

# Aviation Indiana – Strategic Plan 2020

**Vision Statement:** To be the recognized leader and voice for the advancement of Indiana airports and an advocate for Indiana aviation.

**Mission Statement:** To develop and advocate the interests of our members and strengthen the ability of aviation to serve our communities.

CATEGORY	GOAL	TIME FRAME		PRIORITY		
		LONG TERM	SHORT TERM	HIGH	MED.	LOW
Legislative	<p><b>1. Develop a legislative agenda annually to ensure continued vitality of Indiana aviation and to seek appropriate legislative activity in support of AI members.</b></p> <p><i>Includes legislative agenda, board approval, and submittal to LAS for drafting</i></p> <p>1-A. Legislative committee establishes legislative agenda prior to the AI July quarterly meeting</p> <p>1-B. Legislative committee chair presents agenda to the board for approval at the annual conference</p> <p>1-C. Legislative committee approaches a legislator to present agenda to LSA for bill drafting by Nov. 1</p>		X	X		
	<p><b>2. Succession Planning for Legal/Legislative issues</b></p>		X	X		
Funding	<p><b>3. Provide adequate funding for airports.</b></p> <p><i>Includes maintaining 50/50 match on AIP grants, lobbying for state/local program, and monitoring and supporting industry efforts for funding with Indiana legislative delegation</i></p> <p>3-A. State—Establish what constitutes "adequate" funding for Indiana airports</p> <p>3-B. State—Lobby for 50/50 state-local program funding</p> <p>3-C. State—Lobby for revolving loan fund</p>		X	X		

CATEGORY	GOAL	TIME FRAME		PRIORITY		
		LONG TERM	SHORT TERM	HIGH	MED.	LOW
	<p><b>4. Ensure dedicated fund for Indiana airport capital improvements is adequately financed.</b></p> <p><i>Includes determining amount of aviation related taxes collected in the state and detailing a plan of action for use with elected official for introduction of legislation on this issue.</i></p> <p>4-A. Determine amount of any additional non-dedicated aviation related taxes and fees collected in the state that could be dedicated to aviation.</p> <p>4-B. Monitor state level aviation revenue diversion.</p> <p>4-C. Detail a plan of action that includes a program/legislation that can be shared with elected officials and introduced into legislation.</p> <p>4-D. Identify legislators and power players to champion the cause.</p>	X		X		
PR/Marketing	<p><b>5. Increase status of aviation within state government.</b></p> <p><i>Includes developing a position paper determining what we are asking/presenting and lobbying the appropriate governmental entities</i></p> <p>5-A. Conduct one annual meeting with INDOT Commissioner</p> <p>5-B. Conduct one annual meeting with IEDC</p>	X		X		
	<p><b>6. Promote local/community support of aviation.</b></p> <p><i>Includes identifying key champions, , reviewing economic impact study and process, and identifying ACRP studies of value</i></p> <p>6-A. Assist airports in identifying key users that can be airport advocates</p> <p>6-B. Encourage each airport to develop specific local stories of why each airport is important to its community</p> <p>6-D. Review Economic Impact study process and outcomes for potential improvements</p> <p>6-E. Identify ACRP studies that can be useful for promoting local airports</p>	X			X	
Education	<p><b>7. Create and leverage relationships with Indiana aviation focused universities, educational institutions; promote aviation education initiatives that help produce a pathway to a profession in aviation.</b></p>	X			X	
	<p><b>8. Support the goals &amp; objectives of AAI Scholarship Fund Incorporated.</b></p> <p><i>Includes assisting SFI in expanding base of donors and contributing % of conference sponsorship</i></p> <p>8-A. Assist AAI-SFI in expanding base of donors</p> <p>8-B. Support AAI-SFI with % of annual conference sponsorship</p>	X			X	

	GOAL	TIME FRAME		PRIORITY		
		LONG TERM	SHORT TERM	HIGH	MED.	LOW
	<p><b>9. Provide educational opportunities for our members.</b></p> <p><i>Includes identifying education programs available to members, providing annual conference/quarterly meeting agendas with education emphasis, identifying ways to utilize web site for educational opportunities.</i></p> <p>9-A. Identify education programs available to members</p> <p>9-B. Provide annual conference/quarterly meeting agendas with education emphasis and conduct post evaluation of success</p> <p>9-C. Conduct periodic workshops on topics of interest/conduct post evaluation of success</p> <p>9-D. Identify ways to utilize web products for educational opportunities</p>	X			X	
<b>Organization/ Membership</b>	<p><b>10. Utilize committees to implement strategic goals</b></p> <p><i>Includes AI President identifying committees needed to support strategic plan, chairperson, and committee roles; Publishing list of committees and rosters on web site.</i></p> <p>10-A. AI President: Identify committees needed to support strategic plan</p> <p>10-B. AI President: Identify chairperson for each committee</p> <p>10-C. AI President: Identify role of each committee</p> <p>10-D. Publish list of committees</p> <p>10-E. Committee Chairs will develop a roster of active committee members serving on the various committees and will post them to the website.</p>		X	X		
	<p><b>11. Increase active membership</b></p> <p><i>Includes Membership Committee Identifying benefits of AAI membership and opportunities, annually contacting non-member public airports and lobby to join and identifying and recruiting these potential members</i></p> <p>11-A. The Membership Committee will Identify benefits of AAI membership and opportunities.</p> <p>11-B. The Membership Committee will annually contact non-member public airports (and non-active members) and aviation businesses to join and participate.</p> <p>11-C. Identify and recruit point of contact for potential members on above stated airports</p>	X		X		
	<p><b>12. Increase participation of membership.</b></p> <p><i>Includes committee chairs recruiting members and assigning specific tasks.</i></p>	X			X	
	<p><b>13. Identify succession plan for the longevity and health of the organization.</b></p> <p>13-A. Establish vice chairs.</p> <p>13-B. Recruit new leaders/expertise.</p>	X		X		