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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. *Maintain a strong brand*

✓ 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. *Improve operations infrastructure*

✓ 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 to streamline administration  
• Establish 501(c)(3) to run Choose Aerospace and scholarship program  
• Expand operations staff

• Create formal training program and platform experience

C. *Ensure financial sustainability*

✓ 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 (need 6 more as of 9/8)  
• 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 to support Choose Aerospace and other administrative enhancements  
• Increase non-dues revenue by 15%  
• Maintain reserves

• Increase members by 10%  
• Increase non-dues revenue by 15%  
• Capture 85% market share of current part 147 schools  
• Increase reserves 10% (\$10,000)

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"> <li>✓ Add FAA FSDO representatives</li> <li>✓ Increase contact base by 100% over 2017</li> </ul>	<ul style="list-style-type: none"> <li>✓ Add representatives from all technical schools with aviation-related programs</li> <li>✓ Increase contact base by 100% over 2018</li> </ul>	<ul style="list-style-type: none"> <li>• Increase contact base by 30% over 2019</li> <li>• Add representatives from all major airlines and MROs</li> </ul>	<ul style="list-style-type: none"> <li>• Increase contact base by 30% over 2020</li> </ul>
E. <i>Create strategic partnerships</i>	<ul style="list-style-type: none"> <li>✓ Adopt two new exchange agreements</li> </ul>	<ul style="list-style-type: none"> <li>• Adopt two new exchange agreements</li> </ul>	<ul style="list-style-type: none"> <li>• Adopt two new exchange agreements</li> </ul>	<ul style="list-style-type: none"> <li>• Adopt two new exchange agreements</li> </ul>

**II. Serve the Membership**

A. <i>Promote aviation maintenance education</i>	<ul style="list-style-type: none"> <li>✓ Speak at three industry events</li> <li>✓ Hold two outreach meetings</li> <li>✓ Increase website visits</li> <li>✓ Create parameters for workforce development study; identify potential funding mechanisms</li> </ul>	<ul style="list-style-type: none"> <li>✓ Speak at four industry events</li> <li>✓ Hold three outreach meetings</li> <li>✓ Develop and initiate workforce awareness campaign, Choose Aerospace</li> <li>✓ Develop strategic communications plan</li> </ul>	<ul style="list-style-type: none"> <li>• Speak at four industry events</li> <li>• Hold quarterly outreach meetings</li> <li>• Implement strategic communications plan</li> <li>• Further Choose Aerospace</li> <li>• Establish scholarship program</li> </ul>	<ul style="list-style-type: none"> <li>• Speak at four industry events</li> <li>• Hold five outreach meetings</li> <li>• Enhance strategic communications plan</li> </ul>
B. <i>Leverage grassroots network to advocate on Capitol Hill</i>	<ul style="list-style-type: none"> <li>✓ Facilitate two congressional facility visits</li> <li>• Introduce ATEC to transportation and education committee members</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate and highlight three congressional facility visits</li> <li>• Introduce ATEC to all new members of the U.S. House and Senate</li> <li>✓ Target relevant committees for hill meetings</li> <li>• Support aviation-related workforce coalition initiatives</li> <li>• Implement FAA reauthorization directives</li> </ul>	<ul style="list-style-type: none"> <li>• Support aviation-related workforce coalition initiatives</li> <li>• Target relevant committees for hill meetings</li> <li>• Implement FAA reauthorization directives</li> </ul>	<ul style="list-style-type: none"> <li>• Support aviation-related workforce coalition initiatives</li> <li>• Introduce ATEC to all new members of the U.S. House and Senate</li> <li>• Target relevant committees for hill meetings</li> <li>• Research feasibility of hiring DC-based lobbying support</li> </ul>

Committee Assignments:	Membership	Annual Conference	Regulatory	Legislative	Communications
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Goals	Objectives			
	2018	2019	2020	2021
C. <i>Promote sound regulatory policy and uniform application</i>	<ul style="list-style-type: none"> <li>✓ Participate in ACS development</li> <li>✓ Engage on part 147 rulemaking to ensure training and testing correlation</li> </ul>	<ul style="list-style-type: none"> <li>• Guide ACS implementation</li> <li>✓ Provide comment on part 147 SNPRM</li> <li>✓ Propose regulatory framework for AMTS-high school partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• New part 147 and ACS implementation</li> <li>• Engage with FAA on improvements to new testing system</li> <li>• Enhance framework for AMTS-high school partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• New part 147 and ACS implementation</li> <li>• Solidify relationship with Dept. of Ed and identify regulatory burdens and solutions</li> </ul>
D. <i>Enhance networking opportunities, leverage events</i>	<ul style="list-style-type: none"> <li>✓ Increase Fly-in attendance by 10%</li> <li>✓ Increase annual meeting attendance by 5%</li> <li>✓ Secure 16 annual conference exhibitors</li> <li>✓ Increase Employer Expo presence</li> </ul>	<ul style="list-style-type: none"> <li>✓ Increase Fly-in attendance by 10%</li> <li>✓ Increase annual meeting attendance by 5%</li> <li>✓ Secure 18 annual conference exhibitors</li> <li>✓ Increase Employer Link participation by 3 companies</li> <li>✓ Incorporate successful student career fair</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Fly-in attendance by 10%</li> <li>• Increase annual meeting attendance by 5%</li> <li>• Secure 22 annual conference exhibitors</li> <li>• Increase Employer Link participation by 3 companies</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Fly-in attendance by 10%</li> <li>• Increase annual meeting attendance by 5%</li> <li>• Secure 24 annual conference exhibitors</li> <li>• Increase Employer Link participation by 3 companies</li> </ul>
E. <i>Produce tools and resources</i>	<ul style="list-style-type: none"> <li>✓ Create model curriculum</li> <li>✓ Release model distance learning authorization guide</li> <li>✓ Release annual survey report</li> <li>✓ Hold bi-monthly educational webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Release model AMTS system</li> <li>• Hold monthly educational webinars</li> <li>✓ Release pipeline report</li> </ul>	<ul style="list-style-type: none"> <li>• Release ODA quality system template</li> <li>• Release model project bank</li> <li>• Hold monthly educational webinars</li> <li>• Release pipeline report</li> </ul>	<ul style="list-style-type: none"> <li>• Release model AMTS instruction content</li> <li>• Establish consultant team for new AMTS</li> <li>• Release pipeline report</li> </ul>

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