Study is 16 years young
Identify career opportunity accurately
Put a face to who A&D professionals are
Analysis of trends that could impact health of the A&D enterprise
Partnership of AIA, AIAA, NDIA, NASA and Aviation Week – one credible source for data that all can use

www.aviationweek.com
The Gap – Again??
Av Week Reader/User Study – validate what current population finds most important in career decisions, relationship with A&D enterprise

Corporate Study – demographics, data relative to what employees care about most, compensation, preferred suppliers of new grad hiring
perience in 35-50 year old leadership
✦ Retirements were over-stated
✦ Lack of available workforce was over-stated numerically
✦ Issue is mix of skills/competency
✦ Pay lags finance/consulting – losing talent to these fields
✦ Attrition higher than desired among YP
✦ Emerging STEM fields pulling away from A&D
✦ Young people did not get relation between actions on Facebook and clearance
No clear message as to who A&D is
If pay is equal, technological challenge THE most important career factor
Internal career development replacing external; not a positive in eyes of analysts or employees (my belly button)
Diversity vs respect for individual
Retention among YPs and Touch Labor growing
Major differences based on size of company re: retirement, ave age, job satisfaction
Added a Young Professionals Study
- 10% random sample from 13 companies
- Tracking over career duration
- Assessing expectations vs reality
- Assessing communication/information seeking
- Where are they getting information and how

Added a University Student Study
- 10% random sample from seven universities
- Assessing how making decisions re university, major and first employer
- Where are they getting information and how
Current employees highly value how their companies lead and how they handle downsizing.

Current employees feel overwhelmed with activity vs value, but they do feel valued!

Current employees feel more money elsewhere.

Current employees concerned about lack of strategy – DoD, Natl Security, Space.
Young Professionals – bigger chasm between 20s and 30 somethings than between 20s and 50s – different perspectives entirely

Young Professionals *plan* to stay in the industry for career

Student loans have YPs trapped

Chose careers/major based on person/major event

Highly influenced by personal relationships/sense of community

Pay the last five years all over the place – some new being paid more than those whose pay put on hold for two years
❖ YPs want stability in terms of location
  ❖ Two focus groups Nov 2010
  ❖ 92% cited need to repay student loans
  ❖ 18% cited desire to start family/not have roommate (including parents)

❖ What Makes YPs Leave
  ❖ 80% - relationship with direct supervisor
  ❖ 78% - need more flexibility
  ❖ 71% - variety in what I do day-to-day, hour-to-hour
  ❖ 70% - need to feel ideas are valued, used as appropriate
  ❖ 85% - don’t feel learning new skills
In our follow on focus work finding they “hear” the message of security
  - Reluctant to fill out profiles
  - Reluctant to respond to outside interviews

Late 20s vs new grads – don’t use email

Want layers of information – the snapshot but the ability to dig deeper for a source/analysis and then ask expert

Don’t understand lack of message – “we do amazing things”

YPs **plan** to remain in A&D
Students driven by person/event in selections
Scholarships/loans impact decision-making
Believe in status of “engineer” or “scientist”
While public service is factor, not to the degree we’ve been told
Wined/dined by finance/consulting vs A&D
>60% very interested in A&D as career
>20% very interested in academia as career
Corporate Study – Under way
  Push to reach companies with <10,000 – need valid sample for comparisons
  Two major employers still not participating – CEOs addressing individually

Univ Students – Last two weeks of April
YPs – First two weeks of May
Readers/Users – May
Analysis – June/July
Publish Results – August 22
National Aerospace Week – Use the Data!!!