

# OAATC Outreach

May 2015



# Outreach Members

- **Lead**
  - Mark Brown
- **Members**
  - Maureen McFarland
  - Jeff Rolf
  - Tony Bailey
  - Sue Louscher



# Outreach Goals

- **From the 22 April 20125 meeting:**
  - Branding Ohio as an aerospace and aviation state outside the state
  - Building support for aerospace and aviation within the state
  - Marketing Ohio's aerospace and aviation industry
  - Promoting aviation tourism
- **Outreach means Messaging which includes Message Content, Target Audience, and Transmission Method**
- **Each audience requires a different message (usually) and a different combination of transmission mediums**



# Message Content Needed

- **Branding Ohio as an aerospace and aviation state outside the state**
  - Historical role in aviation and aerospace
  - Current role in aviation and aerospace
  - Future role in aviation and aerospace
  - Branding themes, facts, and figures
  - Target audience for messaging
- **Industry Association Representation**
  - Identify possible associations and “appoint” member representatives
  - Promote Ohio initiatives to Associations
  - Utilize Industry Associations for Federal Government Political Pressure
  - Utilize Association Memberships to target potential Ohio businesses
- **Building support for aerospace and aviation within the state**
  - Historical role in aviation and aerospace
  - Current role in aviation and aerospace
  - Future role in aviation and aerospace
  - Support themes, facts, and figures
  - Target audience for messaging



# Message Content Needed

- **Marketing Ohio's aerospace and aviation industry**
  - **Historical role in aviation and aerospace**
  - **Current role in aviation and aerospace**
  - **Future role in aviation and aerospace**
  - Existing labor force and infrastructure
  - Colleges and universities supporting aviation and aerospace
  - Business taxes and incentives compared to other states
  - Cost of living in Ohio compared to other states
  - Marketing themes, facts, and figures
  - Target audience for messaging
- **Identifying key marketplace needs & matching to Ohio capabilities**
  - Identify key assets of Ohio including fixed assets, educated workforce, airspace, support infrastructure
  - Identify key emerging needs of potential tier 1 airframe, UAV, and engine companies around the world, and their expansion needs
  - Pursuit: Build value proposition and approach prospective customers for Ohio manufacturing, design and development, or testing sites



# Message Content Needed

- **Promoting aviation tourism**
  - Ohio aviation tourism destinations
  - **Historical role in aviation and aerospace**
  - **Current role in aviation and aerospace**
  - **Future role in aviation and aerospace**
  - Marketing themes, facts, and figures
  - What makes Ohio's aviation destinations attractive
  - Target audience for messaging



# Messaging Methodologies/Vehicles

- Radio
- TV
- Magazines
- Newspapers
- Social media
- Trade shows/Conferences
- Others?



# Transmitting the Unique Messages

- **General Branding Plan**
  - Message
  - Delivery medium
  - Timing
- **Intra-State Support Plan**
  - Message
  - Delivery medium
  - Timing
- **Industry Marketing Plan**
  - Message
  - Delivery medium
  - Timing
- **Tourism Advertising Plan**
  - Message
  - Delivery medium
  - Timing



# Outreach Actions

- **Priority 1: The Message**

- Work to define messaging nuggets for:
  - Historical role in aviation and aerospace
  - Current role in aviation and aerospace
  - Future role in aviation and aerospace
- Develop additional nuggets for each target audience
  - What will attract them?
  - What can we claim?
  - What should we change to be more attractive?

- **Action Party/Organizations**

- This is bigger than the Outreach Committee
- Who can we work with?
- What information already exists?

- **Description and Actions**

- A team effort is needed to figure out what our unique messages should be for each target audience



# Outreach Actions

- **Priority 2: Target Audiences**
  - General Branding
  - Intra-State Support
  - Industry Marketing
  - Tourism Advertising
- **Action Party/Organizations**
  - Also bigger than just the Outreach Committee
  - Who can we work with?
- **Description and Actions**
  - The Target Audiences needs further breakdown
  - Their wants and needs need to be understood
  - Messaging needs to be tailored along these lines



# Outreach Actions

- **Priority 3: Message Delivery Medium for each Target Audience**
  - How best to reach/appeal to each target audience
  - What mediums do we have the ability to employ
  - What is our budget
- **Action Party/Organizations**
  - Also bigger than just the Outreach Committee
  - Who can we work with?
- **Description and Actions**
  - Begin to think about the best way to deliver messages to each target audience
  - What resources can be employed



