

Aviation Alliance Meeting Notes

06-13-24

In attendance: Jerry Buckley, Kathleen Reiland, Paul Estabrook, Rob Newman, Daniel Smith, Claudia Estrada-Howell, Don Carlson, David Todd, Cynthia Sommer, Tara Giblen (OCC), Andrea Rodriguez-Blanco, Ed Valdez, Lance Heard, Wesley Lundburg, Curtis Potter, Linda Rogus, Rick Hodge

1. Welcome & Introductions

2. Review survey results - list requests by college and group by categories.
 - Reminder of the importance of pulling together data and wish list. The timeline for legislation is unclear, but we want to have everything ready when we can submit a proposal.
 - One missing element is the 1500 commuter hours needed as an intermediate step to learn to fly complex aircrafts.
 - Suggestion to create a Regional Training Center for the alliance with support and resources of airlines.
 - Suggestion for Curtis to work with and become a lobbyist for the alliance at the state level.
 - Dr. Buckley discussed getting scholarships going to fund local students for program
 - Paul asked to share the various evaluators, as instructors cannot evaluate their own students. If the group can share resources, it would save costs and resources.
 - Ed recommended using his connections with the airline industry for mechanics.

3. Discuss application process and review writing team, then invite additional volunteers
 - Claudia spoke about needing additional categories of information for requests
 - Will need data from institutional research offices from various campuses (number of students, entering, persisting and completing program as well as entering work force.)

4. Discuss goals and objectives for 2024-25
 - Dr. Buckley discussed the need for advocacy and branding.
 - Curtis shared about the importance of scheduling DPEs for check rides. They have 8-10 scheduled for the next two weeks.
 - Daniel shared they need DMEs. Dr. Buckley shared how RC has established a Pearson testing center on campus that will be able to test aviation students.
 - The turnover of management specialists also affects the DPEs.
 - Rob shared that he would like to meet up in person someday.
 - Finding funding to cover simulation costs.
 - Recruitment and retention of faculty. Create a strategic plan for recruitment and retention.
 - Consider general cost for putting on a program

5. If not mentioned in goals, discuss an advertising campaign targeting aerospace companies, airlines and airports that identifies our mission, vision, values and goals, as well as collective capacity for training aviation professionals.
 - Will schedule another meeting next to address this topic. Will discuss advertising, marketing and branding and well as discussing a plan and budget. Marketing for both industry and students.

6. Determine a shared tentative budget to address advertising and advocacy matters.
 - Wesley asked if anyone has any PIO staff who has data on what the cost might be and a budget target. He suggested working with Dr. Buckley as well as Martha Garcia at Mount Sac.
 - Kathleen asked whether we are marketing to students or industry because they would be different.

7. Other
 - Dr. Buckley extended an invitation for alliance members to attend RC's Flight School Ribbon Cutting at the Reedley regional airport on

Friday, August 9 from 8-10 AM. (Will be rescheduled to October).
Formal invitation to come.

8. Adjourn