**Program Goals for the Aviation Program at Amarillo College**

* Graduate students who are prepared for an entry-level position in the Aviation Industry.
* Prepare Aviation students to demonstrate their analytical skills at the level necessary to take and pass the Federal Aviation Administration written test exams.
* Build curriculum materials that will provide students with a quality education. Our curriculum materials will enable students to apply their skills and knowledge to take and pass the Federal Aviation Administration oral and practical test exams.
* Market our program
* The Aviation department will actively recruit more students from area high schools.

**Goal SWOT Analysis:**

* **Strengths**: What strengths do we already possess that can address this goal?
	+ - * + The aviation department’s strengths are the number of aircraft and class rooms available for training.
* **Weaknesses**: What are the most critical vulnerabilities concerning this goal?
	+ - * + Marketing of our program
				+ Recruiting
				+ Available hangar workspace
* **Opportunities**: What service(s) could we expand to meet the goal?
	+ - * + Standardize our course materials in Blackboard
				+ Utilize current technologies, current equipment, and familiarization of Federal Aviation Administration regulations
				+ Improve our compliance and relationships with the FAA, and gain back their confidence in our program
				+ Accentuate the positives of becoming an Airframe & Power Plant mechanic.
				+ Our “Footprint” (hangar space is becoming a safety concern) do not support our needs
				+ Marketing of our program
				+ Recruiting
* **Threat**: In what way are our services in a declining phase?
	+ - * + The FAA suspension of our Air Agency Certification has caused a decline in enrollment
				+ Our “Footprint” (hangar space is becoming a safety issue) do not support our needs
				+ Antiquated training aids
				+ Lack of supplies to keep our aircraft operational