# Outreach Actions

- **Priority 4: Message Delivery Schedule for each Target Audience**
  - Each of these priority areas will have its own schedule
  - The schedules need to be combined to develop an overall program plan
- **Action Party/Organizations**
  - Also bigger than just the Outreach Committee
  - Who can we work with?
- **Description and Actions**
  - Rough out a notional schedule for the next OAATC meeting



# Summary

- **Four major tasks**
  - Message
  - Target Audiences
  - Message Mediums
  - Scheduling
- **All need to be worked**
- **All bigger than the Outreach Committee**
- **We will do our part!**

# OAATC Workforce Development

May 2015



# Workforce Development Members

- **Lead**
  - Vince Russo
- **Members**
  - Maureen McFarland
  - Jeff Rolf
  - David Williams
  - Sue Louscher



# Workforce Development Priorities

- Priority 1: Understand what has already been done, with particular interest in the OFMJC and related activities
- Priority 2: Meet to review information and develop the next steps
- Priority 3: TBD



# Workforce Development Priority 1

- Action Party/Organization
  - Russo
- Description and Actions
  - Initial email to members soliciting their thoughts
  - First meeting held 12 May with Cassie Barlow, Workforce Chair for OFMJC
    - Initial agreement on possible areas of concentration



# Workforce Development Priority 1

## Possible areas of concentration

OAATC	OFMJC
K-12 with emphasis on STEM	Post secondary education
Internships and Co-ops	Job placement

## Other areas of possible interest

STEM in pre-school

Tools for counselor

Worker training

<http://www.aerospaceandaviation.ohio.gov>



# Workforce Development Areas of Concern

- No administrative resources
  - Contacts, research, follow-ups, coordination etc. all to be done by volunteers?
- Difficult to arrange team meetings
- Composition of the team needs widening
- Written report expectations
- Timing

# OAATC Technology Development

May 2015



# Technology Development Members

- **Lead**
  - Paul Orkwis
- **Members**
  - John Leland
  - Mike Heil
  - Roderick Munn
  - Bob Tanner



# Technology Development Priorities

- Priority 1 – Identify the critical technologies needed by the Ohio aerospace industry and government laboratories, and foster their development at Ohio academic and research institutions.
- Priority 2 – Identify barriers to effective collaboration between industry and academia and between academic institutions.
- Priority 3 – TBD



# Technology Development Priority 1

- Priority 1- Identify the critical technologies needed by the Ohio aerospace industry and government laboratories, and foster their development at Ohio academic and research institutions.
- Action Party/Organization
  - Ohio Aerospace Companies (Identify)
  - Air Force Research Laboratory and NASA Glenn Research Center (Identify via OFMJC assessment)
  - Ohio Academic Institutions (Organize collaboration teams)
  - General Assembly (Support)
- Description and Actions
  - Enhance OFMJC Centers of Excellence with industry input.
    - Short term – Engage industry in evaluation of OFMJC CoE ability to meet industry needs
    - Long term – Legislation to create line items to fund this program



# Technology Development Priority 2

- Priority 2- Identify barriers to effective collaboration between industry and academia and between academic institutions.
- Action Party/Organization
  - Ohio Academic Institutions and Ohio Aerospace Companies (Identify roadblocks to effective utilization of existing State programs.)
  - General Assembly (Support)
- Description and Actions
  - Eliminate roadblocks
    - Short term – TDWG to survey industry and academia to identify roadblocks
    - Long term – TDWG to work with legislature to implement meaning changes

# OAATC Industry Support

May 2015



# Industry Support Members

- **Lead**
  - Ron Shroder
  - Tony Bailey
- **Members**
  - Roderick Munn
  - Bob Tanner
  - Paul Orkwis



# Industry Support Priorities

- Priority 1 - Data Gathering & Community Feedback – Determine Community’s Priorities and Action Plans
  - Example: Investments with best ROI for Aviation Manufacturing
  - Example: Impact for Industry and Gov of Shared Ohio Technology Thrusts
- Priority 2 - Taxes – Identification of Opportunities
  - Example: Fly-Over Taxes
  - Example: Aircraft Lease Tax Incentives
- Priority 3 -Small Business
  - Example: SBIR Incentives
  - Example: AFOSR Collaboration with Academia



