



# OAATC Outreach & Branding Workgroup

December 2015 Update



# Outreach Members

- **Lead**
  - Mark Brown
- **Members**
  - Maureen McFarland
  - Jeff Rolf
  - Tony Bailey
  - Sue Louscher
  - Kurtis Wm. Meyer

**Introducing a new supporting member!**

**Justin R. McCaulley**

President

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# In Review...

- As it exists today, there is **no coherent strategy or machinery** for getting coordinated messaging out on behalf of Ohio
- In order to establish such a mechanism, we needed to examine three functions:
  - **Marketing**
  - **Public Relations**
  - **Messaging**



# Definitions

- **Marketing:**
  - Given a desired outcome, deciding who the target audience(s) should be, selecting the messages that need to be delivered, the medium in which they should be transmitted, and measuring the results
- **Messaging (Messages):**
  - This includes all of the individual messages from the other committees, businesses, schools, etc. that address something that would make Ohio attractive
- **PR Department:**
  - The group of people or business that transmits our messages via:
    - OAATC Web Site
    - Articles
    - TV
    - Events
    - Trade Shows
    - Social Media
    - Etc.



# Findings

- **All three elements need to exist in some form in order for Outreach to be successful**
- Where and to what level of maturity do they exist today?
  - **Marketing (non-existent)**
  - **Public Relations (small group supporting the House only)**
  - **Messaging (very limited)**
- **Conclusion:** Need to formally organize and charter all three activities



# Recommendation #1

- **The Outreach Committee would like to facilitate an OAATC working group meeting:**
  - **Objective #1: Clearly define and document our OAATC goals:**
    - » Bring in more aerospace companies
    - » Attract grant money
    - » Retain aerospace workers
    - » Etc.
  - **Objective #2: Identify initial target audiences for each goal:**
    - » Companies
    - » Aerospace graduate students
    - » Specific research activities or technical skills



# Recommendation #1 (cont.)

- **Objective #3: Begin cataloging positive messages:**
  - » History,
  - » Tax Incentives
  - » Cost of Living
  - » Weather
  - » Etc.
- **Objective #4: Identify specific projects for action:**
  - » Website Redesign
  - » Programmatic Marketing Calendar
  - » Establish Facebook Page
  - » Sizzle Reel
  - » Develop Partnerships



# Recommendation #2

- **Create a full time position of OAATC Director of Marketing**
  - This person will take direction from the OAATC and develop a plan of action that will result in accomplishing our goals:
    - Desired outcomes
    - Messages to be delivered
    - Delivery mechanisms
    - Measures of success
  - State employee, contractor , or university employee on sabbatical
  - Coordinate the OAATC efforts with other Ohio organizations
  - Develop estimated costs (and a budget) for all projects



# Recommendation #2 (cont.)

## – Other duties:

- Work with the OAATC and other entities to enhance the Ohio Aerospace Day activities for government and industry leaders as well as the general public
- Assist with coordinating and publicizing the works of the other OAATC working groups
- Organize and promote an Ohio Aerospace Summit to bring together state lawmakers, federal lawmakers and industry representatives to outline a vision and mission statement for promoting Ohio's aerospace industry the way that other states coordinate their efforts
- Develop and maintain a newsletter and media campaign
- Explore how other states transmit their messages



# Outreach Next Actions

- **With direction to proceed, Outreach will begin organizing OAATC Working Group #1**
  - 1<sup>st</sup> quarter 2016
- **Each committee needs to prepare in advance:**
  - OAATC Goals
  - Target audiences for each goal
  - Positive messages to support the Outreach campaign
- **Let's put Ohio on the map!**



# OAATC Workforce Development Workgroup

December 2015 Update



# Status Report

- Three recommendations being finalized
- Report to be presented by the end of February 2016
- Group to then be “on call” for support of our recommendations
- Future activities will depend on success of implementing our recommendations



# Workforce Development Group Recommendations

- 1) Create an Ohio Aerospace and Aviation Business Round Table**
- 2) Develop and implement “targeted” workforce development activities among Aerospace and Aviation industries and their nearby community colleges and high schools**
- 3) Develop a relationship between the State and Project Lead the Way that would lead to increasing interest in STEM careers related to Aerospace and Aviation**



