

January 2022 Youth Access to American Jobs in Aviation Task Force (YIATF) Meeting

AGENDA

Dr. Sharon DeVivo, YIATF Chair, and Angela Anderson, Designated Federal Officer

HOSTED AT: Virtual Platform (Zoom)

DATE: January 20, 2022

TIME: 9:00 AM to 11:30 AM Eastern Time

Time	Topic	Facilitator
9:00 – 9:05 am	Call to Order Federal Advisory Committee Act (FACA) Official Statement	Angela Anderson
9:05 – 9:10 am	Opening Statement	Dr. Sharon DeVivo
9:10 – 9:15 am	Approval of Minutes	Dr. Sharon DeVivo
9:15 – 9:20 am	Review of Task Force Mission/Tasks	
9:20 – 9:30 am	Update on Report Status and Actions to Date	
9:30 – 10:30 am	Subcommittee Open Items Discussion	
10:30 – 10:40 am	Break-10 min	
10:40 – 11:20 am	Subcommittee Next Steps Discussion	
11:30 am	Adjourn	Dr. Sharon DeVivo, Angela Anderson

Draft YOUTH ACCESS TO AMERICAN JOBS IN AVIATION TASK FORCE RECORD OF MEETING

MEETING DATE: October 8, 2021

MEETING TIME: 9:00 AM – 12:30 PM Eastern Time (ET)

LOCATION: The Youth Access to American Jobs in Aviation Task Force (YIATF or Task Force) held a public virtual meeting.

PUBLIC ANNOUNCEMENT: The Federal Aviation Administration (FAA) provided notice to the public of this YIATF meeting in a *Federal Register* notice published on August 10, 2021, (86 FR 43719).

ATTENDEES:

Committee Members
Amy Voss
Brett Levanto
Cyd Smith
James Hall
Joanne Damato
Joel English
John Huff
Kasey Herzberg
Dr. Nancy Shane Hocking
Dr. Ralph Coppola
Ryan Goertzen
Dr. Sharon DeVivo, <i>Chair</i>
Tammera Holmes
Whitney Dix
Yvette Rose

FAA
Angela Anderson, <i>Designated Federal Officer</i>
Aliah Duckett
Emma Duncan
Lindsay Aaronson
Steve Custer
Thuy Cooper
Non- FAA Attendees
Amy Spowart
Jennifer Baxmeyer

The FAA live streamed this meeting on its social media platforms.¹ As a result, the list of FAA and public attendees does not capture those individuals.

Welcome and Introduction

Ms. Angela Anderson, Designated Federal Officer (DFO), began the meeting at 9:00 AM ET by welcoming everyone to the fourth YIATF public meeting.

Ms. Anderson read the required press disclaimer and the live stream statement, as the meeting was live streamed on the FAA's YouTube, Facebook, and Twitter accounts. She also read the Federal Advisory Committee Act (FACA), Title 5, United States Code (5 U.S.C.); Appendix 2 (2007) statement.

Ms. Anderson noted that the FAA renewed the YIATF charter, and she introduced the YIATF Chair, Dr. Sharon DeVivo.

Ratification of Minutes

Dr. DeVivo thanked everyone for attending and for their hard work. She asked for a motion to accept the minutes from the June 9, 2021, meeting. Ms. Yvette Rose motioned to accept the minutes, and Ms. Whitney Dix seconded the motion. The Task Force voted to ratify the minutes with no objections.

Status Reports

The October 8, 2021, YIATF meeting packet can be found at:
https://www.faa.gov/regulations_policies/rulemaking/committees/documents/index.cfm/document/information/documentID/5183

¹ A recording of the meeting can be found at: <https://www.youtube.com/watch?v=7nNWRHBhWLs>

Trends Subcommittee

Ms. Yvette Rose, Trends Subcommittee Chair, provided the subcommittee update. She reviewed the Trends Subcommittee's task, which is to identify industry trends that encourage or discourage youth in the United States from pursuing careers in aviation. She asked Ms. Kasey Herzberg to discuss updates from the subcommittee.

