations manual
- Maintain 50% AMTS participation in annual survey
- ✓ 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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