# OAATC Technology Development Workgroup

December 2015 Update



# Technology Development Subcommittee Update

12/9/15

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

# Development of an Ohio “Virtual” Research Collaborative

- The Technology Development Working group suggests the development of a “virtual” Ohio based research collaborative to highlight the existing wide capabilities in the aerospace arena across the State.
  - Leadership should be an independent institution, not a university, not a business, not a government lab, not a civic group.
    - OAI is the natural candidate
  - State Research Catalog – Academic and institute capabilities grouped by research areas that are important to industry and government labs.
  - State buy-in needed for funds to sustain the effort, **this needs to be a long term effort to be effective**. ROM: \$150k-\$250k/yr: 1-2 person years + partial meeting expenses (organizing industry/government labs could provide some host type support for meetings.)
  - Include efforts to catalog OFMJC CoE expertise but expand those areas past the original constraints of the OFMJC to areas not covered by OFMJC and of commercial interest.
  - Operation:
    - OAI as an independent State organization coordinates with industry/government to bring Ohio based expert groups together to address specific industry/government needs. (OAI does not have to lead everything but rather serve as a coordinator, facilitator and recorder) Examples:
      - OFMJC CoEs
      - UAV group led by DDC (already in operation with broad representation of military, government labs, airports, universities, industry)
      - Nextgen and AM led by Netjets (both efforts starting)
    - Industry/government highlights a problem/need, available capabilities are presented to the group by interested participants, possible collaborations are identified by participants. OAI reaches out to ALL Ohio universities and experts.
    - OAI develops a catalog of capabilities and keeps it up to date. This would be an open online resource.
    - State (Chancellor’s office, Jobs Ohio?) supplies funds to facilitate collaboration, i.e., sending faculty to other institutions for semester interpersonal exchanges, possible cost share for proposals (something like dollar match for student fellowships), etc.

# Goals for First Half 2016

- Start the Ohio “Virtual” Research Collaborative (OVRC).
- Reach out to FMJC and industry to identify areas that would benefit from an OVRC approach.
- Coordinate an academic discussion of barriers to collaboration, possibly through the Ohio Engineering Deans’ Council.
- Effectively communicate with other working groups regarding joint areas of interest.



# OAATC Industry Support Workgroup

December 2015 Update



# Industry Support Members

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



# Industry Support Progress

## 1) Proposed Aviation Tax Exemption Initiative:

CELEBRATE A MILESTONE! We get to celebrate the milestone of two aviation tax relief initiatives (Fly Away Exemption and General Aviation Sale and Use Tax Exemption) that were submitted to the Committee for legislative review and preparation for submittal to the House of Representatives. We are one step closer to inclusion in the Ohio Revised Code (ORC)!

Other actions related to the Tax initiatives:

- Provided additional data to the legislative team on the State of Montana Aviation Tax cost/benefit analysis.
- The Ohio Legislative Service Commission requires more data for analysis which we will try to provide.
- We have collected additional data relating to the benefits of the different tax exemptions.

## 2) We are working with the Technology Development Group to aid in the development of the Ohio “Virtual Research Collaborative” and exploring actions we can take to foster the initiative within the industry.



# Industry Support Progress (Cont.)

- 3) Working with GE Aviation to gain their perspective and work towards legislative initiatives that promote aviation manufacturing within the state.
- 4) Research and Development Initiatives in three primary areas:
  - Facilitate Job Growth through Ohio Federal Agencies policies on R&D activities.
    - Ongoing discussions with the Air Force Research Laboratory (AFRL) on how minor process changes could lead to significant job growth.
  - Understanding the R&D Inventory of Assets in the State.
  - Small Business Innovation Research (SBIR) Expansion Investments.
    - Determining how other states offer funding to support SBIR growth.



# Industry Support Next Steps

- 1) Continue to work to advance the Aviation Tax Exemption initiatives. We need Committee assistance to:
  - Set up a meeting with the Governor to discuss the Tax Initiative and the benefits to the state. Can the Chairman help facilitate?
- 2) Continue discussions with GE Aviation to further understand the needs of aviation product manufacturers in the state to see how we can help foster growth.
- 3) Continue to work on Small Business Innovation Research (SBIR) opportunities for the aviation industry in the state.



# Industry Support Next Steps (Cont.)

- 4) Continue to collaborate with the other work groups.
  - Set up a meeting with the Governor to discuss the Tax Initiative and the benefits to the state. Can the Chairman help facilitate?
- 5) Continue discussions with GE Aviation to further understand the needs of aviation product manufacturers in the state to see how we can help foster growth.
- 6) Continue to work on Small Business Innovation Research (SBIR) opportunities for the aviation industry in the state.



# OAATC Installations Support Workgroup

December 2015 Update



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  - Ron Shroder
  - Tony Bailey
- **Members**
  - Roderick Munn
  - Bob Tanner
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# OAATC Installations Workgroup

December 2015 Update



# Installations Support Members

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



# Installations Support Objectives

- The panel identified three priorities
  - 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
  - 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
  - Identify specific workforce related initiatives that Federal installations could benefit from and recommend to the committee how to implement them



# Installation Support

- Recommended way ahead for 2016
  - The group recommends no activity on Priority 3, that area is being covered elsewhere
  - Priority 1 should be our first priority
  - Defer activity on Priority 2
- 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



# Plan moving forward

- Identify key federal installations using existing resources.
  - Three categories would be our focus
    - Active Military installations
    - National Guard installations
    - NASA installations.
- Contact leadership at identified installations.
  - Direct contact with WPAFB
  - Work with TAG for NG installations
  - Direct contact with NASA
- By location, identify any local activities or organizations that can or do provide support during federal force structure actions
- Recommend to the OAATC a structure to bring together local and regional activities
  - Anticipate future periodic coordinating meetings to;
    - Build consistent state messages for use during federal force structure actions
    - Identify state activities that might help better posture installations
    - Identify for the state vulnerabilities by location
  - This is likely beyond the scope of the OAATC charter, will need a “home” somewhere in the state