Ms. Herzberg reviewed the group's schedule and noted that they continue to meet weekly. She stated that they have coordinated with the other subcommittees and external entities, described results from the educator survey that the group conducted, and noted that information gathered from the educators and school administrators are key in creating next steps for reaching students and exposing them to the aviation industry. Ms. Herzberg described the survey used to collect the data. She stated that the survey consisted of 14 questions aimed at assessing an educator's or school administrator's familiarity with aviation related careers, and the resources that are needed to get more aviation and aerospace education into the classroom. She asked Ms. Cyd Smith to speak on the value and importance of connecting with educators.

Ms. Smith discussed key trends, including the valuable role of education, how educator awareness leads to student awareness, and how to engage parents. She explained that the group has reached out to local and national organizations, and she welcomes feedback from the Task Force for suggestions on how to distribute the survey further. Ms. Smith stated that the educator's survey also sought to identify the resources that an educator would need to implement aviation and aerospace education into their classrooms. On the survey, educators and school administrators were prompted to identify the resources that are needed to expose their students to aviation related careers. These resources were as follows:

- Professional development,
- Financial support,
- Time,
- Curriculum,
- Administration support,
- Parent or guardian support, and
- Aviation aerospace industry engagement.

Ms. Smith asked Mr. Brett Levanto to discuss themes that have emerged from the educator surveys and stakeholder interviews.

Mr. Levanto described the following key themes:

- Collaboration between industry, government, and academics, to deliver programs and resources to students,

- Development to provide training, tools, or opportunities to those working in educational institutions, and
- Engagement to research and develop the best way to engage with the youth.

He explained that gathering this type of data will help the subcommittee establish trends.

Ms. Rose thanked Mr. Levanto and the subcommittee, and she explained next steps. She noted that the educator survey is being distributed and recommendations will be drafted based on the data analysis.

Dr. DeVivo asked if the group planned to create any recommendations that focus on parents. Ms. Rose suggested adding links to specific information for parents on the one-stop shop aviation career database that the Task Force has previously suggested. Ms. Smith emphasized that meeting parents where they are is very important. She suggested that Task Force members think outside of the box, perhaps based on students' age or interests, to come up with outreach ideas for parents.

Mr. Ryan Goertzen stated that the Extended Pathways Subcommittee is researching ways to engage and reach parents. He asked the Trends Subcommittee for suggestions on the best way to distribute the educator survey. Ms. Rose said she would send the survey link to all Task Force members.

Ms. Jo Damato mentioned a group called Raising Aviation Teens, a successful aviation platform started by one mom that others should check out. Ms. Rose agreed and further noted that education institutions with aviation programs are hard to find. Dr. Ralph Coppola stated that it may be helpful to connect with teacher organizations. He mentioned that they often have large memberships, and it would be beneficial if the survey can be distributed within those groups.

Awareness Building Subcommittee

Ms. Whitney Dix provided the Awareness Building Subcommittee status report. She stated that the subcommittee's charge is to consider how the Administration, the aviation industry, and other aviation stakeholders can coordinate efforts in supporting youth interested in pursuing careers in aviation. She reviewed the questions that the subcommittee is attempting to answer as part of their charge.

1. How are the FAA, employers, non-profits and others currently involved in workforce development?
2. What would be the best structure to having these groups work together and use best practices to reach young people?
3. Are there existing "umbrella groups" that could be leveraged to provide a "one stop –shop" for both organizations, students, parents and educators to learn more about aviation.

Ms. Dix described the progress of the group's work. This included creating a survey for school counselors, outreaching to educators to host focus groups, and analyzing previous research to determine best practices and recommendations. She asked for assistance from the Task Force to distribute their survey further.

Dr. DeVivo asked about the subcommittee's current strategy for getting the survey out. Ms. Dix confirmed she has received some lists of counselors and teachers, but welcomes ideas for more outreach.

Mr. Goertzen explained that the high rate of aviation jobs where he lives in Oklahoma does not correlate to the aviation information available in local schools. He asked if anyone knew about job opportunity to information availability ratios. Ms. Smith said every district is different and agreed there is a general lack of aviation information. Ms. Dix noted that there is a lot of great work being done from multiple angles and the collaboration of these efforts together would be most beneficial.

Ms. Tamera Holmes added that her company has been successful in collaborating with organizations across the country. She offered to assist with connecting these organizations with the subcommittee.

