

EXPLORINGTM

DISCOVER YOUR FUTURE

National Aviation Exploring Challenge

“Flying High with Aviation Exploring!”

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“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 to outline resources that already exist to support your local 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 start new Aviation Exploring units - posts or clubs – in every district in every council utilizing volunteers to help ensure the four phases are completed. The unit serving executives* who start the **first 200 Exploring units** will qualify for this recognition. Applications will be collected via online form on an ongoing basis. The link to the online form will be sent via Scout Executive council packet as well as other communication channels. New units will be verified.

Thanks to a generous donor, the unit serving executives who start the first 200 Aviation Exploring units with a minimum of 10 Explorers registered will receive \$300 (after taxes) and a special edition Aviation Exploring polo shirt. In addition, the unit serving executive can designate a volunteer who helped organize the post and will also receive the special edition Aviation Exploring polo shirt. This award is cumulative so if a unit serving executive starts more than one Aviation Exploring unit, 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, including an incentive for current Aviation Explorers.

All unit serving executives who start an Aviation Exploring unit will be entered in a drawing for free airline tickets to the 2019 EAA AirVenture OshKosh or WinterFest. This drawing will include **ALL** unit serving executives who started an Aviation Exploring unit in 2018.

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 membership incentives.

There is also a \$1,000 stipend available for 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 with those selected councils/districts that have A.O.P.A. schools.

*Includes all unit serving executives, not just those specific to Exploring

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 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 3/9/18

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	This is a detailed explanation of the 4 phases of starting a new post or club.
By end of May	Get familiar with the Aviation Exploring program materials and Exploring marketing materials	Exploring.org - Safety First Guidelines , Aviation Career Opportunities Worksheet , Activity Library	Questions? exploring@flmail.org or 972-580-2433
By end of May	Secure career interest survey data from the two largest schools in your service area	US Dept 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 Aviation Exploring cultivation event	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 in your service area	Exploring Sales Power Point and Sales Kit SKU 638289 found at www.scoutingwire.org/exploring-tools/playbook .	The Power Point 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, 800-323-5822)	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 www.exploring.org/training-safety .
By end of Oct	All Exploring units have hosted an open house	See open house agenda in the http://bit.ly/ExploringGuidebook , page 125, Aviation Exploring flyers and posters	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

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