

# CHOOSE AEROSPACE

## Building And Filling The Aviation Maintenance Talent Pipeline

### Introducing the Choose Aerospace Strategic Scholarship Program

#### The Challenge

The aerospace industry faces a critical workforce shortage. Skilled aviation mechanics are increasingly difficult to recruit and retain, and the demand will only accelerate as airlines expand fleets and emerging technologies—like advanced air mobility and air taxis—take hold. Employers are under growing pressure to secure a qualified pipeline of maintenance professionals to keep their operations moving.

#### The Opportunity

The Choose Aerospace curriculum covers the general subject areas required for FAA mechanic certification, creating a direct bridge from training to employment. With financial support from industry partners like you, Choose Aerospace can discover new talent, delivering both greater numbers and higher-quality aviation mechanic candidates, while providing your organization with direct access to future employees and students.

#### The Program

The Choose Aerospace Strategic Scholarship Program supports students pursuing Airframe & Powerplant (A&P) certification training and gives donors a direct connection to scholarship recipients seeking employment.

In partnership with the Aviation Technician Education Council, the program has direct reach into 214 FAA-certificated A&P schools enrolling 24,449 students nationwide. Leveraging our growing network of Choose Aerospace high schools and community programs, we are positioned to engage thousands of additional students exploring early pathways to aviation maintenance careers.

The program is specifically focused on putting participants on a direct path to high-wage aviation careers and delivering measurable outcomes for students, A&P schools, and employers.



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#### About Choose Aerospace

Choose Aerospace is a 501(c)(3) nonprofit coalition meeting the evolving needs of the aerospace workforce through benevolent efforts that promote career awareness and create accessible, attainable pathways to aviation maintenance careers. Working with industry and education partners nationwide, we aim to enroll 10,000 students in the Choose Aerospace aviation maintenance curriculum by 2027

## How Your Support Will Help

Contributions from companies like yours will help Choose Aerospace provide a steady, growing stream of candidates. Your support will help build a sustainable organization, enable continual program improvements, remove barriers to adoption, develop and communicate career pathways, connect stakeholders to the pipeline, and target aviation-heavy markets that stand to benefit the most. Among the specific initiatives that your funding will support:

### BUILDING THE TEAM.

Choose Aerospace's work is largely carried out by volunteers and funded by founding organizations and a few early donors. Building a sustainable organization with a core team requires stable funding. Corporate support will help provide that strong financial foundation.

### SPREADING THE WORD.

Choose Aerospace is developing a marketing campaign targeting high schools, employers, FAA-certificated aviation maintenance technician schools, and community-based organizations to create direct-to-work opportunities, apprenticeship models, and credit-transfer prospects for program participants.

### EXPANDING AN INDUSTRY-BACKED CREDENTIAL.

The ATEC General Aviation Maintenance Credential verifies student knowledge, expands funding opportunities, and supports matriculation into Part 147 programs and industry hiring. Industry funding will also help market this opportunity and encourage broader awareness and participation.

### SUBSIDIZING CONTENT LICENSE FEES.

Schools that adopt the program and its curriculum incur an annual licensing fee of \$200 per student, per year. While many schools can cover these costs through funding sources, Choose Aerospace will remove any financial barriers that impede program adoption.

### FUNDING STUDENT SCHOLARSHIPS.

The Choose Aerospace scholarship program will support students moving on to finish their Airframe & Powerplant certification training.

## Donor Levels and Benefits

Level	Contribution	Scholarships Funded	Benefits
Takeoff	\$10,000	1 x \$5,000	Recognition
Climb	\$20,000	1 x \$5,000	Recognition • Applicant Data
Approach	\$50,000	4 x \$5,000	Recognition • Applicant Data • Strategic Engagement
Landing	\$100,000	6 x \$5,000	Recognition • Applicant Data • Strategic Engagement • Pipeline Acceleration

Industry partners who support the Choose Aerospace Strategic Scholarship Program receive benefits that provide meaningful engagement, visibility, and workforce impact—while advancing a shared commitment to strengthening the aviation maintenance talent pipeline.

### RECOGNITION.

Recognition through program materials, digital communications, and public-facing channels that highlight your organization as an industry leader investing in aviation workforce development.

### APPLICANT DATA.

Access to a pool of scholarship applicant data, enabling early recruitment outreach and engagement with students to support informed hiring strategies and long-term talent planning.

### STRATEGIC ENGAGEMENT.

Opportunity to provide input on Choose Aerospace strategic objectives, helping inform organizational priorities and long-term workforce initiatives. Engagement may include advisory participation and consideration for board service, subject to nonprofit governance standards.

### PIPELINE ACCELERATION.

Dedicated resources to accelerate your company's aviation maintenance pipeline in targeted markets by increasing the flow of job-ready candidates aligned with your workforce needs.