

EXPLORINGTM

DISCOVER YOUR FUTURE

National Aviation Exploring Challenge

“Flying High with Aviation Exploring!”

What is it?	Page 2
Recognition & Incentive	Page 2
Steps to Success	Page 3
Suggested Partners	Page 4

“FLYING HIGH WITH AVIATION EXPLORING”

Did you know that the aviation industry supports over 62.7 million jobs around the world? By 2034, that number is expected to grow to over 99 million jobs! And being a pilot is not the only job in aviation, that number also includes jobs in airport operations, freight, flight crews, cabin crews, executives, ground services, maintenance, aerospace engineering and design, air traffic controllers, and much more! What an exciting industry to get our young men and women involved in during their middle and high school years!



In an effort to support this incredible industry and to continue the success of Exploring, the national Exploring team has collaborated with BSA's marketing team and a very generous donor, Danielle and Brad Tilden (CEO and President of Alaska Airlines) to provide resources focusing on Aviation Exploring growth efforts.

THE PLAN

The plan is simple – show your support of Aviation Exploring by growing and expanding Aviation Exploring opportunities in your communities. Together with local airports, flight schools, community colleges, airlines, and other community organizations, we aim to make a positive and lasting impact on the future of more youth than ever before using the Exploring program as the means to reach your mutual goal. You can accomplish the goal using the tools and methods designed by the national Exploring team specifically for this purpose. Review the attached one-page plan for a list of suggested specific actions and resources.

PROFESSIONAL RECOGNITION

The goal is to organize new Aviation Exploring units - posts or clubs – in every district in every council utilizing volunteers to help ensure the four phases of organizing a post/club are completed. The Unit Serving Executives who organize the **first 200 Exploring units** registered during the 2018 calendar year will qualify (Jan 1 through the close of membership) for this recognition. Applications will be collected via online form on an ongoing basis. The link to the online form is <http://bit.ly/1st200AviationExploring>. This form must be completed by your supervisor or Scout Executive, and new units will be verified. Please be sure to complete this form as soon as your registrar enters the unit.

The Unit Serving Executives who organize the first 200 Aviation Exploring units in 2018 with a minimum of 10 Explorers registered will receive \$350 (before taxes) and a special edition Aviation Exploring polo shirt and coin. In addition, the Unit Serving Executive can designate a volunteer who helped organize the unit to also receive the special edition Aviation Exploring polo shirt and coin. This award is cumulative, so if a Unit Serving Executive organizes more than one Aviation Exploring unit in 2018, he or she will receive the incentive for each unit started until the number of new units nationwide reaches 200. For these Unit Serving Executives, there will be an opportunity for an additional bonus for retention and growth of these units. Details will be provided to each executive after the post/club is registered and the online submission form is completed.

All Unit Serving Executives who organize an Aviation Exploring unit in 2018 will receive a limited edition Aviation coin and will be entered in a drawing to win TWO roundtrip airline tickets for travel within the United States (maximum value up to \$1000.00). This drawing will include **ALL** Unit Serving Executives who organized an Aviation Exploring unit in 2018, regardless if he/she qualified for the first 200 posts/clubs submitted.

All Aviation posts and clubs organized will also count toward any other promotions, such as the 4 Post/Club Challenge (<http://bit.ly/2018Ex4PostFlyer>) and any regional or national membership incentives.

There is also a \$1,200 stipend (before taxes) available for select teachers to work with Unit Serving Executives in creating Aviation Exploring units at the 29 Aircraft Owners and Pilots Association (A.O.P.A.) partner schools. The National Service Center will work directly with those selected councils that have A.O.P.A. schools. We cannot guarantee a specific time table for the organization of these units at this time, and the selection of these participating schools/councils will be determined by the National Aviation Committee.

COUNCIL INCENTIVE | \$1,000 MARKETING PACKAGE

The National Exploring team will host a Livestream session to kick off the initiative on **Thursday, April 26 at 11 a.m. CST**. Five councils will be randomly drawn to receive the incentive from those who are actively participating in the live chat during the session. Professionals and volunteers are invited to join in, as the National Exploring team reviews the suggested plan in detail. The marketing package includes:

- One Aviation Exploring freestanding pop-up banner, 3 ft. wide x 8 ft. tall
- One general Exploring freestanding pop-up banner, 3 ft. wide x 8 ft. tall
- One black table drape with the general Exploring logo and tag line, fits 6-foot table

The five winning councils will receive the marketing package four weeks after the livestream event. Remember to tune in on Thursday, April 26 at 11 a.m. CST to: <https://livestream.com/bsa/exploring>.

