

CAREER TECHNICAL DIVISION: AVIATION & TRAVEL CAREERS,

HOMELAND SECURITY, AND ADMINISTRATION OF JUSTICE

ADVISORY COMMITTEE MINUTES

Date of Meeting: May 8, 2017

Location: Cypress College Complex, Room 414, Cypress College

Committee: Aviation & Travel Careers Program

Members Present: Ms. Kathy Angell, Manager, Vacation Connection

Mr. Rodolfo Bianchi, Owner, LA Video Drone

Mr. Jeff Co, Manager JetBlue Airways (absent but provided input)

Mr. Bruce Diep, Ramp Agent/Trainer, Piedmont Airways

Mr. Daniel Dill, FedEx MD-11 Captain, Retired, Clay Lacy Gulfstream

Dr. Steve Donley, Dean, CTE Division, Cypress College

Mr. Paul M. Foster, Jr., FAASTeam, FAA/LAX FSDO

Mr. Chuck Gifford, Professor Emeritus, Cypress College

Ms. Barbara Offer, Retired, Travel Agent

Mr. Michael Hannah, CC Homeland Security, Anaheim PD, District Commander, RT

Mr. Michael Jesch, Pilot, American Airlines

Mr. Clifford Lester, Cypress College, Photography Department Hair

Mr. Marc Mancini, W. Los Angeles College, Professor of Travel, Retired

Mr. Steve McCormick, Senior Engineer, Thales Avionics

Dr. Keith Mew, Dept. Chair Aviation Administration, CSU Los Angeles

Mr. Thomas Mellana, City of Cypress, Criminal Investigation Detective

Ms. Ginger Neel, Orange County Pathways/CTE Transitions

Ms. Cira Oropeza, Flight Attendant, United Airlines

Ms. Evie Palicz, Northwest/Continental Airlines Manager, Retired

Ms. Kathleen Reiland, ATC Chair, Cypress College, U.S. Airways, Retired

Ms. Linda Rogus, Mt. San Antonio College, Aeronautics Co-Chair

Mr. Andrew Ruktoume, American Airlines, Cargo Supervisor

Mr. Brad Sprayberry, Walt Disney Parks & Resorts, Flying Team Captain

Capt. Ed Valdez, Pilot, United Airlines, Professor of Aviation, Cypress College

Mr. James Wilcox, Training Technical Safety Specialist, The Boeing Company

Businesses Represented: 20 Total attendees: 24

Cypress College Students Present:

Mr. Richard Faircloth, Cypress College ATC, Commercial Pilot Student

Ms. Kathy March, Cypress College ATC, Administrative Support

**Welcome and Introductions** – Kathleen Reiland and Captain Ed Valdez

Kathleen thanked everyone for attending and asked all attendees to introduce themselves and provide a brief background about their role in the industry. She then proceeded to share a Power Point Presentation, highlighting the latest updates about the program and the status of previous advisory recommendations. Kathleen shared a picture of students receiving awards at the flying team competition, visiting JetBlue, and being recognized by the college. In addition, it was noted that the college has had quite a few retirements and is welcoming new personnel including Chancellor Cheryl Marshall, President JoAnna Schilling, and a new CTE Dean to be determined. Cypress College will be going through accreditation in the fall, and is currently participating in the State’s Strong Workforce Initiative. Perkins continues to support the program as well.

Performance indicators continue to be strong with enrollments well over 1000 and certificate and degree awards over 100 per year; however, enrollments are expected to decline with the changing demographics and DACA issues. In addition, students continue be highly sought after for job placement, and “jobbing out” continues to be a challenge. In follow up to advisory recommendations, the UAV/UAS (drone) program was the first community college program approved in California, and three new CTE degrees with areas of emphasis in Aviation, Homeland Security, and Tourism have been approved by the Board, which will allow CTE students to transfer with a 60-unit AS degree that includes the CSU GE transfer requirements (i.e. students will be able to transfer with fewer units). The new AJ AST Degree has been Board approved in support of the Homeland Transportation Security long existing certificate. Kathleen ended the program overview with a picture of Jennifer Guetterman, a recent graduate who been accepted into the 115th Airlift Squadron of the Air National Guard's as the newest C130J pilot.

**Focus Groups**

**Questions for consideration in the breakout sessions:**

1. Cypress College is facing budget uncertainty and declining enrollment, but in looking at our existing programs and grant opportunities, are there any gaps that we should address? Regarding increasing enrollment and completions, what are your thoughts on acquiring an aircraft similar to Mt. SAC, Orange Coast, and Glendale Colleges?

2. It appears there will be increasing pressure to be “productive.” Are there entry level classes, with higher seat counts, that we could offer to bring students into our programs that could help increase student engagement and success?

3. We have one more year of the Perkins Grant. We also have the opportunity to apply for funds under the Strong Workforce initiative that will create “more and/or better” CTE programs. What resources could increase enrollment, reinforce our current programs, or create more opportunities for students?

