



North Texas Aviation Education Initiative

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

Public Outreach Plan

October 2009



North Texas Aviation Education Initiative

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

PUBLIC OUTREACH PLAN

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A. GLOSSARY

This section defines acronyms and abbreviations used throughout the document.

Term	Description
AFA	Association of Flight Attendants
ALPA	Air Line Pilots Association
AMFA	Aircraft Mechanics Fraternal Association
DFW	Dallas/Fort Worth International Airport
FAA	Federal Aviation Administration
IAM	International Association of Machinists and Aerospace Workers
IPA	Independent Pilots Association
NATCA	National Air Traffic Controllers Association
NCTCOG	North Central Texas Council of Governments
PSA	Public Service Announcements
UAW	United Automobile, Aerospace & Agricultural Implement Workers of America International Union



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B. INTRODUCTION

The successful implementation of the North Central Texas Aviation Education Initiative and its ultimate strength depends, to a great degree, upon community awareness of and participation in the integrated education program offerings. A comprehensive public outreach program will ensure an adequate supply of aviation students and future aviation-specific employees in North Central Texas. This plan, the final segment in the study sponsored by the North Central Texas Council of Governments (NCTCOG), supports two key documents. One is the recommended plan for coordination among programs at various academic levels and ongoing institutional programs, and one is the strategic business development and implementation plan.

In addition to the general recommendations herein, there are five additional segments to this comprehensive outreach plan. They are as follows:

- A listing of recommended outreach techniques and resources that should be supported by both academia and the aviation industry. Marketing opportunities and resources are defined and prioritized.
- An outline of aviation career and educational opportunities in the region. Education paths show clearly what certification and degree programs are necessary for various aviation careers.
- A Speakers Bureau. This resource is a compilation of persons from a cross-section of aviation professions who can be easily-accessed to provide topical speakers to various educational programs throughout the region.
- Recommendations of public involvement and outreach programs at the primary and secondary school levels. Enthusiasm for aviation should be encouraged among students in order to stimulate interests in aviation career tracks.
- Recommendations related to the coordination of military service and aviation education. The “military friendly” philosophy and programming on the part of universities and colleges are explored and encouraged.



A speakers bureau. Source: <http://www.toastmasters.org/>

C. Overall Marketing Campaign Development

The North Central Texas Aviation Education Initiative must be branded so that the public—and in particular potential students—recognize the significance of the overall integrated education program that exists for the common good. Prior to initiating the implementation plan, a general theme and collateral materials should be developed that have as their foundations the vision coming out of the strategic business plan. This vision statement reads:

A North Central Texas regional aviation and employment system should support, provide for, and promote aviation careers at all levels and in all areas, as well as maintain and strengthen the aviation industry in the region.



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The aviation education system should provide for the following: (1) excellent academic programs—with strong training opportunities—so that students are not forced to leave North Central Texas for aviation degrees; (2) boundless opportunities for successful aviation careers; and (3) successes for college educated persons based on the industry’s undeniable long-term needs. The general theme for all outreach and marketing efforts should be:



Coupled with the graphic element designed specifically for the study, this theme becomes the marketing slogan that should be applied to all materials, especially all internet and interactive activities recommended herein.



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Internet and Interactive Activities

The study’s research confirms the need for utilizing the strengths of the internet throughout the outreach program and marketing campaign. NCTCOG’s website, a stand-alone website, blogs, and Twitter should be considered, although the latter two should be initiated only after the websites are fine tuned and working smoothly.

NCTCOG’s website. Multiple links throughout NCTCOG’s website should be established to provide for easy access by all types of users to the aviation education page. Links to community resources should include, but not be limited to employment pages for aviation employers; organizations and associations which offer scholarships; universities and colleges which offer aviation degrees and/or certifications; military education resource internet sites; and career fairs/sponsors in the region. A basic navigation outline appears below.

Exhibit 1: Suggested Website Navigation

Top/Horizontal Navigation

<u>Overview</u> History Goals Leadership	<u>Partners</u> Industry Higher Education NCTCOG Others	<u>Students</u> Aviation Careers Certification/Degrees Career/Job Fairs Scholarships	<u>Foundation</u> Purpose Leadership Activities How to Participate	<u>Education Initiative Report</u> National and Regional Gap Analysis Literature Review Aviation Employment Data Library of Aviation Employers Library of Aviation Academic Programs Needs/Supply Matrix Gap Analysis Future Comprehensive Regional Aviation Curriculum Program Coordination Strategic Business Plan Develop Public Outreach Plan Outreach and Resource Recommendations Aviation Career Paths Speakers Bureau Primary and Secondary School Recommendations Military Outreach	<u>Contact Us</u>
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Side/Vertical Navigation

Resources

- Materials
- Speakers Bureau
- Military Benefits
- Studies
- Important Links:
 - Colleges and Universities
 - Major Employers
 - Civil Air Patrol
 - Other



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Aviation education website. A stand-alone website should be promoted through numerous domain names that will readily become apparent through Google and other internet searches. Technology will allow for the development of one basic website design, text and linkages such as outlined for NCTCOG's aviation education page, but the stand-alone site should offer opportunities for communication through blogs. This site should be managed and updated on a regular basis in order to keep all information current and helpful.

