

The FAA received recommendations from the Women in Aviation Advisory Board on March 28, 2022. The Agency has carefully reviewed each recommendation that falls within the FAA’s scope and identified several areas related to student outreach where we are currently taking action. The spreadsheet below provides information on activities that FAA is currently taking which we believe meets the referenced recommendations.

Recommendation #	Recommendation Description	Recommended Proposed Implementation	FAA Action
R-1	Coordination of Non-Profit Organizations	To build a greater knowledge of their missions and work, the FAA should establish an awareness campaign of nonprofit organizations that emphasize the introduction to and advancement of women in aviation professions. There are currently many non-profit organizations creating pathways and sharing opportunities for women in aviation. There is no coordinated effort, however, to unite this work. There is also a lack of public and industry awareness about these bodies providing essential exposure and opportunities to women.	<p>The FAA has a formal relationship through a Memorandum of Understanding (MOU) with Women in Aviation International and quite often amplifies their efforts, including those surrounding Girls in Aviation Day. We also have a similar MOU with Dreams Soar, which is also focused in part on bringing girls into STEM. More information on our partnerships can be found at https://www.faa.gov/education/partnerships</p> <p>FAA has informational relationships with many other women’s nonprofits including the Society for Women in Engineering, International Association of Women in Aviation, Latinas in Aviation, Organization of Black Aerospace Professionals, Sisters of the Skies, Women Rock Wings, and Girls Who Drone. Also, we have informational relationships with many Girls Scouts across the country.</p> <p>FAA works with the International Civil Aviation Organization (ICAO) to promote gender equality and support the development of the Next Generation of Aviation Professionals (NGAP) in the Asian Pacific sector, as well as on a global level.</p> <p>FAA is also part of DOT's Gender Justice Committee which participated in the writing of the recommendations of the National Strategy on Gender Equity (NSGE), as set forth by the Biden Harris Gender Policy Council. FAA assisted in the creation of DOT's Gender Justice Action Plan, a structured document that outlines the six goals that the</p>

			Department is proposing to advance to support the implementation of the NGSE.
R-4	Aviation Careers Awareness	<p>The FAA should launch a marketing campaign featuring women in aviation to help girls envision themselves in aviation careers. To increase the number of women in aviation, more effort must be made to promote various careers in aviation with representation of women of varying ages and ethnicities. This campaign should consider the findings of the Women in Aviation International member survey,⁹¹ which indicate that girls are attracted to aviation for adventure and challenge, not necessarily science technology engineering, and math (STEM)—and that not all careers in aviation require STEM skills. Working with organizations like the Ad Council could help this promotional messaging reach communities nationwide.</p>	<p>The FAA consistently features women in Women’s History Month communications, “We are the FAA”, hiring and STEM communications, and other initiatives. The Agency does this within existing resources.</p> <p>The FAA additionally has a formal partnership with Women in Aviation International and works throughout the year to support efforts to increase visibility for women and girls to aviation careers, including annual support for Girls in Aviation Day events across the county.</p> <p>The FAA has also published 454 posts since June 2022 highlighting initiatives and opportunities related to Diversity, Equity, Inclusion, and Accessibility, which include an emphasis on attracting women to the workforce through partnerships with organizations like Girls who Drone, Women in Aviation International, and Dreams Soar. Additionally, FAA social media channels published 62 posts celebrating Women’s History Month, with specific calls to action about how to women of all ages can engage with the FAA or any career in aerospace.</p>
R-16	Social Media and Influencer Network	<p>The FAA should continue and expand its work on its social media platforms. The Board recommends</p>	<p>The FAA has collaborated with roughly 35 social media influencers in FY23, particularly around recruitment campaigns like air traffic controller hiring, internships, and flight programming operations hiring. The FAA also</p>

		<p>that this continued development include a specific focus on expanding the influencer network to ensure that girls and young women have visibility as they progress through their aviation journeys. In particular, the FAA should continue communicating through platforms that youth can relate to, keeping abreast of current trends.</p>	<p>frequently collaborates with or amplifies influencers from underrepresented demographics who strive to make aerospace fields more diverse.</p>
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The FAA received recommendations from the Youth Access to American Jobs in Aviation Task Force, on September 22, 2022. The Agency has carefully reviewed each recommendation that falls within the FAA’s scope and identified several areas related to student outreach where we are currently taking action. The spreadsheet below provides information on activities that FAA is currently taking which we believe meet the referenced recommendations.

Recommendation #	Recommendation Description	Recommended Proposed Implementation	FAA Action
R-02	Provide in-person engagement whenever possible and develop written materials on aviation and aerospace for school staff and teachers	Survey data indicated the strong desire for in-person presentations and written materials. Materials on aviation and aerospace careers are not widely developed or distributed for aviation and aerospace careers and school counselors, career counselors and teachers believe these would be beneficial.	<p>FAA has an Adopt-a-School program that focuses on introducing 4th-grade students to aerospace careers. The program offers lessons and hands on activities to elementary schools on: Drones, Pilots, Air Traffic Controllers, Aviation Maintenance Technicians, Airports, and Space. To date, the FAA has adopted 16 Schools, reaching 1265 students. More information on this program can be found at https://www.faa.gov/adopt-a-school.</p> <p>Additionally, FAA has a large cadre of professionals that are available to attend events and go into schools, engage with youth organizations, etc. to engage with students on aviation concepts and careers. More information on the variety of ways FAA supports outreach to K-12 students is available at https://www.faa.gov/education In FY23, the FAA has conducted over 435 outreach events to students across the country.</p>
R-02.1	Provide in-person engagement whenever possible and develop written materials on aviation and aerospace for school staff and teachers	Proposed Implementation #1: Bring Aviation Professionals to the Classroom: Aviation and aerospace organizations develop “Adopt a Classroom” or “Adopt a School” programs.	FAA has over 2000 aviation professionals called Outreach Representatives that engage in classroom visits to share about aviation careers. These same Outreach Representatives also assist with delivering the Adopt-a -School Program to local schools. More information on the variety of ways FAA supports outreach to K-12 students is available at https://www.faa.gov/education
R-02.2	Provide in-person engagement whenever possible and	Proposed Implementation #2: Create a list of speakers and	The FAA STEM AVSED program has Outreach Representatives in each of our 9 regions to assist with K-12 outreach to engage with local students and share the possibilities of a