Your Council's Suggested Steps to Success!

The plan is simple – provide opportunities for young men and women in your council to experience a wide variety of careers in aviation. Together with airports, community colleges, and other local agencies, aim to make a positive and lasting impact on the future of more youth than ever before by using the Exploring program as the means to reach growth in Aviation Exploring. You can do this using the following tools and methods designed by the national Exploring team specifically for this purpose.



UPDATED 4/25/18

SUGGESTED TIMELINE	ACTION	RESOURCE	TIPS
By end of May	Become familiar with the 4 phases of starting an Exploring post/club	Gold Edition of the Unit Performance Guide (UPG), Chapter 5	UPG is a detailed explanation of the 4 phases of starting a new post or club. An abbreviated version is available at: https://www.exploring.org/playbook/
By end of May	Become familiar with the Aviation Exploring program materials and Exploring marketing materials	Exploring.org - Safety First Guidelines , Aviation Career Opportunities Worksheet , Activity Library	Questions? exploring@lflmail.org or 972-580-2433
By end of May	Secure career interest survey data from the two largest schools in your service area or gather existing data	US Department of Education letter of support, found in the Career Survey Guidebook at: http://bit.ly/CareerInterestSurveyGuidebook	Either ask schools to share their own student career interest data or offer the online (www.exploringyourcareer.com) or Scantron (NDC #618833 Exploring Career Interest Survey).
Option 1: By end of Aug	Host a community Exploring cultivation event and include Aviation	Cultivation Event Guide located at exploring.org ; Chartered Org Prospect List at MyBSA/Resources	Recruit current Explorers, Advisors, and aviation volunteers as keynote speakers.
Option 2: By end of Aug	Utilizing a key community volunteer and career interest data, visit each potential participating organization (prospect) in your service area	Exploring Sales PowerPoint and Sales Kit SKU 638289 found at https://scoutingwire.org/exploring-tools/playbook/	The PowerPoint follows the flow/page order of the sales kit. Customize the presentation for an aviation audience.
By mid Sept	Follow up on leads and secure commitments to start new Exploring units	Exploring Sales Kit SKU 638289 & Aviation Career Brochure SKU 639038 (both BIN items available through National Distribution Center, 800-323-0732)	Utilize the BSA Sales Model to have successful sales conversations. Completing this step in a timely manner will set you and your new units up for success.
By end Sept	Finish facilitating program planning meetings for all new units	All-in-One Program Planning Meeting agenda (Exploring Guidebook for Unit Leaders at http://bit.ly/ExploringGuidebook)	Consider hosting this meeting for more than one new unit at a time. Ensure that leaders have completed online training at https://www.exploring.org/training-safety/
By end of Oct	All Exploring units have hosted an open house. Promote directly to students that completed the Career Interest Survey and at local high schools, using fliers/posters/videos.	See open house agenda in the Exploring Guidebook http://bit.ly/ExploringGuidebook , page 125, Aviation Exploring flyers, posters, and videos https://scoutingwire.org/exploring-tools/media-2/aviation/	Coach new units to offer hands-on activities at their open houses and plan a structured ask to join. Consider hosting a single open house event for new posts/clubs within same geographic area.

There are Plenty of Potential Participating Organizations for Aviation Exploring!

- Municipal Airports
- Regional Airports
- International Airports
- Private Airfields
- Air Traffic Control
- Hobby Shops
- Drone Racing Leagues
- Pilot Schools
- Aerial Sightseeing Operators
- Aircraft Manufacturers
- Aircraft Maintenance Providers
- Crop Dusting Operations
- Aerial Advertising Agencies
- Flight Programs at Community Colleges
- College Model Aircraft Clubs
- Flight Simulator Rental Facilities
- USDA Forest Service – Aviation Safety Management
- U.S. Military Bases
- Aerospace Engineering Firms
- FBO's (Fixed Based Operators)

....and much, much more

Don't forget these important items when making your sales calls:

- Exploring Sales Kit
- Exploring Career Brochures
- Business Cards
- Local Career Interest Survey Results
- Aviation Career Opportunity Worksheet - <http://www.exploring.org/wp-content/uploads/2018/04/AVIATION-Opty-worksheet.pdf>
- Aviation Support Letters (Women in Aviation, A.O.P.A. etc.) - www.exploring.org/supporters