General Brochures

Two general brochures should be developed; one for potential students and one for the aviation industry's recruitment purposes. While the overview of the aviation education program would be similar for both, graphics, photographs and text should appeal to the different audiences. The student brochure should present aviation careers as exciting and fulfilling and assure readers that education certifications and degrees are available in North Central Texas. The industry brochure should outline aviation career opportunities and let readers know that the industry is actively recruiting aviation-educated employees. Both brochures should direct readers to the aviation education website(s).

Media

The North Central Texas Aviation Education Initiative is newsworthy and should be promoted through news releases, special features for print and broadcast, opinion page articles, and targeted publications and news websites. The media database should be put into a workable excel spreadsheet that includes contact information such as email addresses, phone numbers, a brief description of the news outlet; deadlines and publication/air dates, and various sort fields.

A news conference should be held to announce the initiative, introduce "charter" partners, and explain the importance of aviation education opportunities. Media kits should be prepared for distribution in person or by email. Editorial boards should be scheduled with the Morning News and Star-Telegram to encourage editorial support for the initiative.

Updates should be made at least yearly for distribution to the media with outreach to reporters and editors for coverage of various, specific components of the program. This should be a simplified version of an annual report. The communications offices of all participating colleges and universities should be encouraged to include aviation education in their news releases and media updates, as well as placements for feature articles.

Public Service Announcements and Advertising

Emphasis should be on developing a cost-effective advertising budget that can be supported by the private sector and educational systems. Public Service Announcements (PSAs) are not as readily available given the shrinking of the media's revenues over the past several years, but PSAs should be prepared and distributed to media outlets that include community newspapers, college and high school publications, and radio.



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The mass media, especially daily newspapers and network affiliates, is likely to entertain campaigns in which the publication or station becomes a “media sponsor” of a program or an event, and, accordingly, runs “free” print ads or broadcast spots. As the initiative transitions to an on-going aviation education program, these relationships should be explored on a case-by-case basis.

Outdoor Advertising

Billboards, bus stop signage, bus “wraps”, electronic signage and the like offer additional avenues for promotion and outreach. For example, a billboard near the Fort Worth Naval Air Station, Joint Reserve Base would appropriately promote the aviation education program.

While not all events are held “outside,” sports venues such as the Dallas Cowboys and Texas Rangers offer possibilities for PSAs or “discounted” advertising rates to promote the region-wide initiative. In addition, kiosks at Dallas/Fort Worth International Airport (DFW) should be presented in a prominent space for marketing aviation education.



Airport Kiosk. Source: <http://www.airport-int.com/suppliers/kiosk-and-display-manufacturer.html>

Posters

Posters should be created for display at key locations at DFW, general aviation airports and flight training schools. The website and general marketing theme should be boldly presented.

Internet Advertising

While traditional advertising is cost-prohibitive for introducing this program to the public, internet advertising should be considered. Going forward on a “test” basis, results or web analytics can be used for the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing visitor usage of the website and effectiveness of online advertising. This data is typically compared against key indicators for performance, and used to improve a web site or marketing campaign's audience response.

The following are recommended internet advertising opportunities.

Google AdWords

Google AdWords allows for advertising alongside relevant Google search results and on the Google advertising network. The ads reach persons performing internet searches using one of the predetermined campaign keywords. Ads can be created specifically for the North Central Texas region. The AdWords account is charged only when its ad is clicked, not when the ad is displayed. The price per click is determined by the rank of the keywords. Keywords with a lower ranking cost less than those that are more popular. A maximum monthly budget is determined in advance.



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AVweb.com

AVweb is a free, on-line aviation news and resource service established in 1955 that features current stories by respected writers in aviation, podcasts, a fuel-finder and databases in addition to weekly photo, video and FBO contests. On-line and email newsletter advertising rates range from \$1,200 to \$4,800 a month. See <http://www.avweb.com/advertise/flashRates.html>.

Gijobs.com

G.I. Jobs offers several free on-line publications and programs that are supported by advertisers who include employers seeking to recruit military personnel who transitioning to civilian life. The branding of “G.I. Jobs” has elevated its website programs to exceptional awareness by its targeted audiences. Display rates for one B&W ad range from \$2,210 for a third-page placement to \$4,610 for a full-page ad.

Military.com

Military.com advertising and marketing programs connects with servicemembers, military families and veterans. The website is a resource for all the benefits of service — government benefits, scholarships, discounts, lifelong friends, mentors, great stories of military life or missions, and much more. However, a \$20,000 minimum commitment is required to place advertising.



Internet advertising. Source: G.I. Jobs

D. OUTREACH AND RECOMMENDATIONS

The many and varied partners who will be engaged in the implementation of the North Texas Aviation Education Initiative have a myriad of opportunities for promoting aviation curricula at all levels of learning. Programs and activities must be balanced so that barriers to creating interest are removed and young persons understand the paths they should follow in attaining an aviation career of his or her choice. The study provided significant research upon which to base the following recommendations.