Ms. Holmes emphasized that aviation education can and should be used in arts and entertainment. She stated that the Task Force should consider celebrity or television influencers to help leverage their goals by reaching youth through media. Ms. Dix thanked Ms. Holmes, noting that the focus on outreach has been on social media, but incorporating television and other media sources definitely should be considered. Dr. DeVivo mentioned using the Ad Council, a government funded entity for advertisements. Ms. Holmes said she is happy to contribute efforts toward aviation-focused advertisements, possibly using celebrity influence.

Ms. Cyd Smith stated that it may be beneficial to collaborate with universities to help bring awareness to the aviation industry. She suggested universities with aviation majors should attend college fairs.

Dr. DeVivo said that there are about 40 educational institutions across the U.S. that have aviation programs. Ms. Amy Voss mentioned a Netflix show called *The Countdown* that is aviation focused. She noted that using television may be hard to gather data, but it is a great idea to consider. Ms. Holmes agreed that data would be hard to track, but she emphasized the power of television and celebrity. She mentioned a reality show based on rocket science and stated that these types of programs influence the public masses. Ms. Herzberg noted that the survey to stakeholders supported the points Ms. Holmes raised. She said that children and teenagers love movies and television, and she thinks using those sources is a very valid and valuable idea. Dr. Coppola mentioned NASA's century of flight program as a resource. Dr. Nancy Hocking suggested the creation of a YouTube channel as a possible delivery method.

Funding Subcommittee

Dr. Coppola provided the Funding Subcommittee's status report update. Dr. Coppola explained the Funding Subcommittee's process and progress of work, which included analysis of the following:

- Literature,
- Government and private workforce reports,
- Existing funding sources,
- Ideas to address the workforce issue using funding strategies, and
- Feedback from key stakeholder groups using structured interviews.

Ms. Holmes summarized the group's work, describing gaps in traditional funding sources. She explained the current loan, scholarship, and grant systems and the problems that create gaps within each funding source. She noted that problems with interest and repayment, the lack of information and aviation focused funding, and disproportionate negative outcomes for underrepresented applicants and borrowers exist. She noted the difficulties of funding an aviation education because aviation scholarship opportunities are not housed in a centralized location. Also, many of the existing scholarships available to students do not fund vocational education programs.

Mr. John Huff described the funding requirements needed to impact the aerospace workforce. He stated that the group believed funding should be national, ongoing, and targeted to aerospace education. Mr. Huff noted that the results of these funding requirements need to increase in number of people interested in aerospace and increase the number of people getting into the aerospace workforce.

Dr. DeVivo described a push by the Biden Administration regarding education benefits, including free community college. She suggested the idea of partnering with these institutions to create more aviation programs and awareness. She asked if workforce development is funded by the FAA and if the Task Force should make sure that effort is encouraged. Dr. Coppola said that they have explored FAA's and other funding tools, and he does not believe funding is where it should be. Ms. Holmes echoed the sentiment and explained that a successful aviation education pipeline program established in Chicago exists and should be used as a model. She explained the importance of a pipeline to the longevity of a program to influence workforce development.

Dr. Coppola agreed that funding is needed and is a problem, but other factors should also be considered. Mr. Joel English described some types of funding and subsidization in school programs he is familiar with and noted that it will take efforts like the ones being done by this Task Force to push for aviation-focused efforts.

Mr. Goertzen asked if there was a way to create inter-agency communication to see what agencies are offering what funding opportunities and how the Task Force (or a central database) can help pull these opportunities together.

Expanded Pathways Subcommittee

Mr. Goertzen described the subcommittee's charge, which included answering the following questions:

- What are the current pathways to careers in aviation (please consider the following: maintenance technician, pilot, engineer, technician, airport manager/operations, dispatcher, air traffic controller, unmanned aerial systems and any others that are applicable)?
- How can apprenticeships be best promoted and leveraged with employers to create more pathways for students?
- How can mentorship and outreach programs be leveraged to attract more underserved populations to aviation?
- What are aviation colleges and universities already doing to reach students (especially underserved populations) and could those efforts be scaled at a national level?

