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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

	2018	2019	2020	2021
I. Strengthen the organization				
A. <i>Maintain a strong brand</i>	✓ Update marketing material with new logo	✓ Create online repository of marketing materials for use by schools • Secure exhibit booth branded materials	• Release CMS platform and new web presence	• Create and update catalog of professional marketing material
B. <i>Improve operations infrastructure</i>	✓ Released online AMTS directory, incorporate survey inputs ✓ Add member-run career fair calendar	✓ Release enhanced AMTS online directory • Research and budget for content management system	• Build CMS functionality with automatic renewals, profile access, etc.	• Create formal training program and platform experience
C. <i>Ensure financial sustainability</i>	✓ Increase members by 10% ✓ Increase non-dues revenue by 20% ✓ Increase savings to three months of operating capital (\$50,000)	• Increase members by 10% • Increase non-dues revenue by 15% • Capture 75% market share of current part 147 schools • Increase savings to four months of operating capital (\$75,000)	• Increase members by 10% • Capture 80% market share of current part 147 schools • Increase membership dues • Increase non-dues revenue by 15% • Increase savings to five months of operating capital (\$100,000)	• Increase members by 10% • Increase non-dues revenue by 15% • Capture 85% market share of current part 147 schools • Increase savings to six months of operating capital (\$125,000)

Committee Assignments:	Membership	Annual Conference	Regulatory	Legislative	Communications
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Goals	Objectives			
	2018	2019	2020	2021
D. <i>Grow and enhance contact base</i>	<ul style="list-style-type: none"> ✓ Add FAA FSDO representatives ✓ Increase contact base by 10% over 2017 	<ul style="list-style-type: none"> ✓ Add representatives from all technical schools with aviation-related programs • Increase contact base by 10% over 2018 	<ul style="list-style-type: none"> • Increase contact base by 10% over 2018 • Add representatives from all major airlines and MROs 	<ul style="list-style-type: none"> • Increase contact base by 10% over 2018
E. <i>Create strategic partnerships</i>	<ul style="list-style-type: none"> ✓ Adopt two 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 	<ul style="list-style-type: none"> • Adopt two new exchange agreements
II. Serve the Membership				
A. <i>Promote aviation maintenance education</i>	<ul style="list-style-type: none"> ✓ Speak at three industry events ✓ Hold two outreach meetings ✓ Increase website visits ✓ Create parameters for workforce development study; identify potential funding mechanisms 	<ul style="list-style-type: none"> • Speak at four industry events • Hold three outreach meetings • Develop and initiate workforce awareness campaign • Develop strategic communications plan 	<ul style="list-style-type: none"> • Speak at four industry events • Hold quarterly outreach meetings • Implement strategic communications plan • Stabilize workforce awareness campaign, establish 501(c)(3) organization 	<ul style="list-style-type: none"> • Speak at four industry events • Hold five outreach meetings • Enhance strategic communications plan

Committee Assignments:	Membership	Annual Conference	Regulatory	Legislative	Communications
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Goals

Objectives

2018

2019

2020

2021

B. *Leverage grassroots network to advocate on Capitol Hill*

- ✓ Facilitate two congressional facility visits
- Introduce ATEC to transportation and education committee members

- Facilitate and highlight three congressional facility visits
- Introduce ATEC to all new members of the U.S. House and Senate
- Target relevant committees for hill meetings
- Support aviation-related workforce coalition initiatives
- Implement FAA reauthorization directives

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- Target relevant committees for hill meetings
- Research feasibility of hiring DC-based lobbying support

C. *Promote sound regulatory policy and uniform application*

- ✓ Participate in ACS development
- ✓ Engage on part 147 rulemaking to ensure training and testing correlation

- Guide ACS implementation
- Provide comment on part 147 SNPRM
- Develop framework for AMTS-high school partnerships

- New part 147 and ACS implementation
- Engage with FAA on improvements to new testing system, oral and practical
- Enhance framework for AMTS-high school partnerships

- New part 147 and ACS implementation
- Solidify relationship with Dept. of Ed and identify regulatory burdens and solutions

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Goals

Objectives

2018

2019

2020

2021

D. Enhance networking opportunities, leverage events

- ✓ Increase Fly-in attendance by 10%
- ✓ Increase annual meeting attendance by 5%
- ✓ Secure 16 annual conference exhibitors
- ✓ Increase Employer Expo presence

- Increase Fly-in attendance by 10%
- ✓ Increase annual meeting attendance by 5%
- ✓ Secure 18 annual conference exhibitors
- ✓ Increase Employer Link participation by 3 companies
- ✓ Incorporate successful student career fair

- Increase Fly-in attendance by 10%
- Increase annual meeting attendance by 5%
- Secure 22 annual conference exhibitors
- Increase Employer Link participation by 3 companies

- Increase Fly-in attendance by 10%
- Increase annual meeting attendance by 5%
- Secure 24 annual conference exhibitors
- Increase Employer Link participation by 3 companies

E. Produce tools and resources

- ✓ Create model curriculum
- ✓ Release model distance learning authorization guide
- ✓ Release annual survey report
- ✓ Hold bi-monthly educational webinars

- Release model AMTS system
- Hold monthly educational webinars
- ✓ Release pipeline report

- Release ODA quality system template
- Release model project bank
- Hold monthly educational webinars
- Release pipeline report

- Release model AMTS instruction content
- Establish consultant team for new AMTS
- Release pipeline report

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