- Recruitment activities of aviation sector employers should be leveraged by providing the resources developed during the initiative’s implementation to the employers. Informational materials should be shared with company representatives, and company representatives should be encouraged to provide to program partners information and feedback gained in their recruitment efforts.

Responsible entity: overall aviation education outreach coordinator (NCTCOG)

Partners: aviation companies



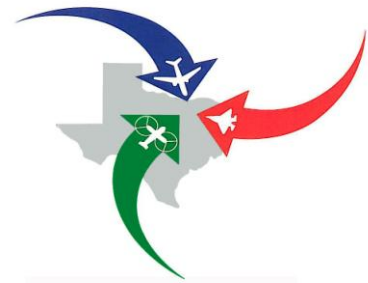
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- The CD and other materials which have been produced and are being distributed by the Workforce Solutions' Aerospace Cluster should be duplicated (and updated as appropriate for distribution). These materials have proven their effectiveness in reaching out to young persons and encouraging them to pursue aviation careers.

Responsible entity: Workforce Solutions

Partners: industry representatives, ISDs



**DFW Regional
Aerospace Cluster**

- Area chambers of commerce and economic development corporations should champion the overall aviation education program by promoting their materials for their workforce development programs as well as on the education page on their websites. The North Texas Commission could play a strong role in implementing this activity. A list of area chambers of commerce and economic development corporations is in Appendix A.

Responsible entity: each organization

- Organized labor groups in aviation fields should be encouraged to educate their members and members' families to become better informed about aviation education opportunities that will lead to well-compensated and personally-fulfilling careers. The groups should utilize their newsletters, email communications and gatherings to distribute information about schools, scholarships and career fields. An education page on their local websites should link to the aviation education website for additional information. A small sampling of labor groups includes: the Air Line Pilots Association (ALPA), Aircraft Mechanics Fraternal Association (AMFA), Association of Flight Attendants (AFA), Independent Pilots Association (IPA), International Association of Machinists and Aerospace Workers (IAM), National Air Traffic Controllers Association (NATCA), and United Automobile, Aerospace & Agricultural Implement Workers of America International Union (UAW)

Responsible entity: various union organizations

Partners: aviation education universities and colleges, ISD career counselors, aviation industry associations and organizations

- A yearly state of the aviation industry and aviation education report should be the basis for a day-long convocation attended by all program partners. Success stories should be recounted, and testimonials from students and employees should be presented. High profile individuals should be keynote speakers, and break-out sessions should allow for dialogue about how to strengthen relationships among the partners and programs.

Responsible entity: NCTCOG

Partners: Industry representatives; universities, colleges, and ISDs; Federal Aviation Administration (FAA); chambers of commerce and economic development entities, and students



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- The creation of a non-profit organization as recommended in the strategic business plan should assume responsibilities for creating and administering an aviation scholarship fund that benefits students at all levels of study. The organization should be responsible for promotion of the scholarships and raising funds to sustain and increase the total award amount every year. Award criteria should be developed by a committee of industry representatives and educators.

Responsible entity: non-profit organization

Partners: Industry, private foundations, individuals making gifts

- Outreach activities for communicating with youngsters of all socio-economic backgrounds should include the creation of fun learning tools like a coloring book that spotlights jobs in aviation and interactive computer games.

Responsible entity: non-profit organization that coordinates the region's aviation scholarship program

Partners: industry organizations and associations, ISDs and private sector day-care providers

- Area museums of science and flight should be encouraged to promote aviation careers by distributing information about aviation education programs. This should occur especially when special exhibitions and shows are presented that feature airplanes, global economies and aviation history. ISDs through their career technology sections should be encouraged to book tours for all ages of students.



Responsible entity: presenting museum

Partners: ISDs, non-profit organization coordinating scholarship opportunities

- Youth programs for economically disadvantaged families should be integrated into all of the outreach activities, given the fact that many youngsters have never flown in an airplane or been in an airport. Their interests in aviation should be sparked as early as possible. Many outreach activities for youth are addressed specifically in another section of this report. These types of programs could be encouraged through social services agencies as well as local chambers of commerce such as African American chambers, Hispanic chambers and Asian chambers.

Responsible entity: a workforce development organization

Partners: chambers, social service agencies, aviation associations and organizations, non-profit organization coordinating outreach and scholarships



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- All of the colleges and universities involved in any aviation education programming should use the initiative's graphic logo in its outreach and recruitment activities. This will strengthen public's awareness of the partnerships and institutional integration and bolster the image of aviation education opportunities in North Central Texas.

Responsible entity: each college and university

- Each of the colleges and universities participating in the integrated aviation education initiative should initiate their own individual advertising campaigns with a strong internet presences and utilizing billboards as budgets allow.

Responsible entity: each college and university

Additional outreach recommendations are made in subsequent reports that focus on the organization of a Speakers Bureau; public involvement and outreach programs at the primary and secondary school levels; and the military.



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