



OAATC Outreach Committee

November 2015 Update



Outreach Members

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

Introducing a new supporting member!

Kurtis Wm. Meyer

MPA Candidate 2017 John Glenn College of Public Affairs

Graduate Assistant to the Director

Don Scott Field - OSU Airport Administration
The Ohio State University

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Outreach Challenges

Keys to getting the word out:

- 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 need to examine three elements:
 - Marketing
 - Public Relations
 - Messaging



Marketing

- **Marketing:**

- The person(s) responsible for this activity take direction and develop a plan of action that will result in a desired outcome.
- For example, if we want to attract aerospace companies, they would decide who the target audience should be, select the messages that need to be delivered, the medium in which they should be transmitted, and provide funding for the activity.
- Whether the result is a newspaper article or a staged event, the Marketing group is responsible for making sure the outcome is what was desired.



Messaging

- **Messaging:**
 - A better title might be **Messages**
 - This includes all of the individual messages from the other committees, businesses, schools, etc. that address something that would make Ohio attractive
 - History,
 - Tax Incentives
 - Cost of Living
 - Weather
 - Etc.
 - Positive statements that could be made to characterize Ohio



PR Department

- **PR Department:**
 - The group of people or business that transmits our messages via:
 - OAATC Web Site
 - Articles
 - TV
 - Events
 - Trade Shows
 - Social Media
 - Etc.



Assessment

- **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 evaluate and charter all three activities



Recommendations

- **Marketing (non-existent)**
 - **Clearly define our OAATC goals**
 - Bring in more aerospace companies
 - Attract grant money
 - Retain aerospace workers
 - Etc.
 - **Identify the target audiences**
 - Companies
 - Aerospace graduate students
 - Specific research activities or technical skills
 - **Formulate a strategy for reaching each one**
 - Desired outcome
 - Messages to be delivered
 - Delivery mechanism
 - Measures of success



Recommendations (cont.)

- **Public Relations (small group supporting the House only)**
 - Better understand who these people are today
 - What their capabilities are
 - What additional staff/skills are needed
- **Explore how other states transmit their messages?**



Recommendations (cont.)

- **Messaging (very limited)**
 - Each committee needs to articulate their messages that could be transmitted
 - Why is Ohio a good place to raise a family?
 - What tax incentives are there for me to open a business?
 - Are interesting and challenging jobs available?
 - We all need to look outside the OAATC for messages that could be used



Outreach Next Actions

- **This is not a small undertaking!**
- Please consider our observations and recommendations and send us your thoughts
- At our next meeting we would like to present a consolidated list of:
 - **Goals (desired outcomes)**
 - **Target audiences**
 - **Messages**
- **We're in this together!**



Workforce Development Group

Status Report
18 November 2015

Dr. Vincent J. Russo



Workforce Development Priority 1

History

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 counselors
- Worker training

From 20150520 Report.
This chart is still valid.



Status Report

- We are near the end of “data gathering” for our Phase One (first round of study and recommendations)
 - Reviewed what is currently underway, what is missing, and developed potential recommendations to the Committee
 - Held three Group meetings, conference calls, and emails
- Prioritized our top three recommendations to the OAATC
- Phase One report expected in February



Workforce Development Group Recommendation #1

1) Create an Ohio Aerospace and Aviation Business Round Table

- a) CEO level members
- b) Report to the Governor through the OAATC
- c) Establish goals and objectives for legislative actions
- d) Monitor progress
- e) Advocate the future of Aerospace and Aviation in Ohio
- f) Propose legislative action as necessary



Workforce Development Group Recommendation #1

Leader: Jeff Rolf

Member: David Williams

Progress to Date

- Gathering inputs
- Reviewing historical examples
- Considering membership and leadership



Workforce Development Group Recommendation #2

- 2) Develop and implement “targeted” workforce development activities among Aerospace and Aviation industries and their nearby community colleges and high schools**
 - a) Select three industries for a pilot program
 - b) Develop estimated ROI
 - c) Propose legislative action as necessary



Workforce Development Group Recommendation #2

Leader: Sue Louscher

Member: Ann Heyward

Progress to Date

- Gathering inputs from company executives and others
- Exploring collaboration with relevant industry associations
- Exploring collaboration with Jobs Ohio's customized training programs, Ohio Board of Regents, and the Department of Education



Workforce Development Group Recommendation #3

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

- a) Work with PLTW leadership to define an appropriate relationship
- b) Propose legislative action as necessary



Workforce Development Group Recommendation #3

Leader: Vince Russo

Member: Terry Slaybaugh

Progress to Date

- Gathering details of current PLTW investments in Ohio
 - 9000 schools across the United States
 - 350 schools in Ohio
 - Only 18 of the 350 teach the Aerospace Program
- PLTW to provide an estimate for adding more schools in Ohio and increasing the number teaching the Aerospace Program



Workforce Development Group

Next Steps

- Finalize each Recommendation
- Prepare a report for Phase One---target February
- Support OAATC as needed to implement our recommendations
- Develop additional recommendations during Phase Two---target next Fall



Technology Development Group

Status Report

18 November 2015



Technology Development Subcommittee Update

11/18/15

- **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.



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

(Items below the line do not need to be discussed by the May 20th meeting.)



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

(Items below the line do not need to be discussed by the May 20th meeting.)



Technology Development White Board

On the following slides the TDWG will brainstorm ideas that may lead to new technologies, policies and collaborations with the intent on bringing more aerospace/aviation jobs to the State of Ohio.

This is brainstorming – no idea is a stupid idea (yet!)

