

United Airlines Presents: “Industry Voice”

ATEC Employer Conference
Seattle, WA
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Introduction

- Presenter Introduction – Company/Roles/Responsibilities

- Agenda Overview
 1. Why are we here? Shortage Projections/Industry Challenges
 2. Nourishing the feeders
 - a) Industry-driven career interest initiatives
 - b) Government support
 - c) Membership Organization work
 3. Admission Counselor's messaging - Discussion
 4. Questions/How can we help?

Why are we here? Shortage Projections/United's Specifics

1

Global Shortage Projected

Boeing Study (Does not include MRO data)

2

United Airlines' Landscape

JCBA

Early Out Retirements

Demo Data

3

Drivers

Expanded lift

Reliability Projects

Customer Comfort & Convenience Mods

Used Aircraft Retrofits

Aging Workforce

Nourishing the feeders 1 - Industry-driven career interest initiatives

- Pay/Benefits
- Incentives (Sign-On Bonus, Relocation Packages, etc.)
- Advertising career: video being produced for career landing page; inflight magazine article in the works; internal/external campaigns; packaging jobs for friends & family
- Electronic Initiatives/Social Media
- Referral Programs
- Community Presence (K-12; facility tours; My Brother's Keeper; Reaching the Grandparents, etc.)
- Scholarships
- Apprenticeships/Internships

Nourishing the feeders 2 - Government / Military support

- Department of Labor's "O*Net" Tool
- My Brother's Keeper
- Military
 - TAP Overhaul
 - COOL Program Funding
 - GI Bill
- Carl D. Perkins Act
- CTE/STEM
- FAA / FAAST
 - DME
 - Dual Enrollment
 - Oversight Consistency Movement

Nourishing the feeders 2 - Government support

Results: “Aircraft Maintenance” in O*Net’s search engine “My Next Move”



Department of Labor out of touch with outlook reality.



Confusing info for Vets and others

JOB OUTLOOK



New job opportunities are **less likely** in the future.

SALARY:

\$58,370

per year, on average



Check out my state



Local Salary Info



Find Jobs

Nourishing the feeders 3 – Membership Organization Work

- Aviation Technical Education Council (ATEC)
- Women in Aviation, International (WAI)
- Boys & Girls Clubs of America
- Girls, Inc.
- Techbridge
- Aircraft Owners and Pilot's Association (AOPA)
- Professional Aviation Maintenance Association (PAMA)
- Northrop Rice Foundation (NRF)
- The Aircraft Electronics Association (AEA)
- National Legal Aid & Defender Association (NLADA)

Nourishing the feeders 3 – Membership Organization Work

ATEC (Aviation Technical Education Council) to the rescue!

“Listening Sessions” planned with Dept of Labor/O*Net Reps to correct data references. Expected to:

1. Clarify outlook via correction of affiliated SOC codes
2. Relieve funding streams for K-12 and others
3. Ensure alignment with STEM/CTE initiatives

Direct link to FAA Officials. Projects Include

1. DME system and volume update suggestions
2. More consistent interpretation and application of federal orders
3. Driving Part 147 curriculum from hours based to competency based

Provides central point clearing house for:

1. Industry needs
2. School Support
3. Regulatory feedback

Nourishing the feeders 3 – Membership Org Work

\$ - Scholarships & Awards

Communicate the options – Encourage applications

- Women in Aviation, International (WAI)
 - Not just for women!
- Northrop Rice Foundation (NRF)
 - Multiple, employer and other sponsored Scholarships
- The Aircraft Electronics Association (AEA)
- AMC – MRO Skills Competition
 - New monetary award
 - Tour of United MCO facilities
- Don't forget Pilot's and other groups: AOPA, NGPA, OBAP, and of course:
 - ATEC!

Nourishing the feeders 3 – Membership Organization Work

Criminal Backgrounds/Motor Vehicle Issues

- National Legal Aid & Defender Association (NLADA)
- State Bar
- Local support

For Maximum Employability:

Encourage prospects become knowledgeable about their individual record

Suggest exploring mitigation before and/or during program

Summary: Securing Prospects, Retaining Students, Placing Graduates

- Validated need for technicians now and for years to come
- Governmental challenges and resources
- Membership organization support
- Tips for helping prospects & students move forward
- Employer cultivation & engagement

Questions?

Thank you for the opportunity to share.