

**Aviation Alliance Meeting**  
**September 5, 2024**  
**10:30 AM**

**MEETING MINUTES**

1. Welcome & Introductions (J. Buckley)
2. Review of the FAA training funds application process (W. Lundburg)
  - a. The RFP will go out in January and there will be 30 days to respond. Each award will be \$1 million which would make applying as an alliance disadvantageous. Each college should then apply on their own but should mention that we are working together as an alliance.
  - b. There is an offer to do a workshop in November or early December possibly at Miramar. However there would need to be 20 entities participating. Right now we only have 12 colleges. Dr. Buckley wondered if we could count different programs at same college. Dr. Lundburg suggested also recruiting more colleges (San Jose). The emphasis is on pilot and maintenance rather than equipment. Simulators will be considered, but not the top of the line. The emphasis is getting people into the workforce. The application should emphasize getting students through completion, AMT and credentialing programs. Focus on women and underrepresented population groups, as well as how to increase pathway options for those groups. There will be two years to spend funds according to the proposal. It is allowable to ask for salaries. They will be vetting applicants, but not partnerships. This includes the alliance. Good to mention but not spend a lot of time on it.
  - c. Claudia mentioned that there is a list of previous awardees for reference.
  - d. Email info to Dr. Buckley and Heather by the end of next week, 9/13.
3. Review proposed Alliance marketing and branding materials (M. Garcia)
  - a. For MtSac: all “s” to “college” on all potential logos.
  - b. For SCC Los Rios logo, develop “book” aspect.
  - c. Keep California Community Colleges on chosen logo.
  - d. The group consensus was to pursue both version 1 of MtSac and also Los Rios’ logo submission. Paul will work with their graphic designer to refine logo with suggested changes and will bring back to next meeting for discussion.
  - e. If decision is to use more than one logo, make sure they align with color palette.
1. [Strategic Plan Draft](#) (P. Estabrook)
  - a. Please share your feedback on document
2. Outreach activities to engage industry support (M. Garcia / J. Buckley)

- a. Update on previous activities
  - b. Establish a tentative calendar for future outreach appointments by member colleges with industry partners
3. Open discussion (W. Lundburg)
  - a. Potential in person meeting at Miramar this fall for FAA Workshop. Dr. Lundburg's assistant, Malia, will send out a Doodle Poll.
  - b. Jaime shared a link to [North American Air Shows](#).
    - i. Miramar - September 27-29<sup>th</sup>, 2024
    - ii. Capital Air Show Sacramento – March 22-23<sup>rd</sup>, 2025
4. Break out session - by groups (faculty, staff and administrators, CEOs)
  - a. Develop a list of potential dates for regional air shows and other marketing opportunities
  - b. Brainstorm future needs and growth opportunities
5. Report out from breakout session - by group
  - a. Faculty
    - i. Once we identify which airshows or aviation events to attend, we need a clear vision of the messaging. One of the things that we agreed on was that we assume the intent is to showcase programs within the alliance to guide potential students and their families to the program that is the best fit for them.
    - ii. We also agreed that we need to find a way to capture information from them, perhaps through a sign-up form that can be accessed with a QR code. When they fill it out, we can capture and distribute the information accordingly for follow-up. This QR code can also guide them to a web page about the alliance, which would need to be generated as well.
    - iii. Once the alliance agrees on designs, we can order different gear to take to the different events. We also need to have a brochure that lays out this information so we can give it to potential students, as well as some swag.
    - iv. We could create a QR code with our information and email it to everyone in email that can be printed out and posted on a bulletin board or laminated somewhere. We would need to create a webpage.
  - b. Staff & Admin -
  - c. CEO -
6. Review next meeting date and close (J. Buckley)
  - a. October 3<sup>rd</sup> at 10:30 AM
7. Adjourn