	develop written materials on aviation and aerospace for school staff and teachers	mentors by region to develop a plan for outreach.	career in aviation. This outreach includes science fairs, career fairs, classroom activities and more. More information on how to access these Outreach Representatives, as well as all of the FAA's other STEM AVSED related resources, is available through the FAA's STEM AVSED Regional Program Analysts located in each of the FAA's 9 regions. Information on how to contact the Regional Program Analysts is available at https://www.faa.gov/education/contact-us
R-02.3	Provide in-person engagement whenever possible and develop written materials on aviation and aerospace for school staff and teachers	Proposed Implementation #3: Encourage the FAA's AVSED office to develop a standardized curriculum that could be used by aviation and aerospace professionals to incentivize young people to consider aviation and aerospace as a potential career.	The FAA's Adopt-a-School program contains standardized lesson plans on 6 aerospace career areas, including pilots, aviation maintenance technicians, air traffic controllers, airport, drones and commercial space (please reference description of the program above) in R-02. More information on this program can also be found at https://www.faa.gov/adopt-a-school .
R-02.4	Provide in-person engagement whenever possible and develop written materials on aviation and aerospace for school staff and teachers	Proposed Implementation #4: Form public-private partnerships between businesses, associations, schools, and government agencies to create new and update existing materials.	The FAA has several formal partners that share the same common goals of promoting aerospace interests and developing quality STEM-based programs. These programs contribute to the overarching goal of creating a diverse, qualified aerospace workforce for the future. The intent of the partnerships is to state shared goals, and to establish and maintain cooperation and collaboration towards meeting the goals. More information on our partnerships can be found at https://www.faa.gov/education/partnerships
R-02.9	Provide in-person engagement whenever possible and develop written materials on aviation and	Proposed Implementation #9: Partner with Professional Organizations for Women and Minorities.	FAA has formal partnerships with several organizations that focus on women and minorities including: Organization of Black Aerospace Professionals (OBAP), Women in Aviation International (WIA) and Dreams Soar International. Throughout the year, the FAA works closely with our partners to

	aerospace for school staff and teachers		organize events including Girls in Aviation Day. Additionally, the FAA has employee associations groups that focus on culturally diverse events and support outreach to underserved and underrepresented groups. More information on our partnerships can be found at https://www.faa.gov/education/partnerships
R-06	Meet the Students Where They Are With Gaming and Social Media	Target and tailor aviation and aerospace outreach programs based on age, demographics, and geographic location to ensure young people are engaged and inspired through the most effective means. This also includes messaging to parents and caregivers who hold significant influence over the career choices of their students. Specifically, we suggest that social media, gaming and other new technologies (e.g. virtual and augmented reality) as well as platforms (e.g. Metaverse) can open pathways to engaging and inspiring young people like never before. We need to take advantage of these platforms to	<p>The FAA has been working with roughly 35 influencers with diverse backgrounds on several aviation campaigns on social media.</p> <p>Additionally, the FAA works to reach students ‘where they are’ through innovative programs like the Airport Design Challenge. The Airport Design Challenge utilizes the video game Minecraft to engage and mentor students on aviation concepts while they are challenged to recreate an actual airport in the virtual world. More information on the Airport Design Challenge can be found at https://www.faa.gov/adc</p> <p>The FAA has teamed up with the YouTube children’s show host Janet from Janet’s Planet to promote the Airport Design Challenge and other STEM AVSED initiatives by interviewing her at events and amplifying her content that promotes FAA content.</p> <p>In the past year, the FAA digital media team also published 33 social media posts amplifying the challenge, attracting nearly 8,000 link clicks to the Challenge webpage.</p>

		reach the next generation.	
R-06.2	Meet the Students Where They Are With Gaming and Social Media	Proposed Implementation #2: Reach out to celebrity or prominent influencers (brand ambassadors) and enlist them, particularly Black, Indigenous and People of Color (BIPOC) and women, and their social media platforms	The FAA has collaborated with roughly 35 social media influencers in FY23, particularly around recruitment campaigns like air traffic controller hiring, internships, and flight programming operations hiring. The FAA also frequently collaborates with or amplifies influencers from underrepresented demographics who strive to make aerospace fields more diverse.
R-12.3	Significantly Increase the Mentoring, Pre-Apprenticeships and Apprenticeships Available to Grow Future Employees	Proposed Implementation #3: Bring underrepresented groups to aviation through FAA partnerships with non-profit workforce organizations	<p>The FAA hosts a very successful Minority Serving Institution (MSI) internship program each year. More information on this program, as well as other internship opportunities at FAA, can be found at Internships Federal Aviation Administration (faa.gov)</p> <p>The FAA published 364 social media posts in the last year highlighting STEM initiatives and opportunities. Additionally, for recent high school graduates, the FAA has published 132 posts since June 2021 promoting FAA internships, including the Minority Serving Institutions internship.</p> <p>In addition to internships, the FAA has several formal partnerships with non-profit organizations aimed at bringing more students into aviation and aerospace careers. More information on those partnerships can be found at https://www.faa.gov/education/partnerships</p>