# Industry Support Priority 1

## Data Gathering

- Industry Support Members
- Description and Actions
  - Identify Required Research by Element and research the following questions
    - What academic and research institution support exists for the industry?
    - What existing programs are there for aviation related services and manufacturing?
    - What commercialization / technology transfer support does the state offer?
    - What legislation is in work currently?
    - What positive incentives exist in other states?
    - What AFOSR collaboration exists for Ohio and what existing support exist for AFSOR?
    - What can be done to facilitate technology from and to various federal orgs in the state?
    - What existing foreign contracting support programs exist for aviation businesses?
    - Can the State set up contracting office in foreign territories?
    - Can industry form some sort of foreign support network?
    - What existing support programs exist for aviation manufacturers?
    - Can the State set up “hunting” teams to go after potential manufacturers?
    - Can industry form some sort of manufacturing support network?
    - What aviation government representation exists for Ohio?
    - What existing support programs exist for regulatory relief?
    - Can industry form some sort of certification support network?
- Timeframe – 6-12 months



# Industry Support Priority 2 Taxes

- Industry Support Members
- Description and Actions
  - Research
    - What existing tax relief programs exist for aviation related services and manufacturing?
    - What legislation is in work currently?
    - What positive tax incentives exist in other states?
  - Propose
    - Fly-Over Tax Incentive
    - Others including aircraft lease, distributor tax, etc.
  - Program Collaboration Opportunities
  - Timeframe – 6-9 months



# Industry Support Priority 3 Small Business

- Industry Support Members
- Description and Actions
  - Research
    - What existing support programs exist for aviation small businesses?
    - What do other states offer aviation small businesses that Ohio doesn't?
    - What innovative approaches can we take to assist small business development?
    - What capabilities does the SBIR program have?
    - How do business get more involved with SBIR?
  - Propose
    - SBIR Support
    - Academia connection with Small Business and AFOSR, sole source, etc.
  - Program Collaboration Opportunities
  - Timeframe – 6-9 months

# OAATC Installations Support

May 2015



# Installations Support Members

- **Lead**
  - Jay Jabour
- **Members**
  - John Leland
  - Ron Shroder
  - Vince Russo
  - Mike Heil



# Installations Support Objectives

- Recommend to the Committee legislation or policies that support State and Federal Aerospace and Aviation related installations
  - Scope
    - Active and reserve military installations
    - National Guard installations
    - Aerospace related Research and Development focused installations
  - Potential Focus Areas
    - Enhance posture of Ohio companies that support installations
    - Educational institutions that support State and Federal installation mission
    - Force structure related activities at the Federal level that may effect Ohio installations



# Installation Support

- **Priority 1**
  - Identify recommendations on how to coordinate local and regional efforts that are focused on supporting Active/Guard/Reserve/Research installations in upcoming or potential force structure actions
- **Action Party/Organizations**
  - Panel members
  - Legislators
- **Description and Actions**
  - Identify which installations state-wide are potential targets for force structure actions
    - Use past force structure actions to build a list of installations
    - Search service almanacs to identify major installation
  - Identify any local or regional efforts that are on-going or planned and focus on posturing those installations for potential force structure changes



# Installation Support

- Priority 2
  - Identify economic or regulatory recommendations for the committee that would enhance Ohio businesses and suppliers to State and Federal Installations to better posture those installations during force structure evaluations
- Action Party/Organizations
  - Panel members
  - Industry Support Panel
- Description and Actions
  - Reach out to businesses, educational and trade organizations to identify any economic or regulations that they feel would enhance their posture to support Installations in a force structure evaluation
    - For example, Dayton Defense, NDIA, etc.



# Installation Support

- Priority 3
  - Identify specific workforce related initiatives that Federal installations could benefit from and recommend to the committee how to implement them
- Action Party/Organizations
  - Panel members
  - Workforce Development Panel
  - OFMJC Coordination
- Description and Actions
  - Identify workforce related initiatives with potential to enhance an installations posture in future force structure actions
    - For Example; State support to Internships that target skill sets needed by Federal Installations
    - Recommend to committee panel of committee implementation