

# California Community College

## Aviation Alliance

### Meeting

August 5, 2024

1. Welcome and introductions (10 min)
2. Appreciation for those attending our Flight School ribbon cutting ( 2 min)
3. Status of grant application to the FAA (SDCCD) (10 min)
  - a. Budget requested
  - b. Timing of selection and potential funding
4. Strategic planning (20 min)
  - a. Growth of instructional programs?
  - b. Formation of a 501C3?
5. Status of marketing materials (Mt. San Antonio College) (10 min)
  - a. Logo
  - b. Tag line(s)
  - c. Flyers
6. Discussion of an Air Show calendar, or similar marketing events 10 min)
  - a. Who would like to take lead
  - b. Who would like to participate
  - c. Collection of event dates and locations
7. Other outreach and marketing activities (20 min)
  - a. Letters of introduction to
    - i. Airlines
    - ii. Aerospace companies
    - iii. Airports
  - b. Development of a plan to approach companies
    - i. Volunteers for outreach team
    - ii. Development of a target list and contact information
    - iii. Development of the appointment calendar
    - iv. Development of a “leave behind” document
8. Open discussion (10 min)
  - a. New aviation-related activities at member colleges
  - b. Ideas for additional funding
  - c. Other
9. Networking and Lunch (Open)
  - a. Location – Staff Dining Lounge