

California Community College Aviation Alliance Meeting Notes

November 14, 2024

1. Welcome and introductions

Buckley kicked off the meeting at 10:31 am. He asked if we have any new members with us today. Joyce Johnson, Vice President of Career Education, from Mt. SAC. Dr. Pablo Ortega, from Delta College. Marcos Felix, from Mt. San Antonio College (Faculty). Javier Ayala, from Grossmont-Cuyamaca College. **Lundburg** addressed drone technology. There was an email from the FAA shortly after the workshop at Miramar College. He also welcomed the new members and emphasized the need for a unified voice. He encouraged members to reach out to other colleges, as it is important that we work together. **Buckley** added this is the reason why we started the alliance. The greater the number of seats that we serve students with the better chance we have at federal, state, and local levels of funding and exposure. There is a noticeable lack of trained pilots and mechanics due to retirements. **Lundburg** added that we are also here to address barriers and obstacles. For example, air traffic control training offered in Oklahoma City. The FAA doesn't always know/see these. We need to identify junctions where all needs meet/bring all components together. **Buckley** concluded that we have been discussing funding as the front end but we are here today to discuss the backend things like our marketing and promotional efforts, getting the alliance out there, etc.

2. Appreciation for contributions to planning and marketing tools

Buckley thanked Mt. SAC and Mt. City for their work on the logos.

3. Status of grant applications to the FAA

- a. 2025 funding application announcement – **Buckley** shared it is expected in December. **Lundburg** said he heard January with the application due in February. Let's be ready either way.
- b. Technical components and recommended contents – Dual enrollment programs. Can only be a lead on one. Any questions? **Newman** thought the FAA workshop was great and it was wonderful to meet the group.
- c. Primary and partner opportunities

4. Review of proposed planning

- a. Review proposed language for mission statement – Buckley shared that we want to get this out for circulation and add people to the workgroup. This is not intended to be like accreditation but we should have an idea of what our mission vision and values are. He recalled that Sac City was working on this and asked if Paul was here (he wasn't). **Buckley will write to him separately to see if a draft is ready.** **Javier Ayala** shared that he is willing to be on this strategic workgroup. He asked about an MOU for the alliance. **Lundburg** responded that an MOU is probably a good move to make and we haven't really talked about that yet. He suggested that this be something the strategic group look at/consider. **Buckley** agreed that is a good next step. Ideally, we want at least one member of each college participant to attend so we need to get this preliminary stuff

done so we are ready to move forward. **Newman** can join the strategic group as well and so can **Estrada-Howell**. **Buckley** stated this will be a small and focused group and thanked the individuals for offering their time.

- b. Review vision and values, as well as proposed goals
 - c. Request an action plan that addresses goals
 - d. Deadline to submit electronically to alliance members? – **Ideally, by the next meeting.**
5. Status of updated marketing materials
 - a. Logos – Buckley shared that at the last meeting, we looked at two different sets of materials. We sent those back with comments. He asked if Sac City has knowledge of the revisions that were requested. **Lance Heard** shared that he shared it but has not heard back. There was a shuffling of team members, but he can follow up on that. **Buckley** shared that he sent it to Martha Garcia, President’s Office, and suggested to check with her. **Heard will do that and we can work from there.**
 - b. Flyers
 - c. Source for branded resources for outreach activities?
 - d. Due date(s) – **Ideally, by next meeting.**
6. Review the discussion of an air show/event calendar – **Buckley** shared that we want to get a list of local events so we can have a calendar to share. He cited an example of the annual Miramar Air Show. Ideally, due by next meeting. He asked if there were other idea/thoughts. **Estrada-Howell** was wondering if folks are collecting student stories (possibly through Strong Workforce) and if we can use those for our marketing efforts to help the narrative. **Buckley** thought that was a great idea. He added that sometimes it is difficult to identify regional projects. He thinks we are one and encouraged others to think about those regional funding sources. **Jennifer** shared that CCAP is a great way to build a pipeline. **Pedro** shared that we need to market and promote the branding of the alliance across the state to position ourselves for funding, especially funding outside of Strong Workforce. We are learning as we are going and there is value in promoting/branding this effort. **Buckley** agreed. He shared that he has been involved in AG education and Reedley is hosting a conference, which the Governor’s office is attending/supporting so there may be potential funding there. **Lundburg** asked if **Pedro** was interested in participating in the marketing workgroup. **Pedro** responded yes. **Pablo** was also yes. **Jennifer** shared that she was interested in lobbying efforts. **Javier** shared that he was heading to event at a local casino. A casino is more than gaming, it is a whole supply chain and that’s how we market those jobs. He was wondering if we could take a similar approach as there are lots of different jobs that fall under aviation. The alliance should take a broader approach and think of this as a system rather than a function. **Buckley** responded that’s a great idea and well said. **Pablo** added that we have a member here from the Aviation industry. He can give us that perspective. **Jay** added that student stories are great and he will share his ideas via email. He is happy to help with anything and to be a part of this effort.
 - a. Volunteer lead?
 - b. Volunteer participants?
 - c. Create a list of event dates and locations?
 - d. Deadline or due date? – **Ideally, by next meeting.**
7. Discussion of other outreach and marketing activities

