Mission/Vision

Our Mission

We promote the inclusion of minorities and women in employment and contracting opportunities throughout the aviation industry.

Our Vision

We will be the premier trade organization providing business development, advocacy, and resources for women and minorities in the aviation industry.

Goal: Prepare members with the tools to develop and operate their business or program in the aviation environment

- Determine the types of educational curriculum desired by members to assist members to operate in the airport industry
  - Create and conduct member training needs survey (i.e., airport staff, business owners)
  - Determine costing (i.e., budget) to deliver the training programs to the market
- Prioritize training programs and modules to develop
  - Assess and evaluate existing programs and resources
- Develop and implement the curriculum, as identified/needed
  - Determine optimal training delivery methods and frequency (e.g., regional forums vs. national conference, AEC firms vs. concessionaires, webinars, business roundtables)
  - Implement curriculum
  - Develop a Continuing Education Unit (CEU) and/or a Certification program to facilitate on-going learning and professional growth

Goal: Promote minority and women professionals in the aviation industry

- Provide exposure, mentoring, networking, and educational opportunities in the aviation industry through "AMAC branded" Project LIFT (Leaders Inspiring Future Talent)
  - Consistently expose high school and college students to the aviation industry
    - Connect students to internship opportunities in member organizations
    - Provide scholarships to college students to advance aviation as a career
  - Identify and mentor emerging professionals for future leadership roles
  - Identify and link experienced professionals with career and resource options
    - Provide scholarships, grants, tuition assistance for professional development

- Expand usage of existing "jobs bank" system

- Upgrade "jobs bank" system for employment opportunities

- Create and maintain a candidate database, including resumes and candidate profiles

Goal: Influence aviation policy and legislation impacting women and minorities

- Advocate to maintain and expand federal, state, and local diversity programs to maximize full minority and women participation in airport contracting
  - Inform policy decision makers about the benefits of maximizing women and minority participation in airport contracting ,and the need to eliminate barriers to participation (e.g., economic, procurement process)
  - Educate and promote best practices to key stakeholders
  - Clarify the legal framework surrounding federal legislation and related procurement policies/practices
  - Strive to incorporate other funding sources (e.g., TSA, PFC, CFC) into federal DBE program
  - Maintain "predicate evidence" through written testimony to the House Transportation Committee and Federal Register to document continuing needs

- Strengthen existing partnerships with other national organizations (e.g., FAA, USDOT, ACI-NA, AAAE, ACC, COMTO, NBCFAE) to achieve desired policy and legislative outcomes

- Consistently communicate local, state, and national policy and legislative updates (e.g., accomplishments, alerts, consequences, and "calls to action") to membership

AIRPORT MINORITY ADVISORY COUNCIL

Goal: Facilitate minority and women participation in economic opportunities

- Develop and implement a branding strategy to promote AMAC and its member businesses

- Design a multi-faceted approach to connect members and businesses to opportunities and resources in aviation industry
  - Enhance AMAC database for procurement and employment opportunities
  - Create a member reference directory, noting business expertise
  - Develop and administer a business-to-business mentor program
  - Create and administer national and regional forums to promote and foster economic opportunities

- Establish partnerships with finance and insurance industries to eliminate economic barriers to participation

AIRPORT MINORITY ADVISORY COUNCIL

Goal: Build and maintain a financially sustainable organization

- Develop and implement a cohesive revenue generation strategy for AMAC
  - Diversify and grow revenue sources (e.g., grants, service fees) to support current and future AMAC programs
  - Build business partnerships to target non-traditional AMAC sponsors (e.g., food industry suppliers, air carriers, aviation manufacturers)
  - Facilitate programs with financial and insurance institutions for members to access support services
  - Leverage AMAC member relationships and expertise to advance AMAC's financial position

- Refine, adopt, and execute operating budget, investment, and minimum financial reserve policies and practices for AMAC and AMAC ESP

- Clarify and align operating budgets for AMAC and AMAC ESP

- Establish an endowment fund and campaign to fund scholarships and other professional development assistance for AMAC ESP
  - Develop endowment fund disbursement policy
  - Create a branded endowment fundraising campaign ("AMAC Gateway Scholarship Endowment")

Goal: Enhance member communication and engagement

- Review and update AMAC value proposition for each key stakeholder (e.g., members, sponsors, business partners, students)
  - Review and update AMAC membership and scholarship brochures
  - Review and update AMAC website and other collateral material
- Improve content and accessibility of member management technology system, including:
  - Membership account tracking and servicing
  - Reporting capabilities and statistics on membership
  - Targeted communication capabilities
- Create targeted communications and marketing campaigns to support program service delivery for members
- Establish a pilot AMAC "Chapter" and evaluate the benefit of expanding program "Chapters"

Glossary

Glossary of Acronyms

- AAAE — American Association of Airport Executives
- ACC — Airport Consultants Council
- ACI-NA — Airports Council International – North America
- AEC — Architecture, Engineering, Construction
- AMAC — Airport Minority Advisory Council
- AMAC ESP — Airport Minority Advisory Council Educational and Scholarship Program
- CFC — Customer Facility Charge
- COMTO — Conference of Minority Transportation Officials
- DBE — Disadvantaged Business Enterprise
- FAA — Federal Aviation Administration
- NBCFAE — National Black Coalition of Federal Aviation Employees
- PFC — Passenger Facility Charge
- TSA — Transportation Security Administration
- USDOT — United States Department of Transportation