Board 1

- IP – a potential solution to IP problems could be rigorous definition of what one brings to the collaboration, what one is willing to share freely, and a preresearch discussion on who owns what is developed (an ownership plan, if you will) (po)
- IP – Silicon Valley and Boston MA are entrepreneurship success stories. Learn what we can from how Stanford and MIT handle IP. (mh)
- Collaborative research. Have Ohio industry (large/medium/small businesses) identify technology challenges. Have Ohio universities perform research to address those challenges. Funding to perform the research to be provided by industry, with funding match from the state. (OAI Collaborative Core Research Program model) (mh)
- Collaboration ideas
 - Visiting Professor Exchange – Ohio universities can create a one semester exchange, 1 for 1, where, for example, a UC professor might go to UD in the Fall and the UD professor comes to UC in the Spring, they teach some specific classes, meet people and gain trusted colleagues – probably a no cost option but State might provide travel funds (po)
 - Academia-Industry-Lab Exchange – Two (or more) nonacademic organizations can exchange visitors for a semester, academician working on real-world problems, industry/lab researcher teaching some class – might be more practical part time or over a sabbatical but would probably involve the hosting institution paying something or the State covering the costs to make it happen on both ends (po)
 - Encourage Ohio university faculty to take sabbaticals with Ohio industry, federal laboratories (mh)
 - Give promotion and tenure credit for faculty support to Ohio industry (research support, tech transfer, etc) (mh)
- Develop a State of Ohio “Technology Sales Pitch” (po)
 - Trade show booth map(s) that cover (these might be electronic/interactive)
 - Ohio industries from small to huge (it might be several layers)
 - Ohio universities
 - Ohio labs
 - Connections between are important to this too
 - Groupings of players by technologies
 - Enhanced presence at major trade shows
 - State of Ohio booth and chalet (shared space)
 - Above materials available on some dedicated webpage

Board 2 - JL

- Identifying Critical Technologies: Most companies are not going to identify their weaknesses or strategic needs and the federal government should already have a plan to develop its critical technologies. Hence, the Technology Working Group (TWG) should focus on those technologies that perhaps support the broader aviation and aerospace infrastructure and that would ALSO give Ohio a competitive advantage over other states.
- Identify Barriers to Collaboration: From my recent discussions and experiences regarding the Ohio Federal Military Commission's Federal Research Network initiative, I believe intellectual property (IP) rights, practices or laws hinder collaboration. Each State university *appears* to interpret State laws differently, requiring multi-university/industry partnerships to require separate (and often laborious) IP negotiations between the company and each university. In some cases, negotiations with one university will prevent the start of work between the company and other institutions. Further, State laws as perceived by every university, on their own inhibit collaboration between universities and industry. As the OAATC is a charter of the Ohio Legislature, this seems like a significant and pertinent obstacle to be tackled. A key step could be an OAATC meeting that receives presentations from key university and industry stakeholders.
- Ohio Sales Pitch/Marketing: This could be supported by Jobs Ohio (JO). It is my understanding that JO has focused almost solely on deals where there is a guaranteed return on investment. It is not clear to me how the potential opportunities are acquired. For example, is JO actively marketing to companies contemplating a move or expansion? I believe that venues such as the Paris Air Show could fall under a strategic marketing campaign by JO to attract more business to Ohio. Perhaps the OAATC could get insights from JO on this in preparation for making recommendations.

Board 3 – (PO/BT)

- A critical need for some Ohio businesses and airports is development and implementation of NEXTGEN air traffic management procedures.
- This area has not been sufficiently addressed by OFMJC and represents a collaboration opportunity between UC, OSU, Kent State and OU.
- It is proposed that a **collaboration be developed between Ohio universities for NEXTGEN Air Traffic Management**. A step toward this has begun with initial discussions between faculty at UC, Bob Tanner from Netjets and Carlos Grodsinsky from Ohio Aviation and Aerospace Council.



OAATC Industry Support

November 2015 Update



Industry Support Members

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



Industry Support Goals

Goal Focus:

Priority 1 - Data Gathering & Community Feedback – Determine Community's Priorities and Action Plans

- Members of the Industry Support Group have been actively collecting data. The initial point of data collection has been specific to aviation related tax incentives and the application of aviation sales incentives in other States.

Priority 2 - Taxes – Identification of Opportunities

- Obviously taxes continue to be a focus. We have presented a Revision to the Ohio Tax Code for consideration.

Priority 3 -Small Business

- The group has worked on different R&D Support concepts which have been presented at the committee level. They continue to mature with R&D/SBIR as a primary focus.



Industry Support Actions

Progress:

We currently have draft legislation for both the fly-away sales tax exemption and the broader general aviation sales and use tax exemption

The legislative team has run into substantial issues collecting reliable data on aircraft sales in Ohio and elsewhere.

- The data from ODOT lacks sufficient aircraft resale data and lacks type of aircraft and purchase price.
- The department of taxation has no information on individual aircraft sales.
- The FAA has nationwide statistics available, but not data broken down by state.

Once we have the data available to support the proposed legislative change, we anticipate it moving to the House for consideration.



Industry Support Plans

Next Steps:

As the proposed Aircraft Sales Tax legislation matures, we will adjust our focus to Small Business opportunities.



Industry Support Assistance

Additional Assistance:

Mr. Bryan Budds, Great Lakes Regional Manager of the Aircraft Owners and Pilots Association has joined our group in an advisory capacity.

We are honored to have access to his expertise and support.



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
 - Three Priorities Identified
 - 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

- **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
 - Identify any local or regional efforts that are on-going or planned and focus on posturing those installations for potential force structure changes
- **Recommendation**
 - Transition to Ohio Military Facilities Commission (OMFC)



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
- **Recommendation**
 - Would require state funded study



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
- Recommendation
 - None, Ohio Federal Jobs Commission is answering this