- a. Alliance letters of introduction to
 - i. Airlines – Buckley shared an idea of getting into to an airline c-suite to make a presentation/pitch on the alliance. This is another area we want to develop after the first of the year. **Lundburg** would be happy to be a part of the marketing group. He has no expertise but is happy to help. A 501(C)(3) or a 501(C)(6) is a great idea and we can look into that. **Lundburg will poke around his District to see if someone can guide us that.** He asked if anyone here has that expertise before he does. **Heard** is happy to join and be a part of it. He helped maintain one and can include knowledge and experience as we work through that. **Tom Tubon** (TCI Mira costa) is also happy to help build out the infrastructure. He has some experience in securing federal funding. Happy to help with that and share additional resources. **Javier** asked if there was something to work from regarding mission/vision. **Buckley** responded that we did review it at a previous meeting and should be in the shared folder. The link to the share folder will be sent again. **Please include Buckley, Lundburg and their assistants Heather Hilscher and Malia Kunst on emails regarding the alliance.**
 - ii. Aerospace companies
 - iii. Airports
 - iv. Due dates?
 - b. Development of a plan to approach companies
 - i. Volunteers for outreach team – **Buckley** asked if anyone has and advocacy background. No one indicated that they did. **Buckley/Lundburg** can tap a few shoulders. **Lundburg** shared that his district has a lobbyist in DC that would help as much as he can but we will need to identify someone for the alliance down the road. His district’s Public Affairs director also offered to help too so we have some resources. We aren’t saying you have to go to DC; we are just looking for guidance. **Buckley** noted that no one has indicated an advocacy background but still a good core group to work with and others can join as they see fit.
 - ii. Development of a target list and contact information
 - iii. Development of the appointment calendar
 - iv. Development of a “leave behind” document
 - v. Deadline?
8. Open discussion
- a. Alliance member recruitment – **Buckley** asked if there are others (colleges/industry partners) we can recruit. He was thinking anything with a connection to aviation maintenance, pilot school, drone related, and air traffic control. **Newman** suggested establishing a group comprised of the people at the program level. **Buckley** responded yes, we may want to share curriculum, etc. wondering if there is opportunity there or if/how we can help bring down rates for students. **Newman** responded that he hasn’t touched that yet. He is still new to his role and getting his feet wet. He shared that he has instructors arranging 30 check rides in December and we need advocacy around that. Private schools paying over/under for DPEs. More a matter of trying to deal with immediate things. He has 90 students in ground school, 30 in flight labs, and spring flight

labs opening soon. He is focus on the day to day right now and needs an advisory committee. He asked if we can we share on that, perhaps advisory links as well as career links to employers. Lastly, he shared that we can also access non-profit money/funding. Instructional folks drop email in chat. **Pedro** asked about a document. **Buckley** responded it should be in the shared folks. **We will ensure all have access to the shared folder.** Instructional group – Rob, Marcos, Tom, Kevin, Joyce – organic, a support group if you will, to talk about program-level needs and ideas.

- b. New aviation-related activities at member colleges
 - c. Ideas for additional funding
 - d. Other topics of interest
9. Discussion of future meeting dates and agenda topics – **Buckley** shared that the next meeting is 12/19 and encouraged everyone to bring ideas. We will add “instructional group” to the next agenda and keep working on these items. The meeting adjourned at 11:28 am.

Link to recording: <https://scccd.zoom.us/rec/share/aSNX8U-qdEBoQqZu6D5hDOUHIKqthbUhnc6vQ7hj6WI86vON2X5TrWzuL-2-POP5.QKGsWCucBRM6ie8c>