Mr. Goertzen described the benefits of collaborating with the FAA. He noted that if the subcommittees were to collaborate with the FAA Aviation and Space Education (AVSED) program, it would be beneficial to students, teachers, and schools. Mr. Goertzen stated that the FAA AVSED program is a great resource and that the subcommittees should leverage their expertise. He asked other members of the subcommittee to provide information on key observations.

Mr. English described the value in Career and Technical Education (CTE)/Dual Credit Programs, FAA recognition of materials, removing cost barriers, and motivating secondary and post-secondary partners to participate. He described the important roles of teachers and parents. Mr. English emphasized the "you can't be it if you can't see it" theory and stated that teachers should be inspired, summer programs should be created, and the industry must support funding.

Mr. Jim Hull emphasized that information is critical and said that the FAA certifying curricula would be greatly beneficial. Dr. Hocking explained that readily accessible information is hard to find and that the lack of data of students in existing programs makes the information hard to track.

Ms. Jo Damato explained next steps including developing concepts for a:

- Nationally approved curriculum, leading to industry recognized credentials,
- Summer Teaching Academy Program,
- National aviation website (one-stop shop), and
- Virtual counselor platform.

Subcommittee Open Discussion

Dr. DeVivo noted that generally, each state set the standards for education; it is not done on a national level. She described practices and opportunities for grants in states that was familiar to her. Mr. Goertzen appreciated her comment and noted that the Expanded Pathways subcommittee has considered state and national funding opportunities and apprenticeship programs. He said focusing on specific opportunities, like accelerated apprenticeships, may help to streamline the process. Ms. Holmes agreed and emphasized that, particularly for underserved communities, people do not know how to access aviation related information. She further described additional barriers of entry into the industry. Dr. Coppola agreed, stating that it is important to look at the entire pipeline. He added that information on the background and qualifications needed to enter the industry is often skewed and hard to find.

Mr. Goertzen described funding opportunities that have been afforded to students from South Chicago. He stated that students receive assistance with moving, childcare, health and transportation services. Mr. Goertzen noted that many cities have workforce boards they may help fund these wraparound services. He then stated that to assist those underrepresented populations in aviation, industry partners have to be more engaged and aware of their unique needs. Dr. DeVivo agreed and mentioned using local and community resources to help facilitate collaborative efforts towards similar goals. Mr. Levanto agreed with the collaboration efforts and noted that the FAA should be included in those efforts.

Ms. Rose supported the idea of outreach involving the FAA. She mentioned concern with the term science, technology, engineering and math (STEM) potentially making students feel limited, intimidated, or uninterested. She asked if the Task Force should think beyond STEM. Discussions continued around the blurred information on requirements and qualifications to enter aviation careers.

Dr. Coppola mentioned that a competency model for job expectations currently exists through the National Defense Industrial Association and is a great resource.

Ms. Amy Voss spoke on how the relationship of the term STEM to aviation can be interpreted. She agreed that the recommendations should be inclusive of non-STEM pathways. Dr. DeVivo agreed and noted that this type of language could be created in the one-stop shop of information.

Ms. Smith confirmed that there is confusion amongst requirements to enter certain programs, and that, in her experience, students being mentors for other students is a great resource she would not like the Task Force to overlook.

Museums as Part of the Aviation Ecosystem

Dr. DeVivo introduced Ms. Jennifer Baxmeyer, Executive Director of the Cradle of Aviation Museum, and Ms. Amy Spowart, CEO of the National Aviation Hall of Fame, to speak on the importance of museums as part of the aviation ecosystem. Ms. Baxmeyer described the conditions of museums through the pandemic and stated that the future looks bright. Ms. Spowart said that she was excited about developing outreach beyond the pandemic. She described a collaboration effort with PBS to further aerospace education to children and a plan to create a pipeline with Aircraft Owners and Pilots Association and other large organizations in the industry to establish curriculum for aviation education programs.

Ms. Spowart agreed with an earlier sentiment by the Task Force that there is a segment of the population that does not have access to any of this information, nor have access to basic needs like the internet. Ms. Baxmeyer emphasized the importance of exposure to all communities and to all facets of the aviation industry, not just relating aviation to careers such as a pilot. She noted that successful programs are more likely to get and continue to receive funding through grants. Ms. Spowart added that the goal is to create free programs and offer additional resources to students and educators. She stated that this would require outreach to larger companies and local governments. Ms. Spowart agreed that a one-stop shop with this type of information is necessary to move these efforts forward.