4. There are a variety of new concepts to help us gain and retain the new generation of students, including dual enrollment with high schools (or industry?), open educational resources (OER), badges for skill achievement, online, etc. Which of these, or other ideas, might work for our students?

5. Is there anything else we should be addressing? Jeff Co, JetBlue, asked that we address methods to de-escalate conflict situations and the likelihood employees will inadvertently end up on the news via social media.

6. Please, help us identify new ways to get the word out to our students about our programs.

**Reconvene: Group Recap of Recommendations**

**Aviation / Airlines**: More focus on adult learners, working adults, and evening classes. More target-marketed outreach online ads. Find ways to increase availability to adult professional students. Youth/high school exposure – evening parent information nights/outreach events. Let people know of all the options for aviation students. Young Eagle Program – Boy Scout badge. Try to acquire an aircraft: Great selling point on increasing enrollment. Take youth onto plane – build enthusiasm. Get flight hours through use of FAA approved simulator. Offer an Introduction to Aviation class, especially for higher seat count attracts pilots to finish hours. Charge for services, fee-based, possible income-stream for department. Offer customer service training for airline professionals. Contracting flight training, more mock-ups, IOS – iPad, Electronic devices. Increase APP use. Try offering live course where students can log in to see the teacher and count their seats for enrollment video stream classes. More hybrid classes. Ramp class (one-week training) and add ramp and cargo field trips, practice tests course/hands-on

American Airlines is hiring 300 positions – want responsible, customer service, effective conversation, perception has changed, emphasize calm, presenting the company, steps to deescalate – don’t react! Refer students for hiring. DREW RUKTOUME

JetBlue offers pilot training and internships in New York. Students can apply online. JetBlue expansion in Long Beach creating opportunities, but students will need to be competitive with a strong work ethic. JEFF CO.

United Airlines - interview preparation, cover letters, resumes, professional development; empathy is hard to teach, but must have empathy, service/customer recovery; actions speak louder than words (i.e. Oscar Munoz); curbside to check-in to gate check-teach students to put phone down and be empathetic. CIRA OROPEZA

**Homeland Transportation Security and Administrative of Justice**: Expand at high school through dual enrollment. Provide practical exercises versus lectures; hypothetical situations; desktop simulations; work through options of different scenarios; cut lecturers, create practitioners; increase role-playing. Scenarios to address: Seat pitch narrowing, less humane, “verbal judo” and incident resolution; de-escalating aggravation by customers, verbal, judo/defense – non-escalation. TOM MELLANA – Investigator for the City of Cypress Police Department teaches high school students mock interviews, but what’s on television and cameras have changed the perception.

**Travel and Tourism:** California licensing tour guides – blue badge, channel 7, Star Line Tour/Chinese tour guides - college credit senator. Badge: tour badge/tour manager, tour guide sponsors, 25%. CTE branding or Google – International students, TOEFEL tests, Distance Ed. on cruise ships. Rewrite ATC 101 – Intro to Travel – true and security. 30-35 seat count. We are making younger generation learn the way we did. We can improve our online classes’ presentation. Live classes tops if teacher is excellent. Best way to get higher success is hands-on or practical application classes. MARC MANCINI – West Los Angeles College (Retired) – online beats live; American Airlines created interactive $3 million training program to include simulations but did not implemented. Silicon Company to develop educational online program.

Cruise port security and customer operations. Shanghai will be bigger than Miami will; highest-level person around here to teach. Invite the President of Trafalgar, Contiki, Brendan Tours, Pleasant Heaven to speak. Seminar style courses taught by CEO’s or President. China offers unusual program that gets lots of publicity and media coverage is a big opportunity for the program. KATHY ANGELL – Vacation Connection – prepare people about baggage fees, tour company preparations, and soft skills.

**Recommended marketing** – Photo advertising vs. video advertising: Suggest using captivating photo – one still – rather than whole video. Viewers will not spend time watching video. ATC outreach at concerts – example - Coachella. Pay per click online marketing. Instagram marketing. Outreach to high school counselors, update website, not mobile-friendly, need seller content. Offer dual enrollment with local high schools. High school counselors should be more informed. Mt. SAC upgraded their website, needs to be mobile friendly, students use phone to look up information. Made a tremendous difference at Mt. SAC. They have seven airplanes and offer successful 8-week, 1.5 unit Intro to Aviation. Mt. SAC new dispatcher class program – 8-week summer class. Six out of 11 got jobs at LAX. Airport Management/Operations Class, Cinematography/Photography for Drone Technology and all new programs need more advertising and promotion with a website presence.

**Closing Thoughts:**

Kathleen commended the group for another exhausting but exciting “to do” list with many great ideas for the next year. She thanked the attendees for their recommendations and valuable time, and she encouraged them to continue to share their ideas and suggestions throughout the year.

Respectfully Submitted:

Kathy March, ATC

Administrative Support

Cypress College