

# Aviation Alliance Meeting

July 9, 2024

02:00 pm

## Agenda

### 1. Purpose

- a. Develop advertising materials that will help the Alliance gain recognition and build trust with industry members and government agencies
- b. Help brand the Alliance using logos and language:
  - i. Dr. Garcia and Dr. Lundburg said they had resources to create a logo. It was suggested that all three campuses create and bring it to the September meeting to choose the favorite. Proposed campus deadline of August 15<sup>th</sup> and then potentially share out to the workgroup members. However, Dr. Lundburg suggested that Dr. Garcia take on the logo work as to spread out the work load amongst all the colleges. Dr. Garcia agreed.
- c. Utilize marketing materials to advertise alliance member colleges and their programs to potential students:
  - i. Dr. Buckley shared a mockup of a marketing piece that would showcase the Aviation Alliance's mission, purpose and objective. Heather to send/share.
  - ii. Dr. Lundburg mentioned that he might have a funding source that would be potentially willing to design something like this.
  - iii. Dr. Buckley shared RC's A Brief History document and wondered if we should do something similar for the Alliance. Heather to send/share.
  - iv. The challenge of marketing an expensive program that can only run a limited number of students but the outcome is in demand and needed. Dr. Lundburg mentioned pushing for a different type of funding model for CTE – specially addressing the funding differential for CTE programs as well as salaries for faculty. Miramar is 50% CTE.

### 2. Workgroup members

- a. Members will decide on a leadership structure to guide the development and evaluation of work products
  - i. Need for additional workgroups within the Alliance.
  - ii. Dr. Garcia suggested creating a brief to advocate for more funds.
  - iii. Dr. Buckley suggested listing top three CTE needs that includes the history, projection data and costs.
  - iv. Dr. Lundburg expressed interest in taking on more of a leadership role in the Alliance – especially if Dr. Buckley steps down.
- b. Volunteers needed to develop ideas and related materials
  - i. Dr. Lundburg suggested approaching Sonia Christian to participate in this workgroup. Heather will contact her office to schedule a meeting.

### 3. Timeframe

- a. Materials should be developed during summer 2024 for use in fall 2024 and spring 2025

- b. Individual projects should be distributed among workgroup members based upon interest and skills
- c. The workgroup should be prepared to present their materials at the September Alliance meeting proposed for September 5th.

4. Other

- a. RC to confirm Save the Date for Ribbon Cutting. May be moved to October.