Dr. DeVivo asked what steps the Task Force can take to meet the current goals. Ms. Baxmeyer said that researching federal funding options is helpful. She agreed that connecting these goals to pop culture would be very beneficial to reaching the youth. Ms. Spowart agreed and added that she loves the idea of virtual guidance counseling. She emphasized it is important to meet students where they are and to reach students of various backgrounds that may not have previous exposure to any of these types of opportunities.

Ms. Holmes thanked Ms. Spowart and Ms. Baxmeyer for validating the work the Task Force is doing. She stated that using people that have been in the aviation industry for years should be a good resource for new ideas. Ms. Spowart noted that she is the first female CEO for the National Aviation Hall of Fame and that it is important to celebrate diversity and to use success stories of experienced people within the aviation industry.

Closing Statement

Dr. DeVivo acknowledged former Task Force member Mr. John Hornibrook for his contribution to the committee.

She noted that members of the public may submit comments to the email address published in the Federal Register notice.

She thanked the FAA and Ms. Anderson for their support. Ms. Anderson thanked the Task Force for their commitment and passion towards their work and noted that the FAA is excited to receive the recommendations.

Adjournment

Dr. DeVivo adjourned the meeting at 12:19 PM ET.

Trends Subcommittee Update

YOUTH ACCESS TO AMERICAN JOBS
IN AVIATION TASK FORCE

PUBLIC MEETING: JANUARY 20, 2022



Trends Subcommittee Members

- Yvette Rose
President, Aero Club Foundation of Washington & Subcommittee Chair
- Kasey Herzberg
Director of Engineering, Aircraft Data Fusion
- Brett Levanto
Vice President of Operations, Aeronautical Repair Station Association
- Cyd Smith
School Counselor at Elkins Park School, Cheltenham School District,
Cheltenham, PA

FAA Subject-Matter Experts

James Brough, Analyst, National Aviation and Space Education Program
Christina Drouet, Deputy Regional Administrator, Great Lakes Region

FAA's National Engagement & Regional Administration
Office of Policy, International Affairs, and Environment



Trends Subcommittee Task

Identify industry trends that encourage or discourage youth in the United States from pursuing careers in aviation

Updates Since Last Public Meeting

Continued to Meet Weekly

- Held virtual meetings among subcommittee members and FAA SMEs

Educator Survey

- Completed an educator survey for K-12 (and post-secondary) educator

Draft Recommendations

- Completed draft recommendations and submitted coordinated feedback

Research, Information and Data to Support Trends Recommendations

Program Survey (used as a basis for interviews)

Virtual Interviews with YIATF Task Force members and other interested stakeholders

Student/Youth/Young Professionals Survey

Educator Survey

Articles, Data and Reports

Work and Recommendations of Women in Aviation Advisory Board



Issues for Task Force Consideration

Low response rate to educator survey

- Challenge on wide-distribution
- Little contacts in educator workforce
- Unprecedented and challenging time

Will any results yield comprehensive data?

- If we get less than 100 responses, can we rely on that data?
- If responses are concentrated in one geographical region, could we use that data?

Keep the survey efforts going





Funding Subcommittee

January 20, 2022

The Task Force Charge states

“Facilitate and encourage high school students ...to enroll in and complete **career and technical education courses, including STEM...** [and] facilitate and encourage the students... to enroll in a course of study related to an aviation career, including **aviation manufacturing, engineering and maintenance**, at an institution of higher education, including a community college or trade school...” (Bolding added)

Specific Funding Subcommittee charge

Identify potential sources of government and private sector funding...to support youth in pursuing careers in aviation.

Members of the Funding Subcommittee

Dr. Ralph K. Coppola

Chair, Funding Subcommittee

Founder & Executive Director, Real World

Design Challenge & President

RKC International

Tammera L. Holmes

Founder & CEO of AeroStar Consulting

Corporation & AeroStar Avion Institute

John Huff

VP of Human Resources, HAECO Americas

David Purser

Aviation Physics Instructor

Karnes City High School

Jonni Christian

FAA AVSED

Michelle Christensen

FAA AVSED

Funding Subcommittee Process

- Conducted an extensive review and analysis of the literature.
- Reviewed 40 years of government and private workforce reports.
- Researched and analyzed existing funding sources such as government, corporations, foundations, trusts, individuals and fees.
- Developed three draft recommendations.
- Getting feedback from key stakeholder groups using structured interviews. The stakeholder groups include: Commercial Aviation; Aerospace & Defense; Congress; and Education.
- The draft recommendations were developed to address the workforce issue, using funding strategies, based on the research.

Next Steps

- Continue interviewing key stakeholders
- Interviewing Task Force Members
- Preparing findings to submit to the Task Force Chair

Awareness Building Subcommittee

Youth Access to American
Jobs in Aviation Task Force

Public Meeting: January 20, 2022



Awareness Building Subcommittee Members

Stacey Bechdolt

President and Founder of Aerospace Education Resource Organization (AERO)

Whitney Dix

Manager of Dispatch Training at Southwest Airlines

Captain Jennifer Henderson

Engineering Test Pilot/Chief Pilot of 737 at Boeing

Amy Voss

Regional Training Manager at Cirrus Aircraft

Joey Colleran

FAA Subject Matter Experts

Christine Sharp

Manager, Aviation Workforce and Education Division

Robyn Mulenga

Management Program Analyst



Charge to Subcommittee & Questions

- ❑ **Consider how the Administration; air carriers; aircraft, powerplant and avionics manufacturers; aircraft repair stations; and other aviation stakeholders can coordinate efforts to support youth in pursuing careers in aviation.**
- I. How are the FAA, employers, non-profits and others currently involved in workforce development?
- II. What would be the best structure to having these groups work together and use best practices to reach young people?
- III. Are there existing “umbrella groups” that could be leveraged to provide a “one-stop-shop” for both organizations, students, parents and educators to learn more about aviation?

Updates Since Last Public Meeting

Continued to Meet Biweekly

- Held virtual meetings with subcommittee members and FAA representatives

Created Guidance Counselor Survey

- Developed a survey for Guidance Counselors focused on Middle School and High School which is ready for distribution

Draft Recommendations

- Finalizing subcommittee recommendations for submittal

Next Steps...

- ✓ Distribute Counselor survey to middle school and high school guidance counselors.
- ✓ Compile data received from survey.
- ✓ Adjust recommendations from subcommittee and add any new ones as a result of the survey results.



Expanded Pathways Subcommittee

January 20, 2022

Members of the Committee

- Joanne Damato, CAM, VP, Educational Strategy & Workforce Development; National Business Aviation Association
- Dr. Nancy Shane Hocking, Director Gateway College and Programs; JetBlue
- James Hall, Dean, Aviation Technologies; Wichita State University
- Dr. Joel English, Executive Vice President; Centura College
- Ryan Goertzen, VP Maintenance Workforce Development; AAR
- Ed Cormier, Program Analyst, FAA

Charge to the Subcommittee and Questions to Consider

- *Specific charge: Identify methods of enhancing aviation apprenticeships, job skills training, mentorship, education and outreach programs that are exclusive to youth in the United States.*
- What are the current pathways to careers in aviation (please consider the following: maintenance technician, pilot, engineer, technician, airport manager/operations, dispatcher, air traffic controller, unmanned aerial systems and any others that are applicable)?
- How can apprenticeships be best promoted and leveraged with employers to create more pathways for students?
- How can mentorship and outreach programs be leveraged to attract more underserved populations to aviation?
- What are aviation colleges and universities already doing to reach students (especially underserved populations) and could those efforts be scaled at a national level?

Subcommittee Process

- Biweekly meetings
- Meetings with key stakeholders
- Interviews with various aviation museums and aviation programs
- Interfacing with both Trends and Awareness Building subcommittees
- Creation of a new subcommittee to evaluate website design

Next Steps

- Meetings with key FAA personnel to discuss credentialing programs not tied to certification.
- Complete work with aviation museums.
- Finalize recommendations of the subcommittee.