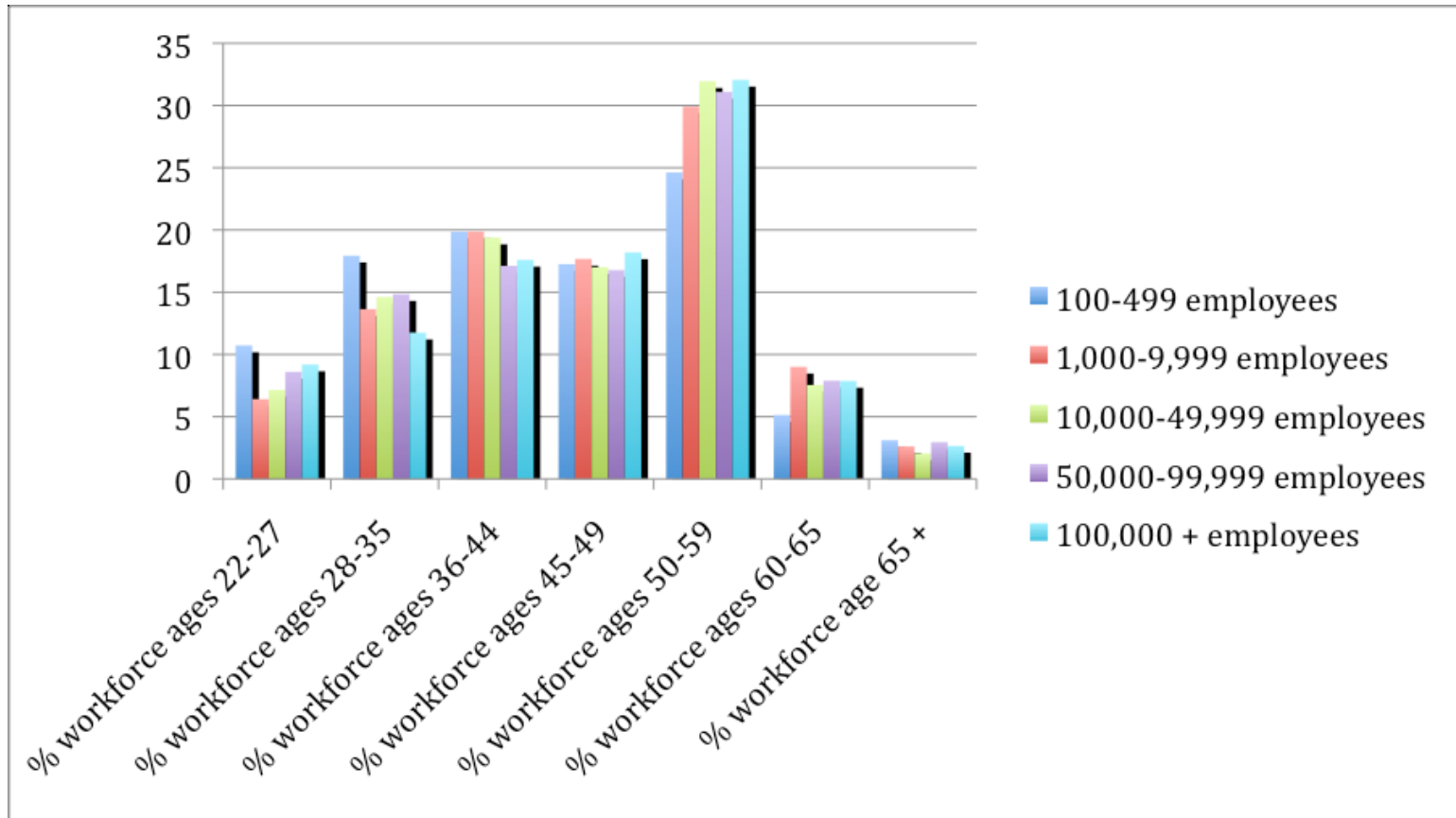


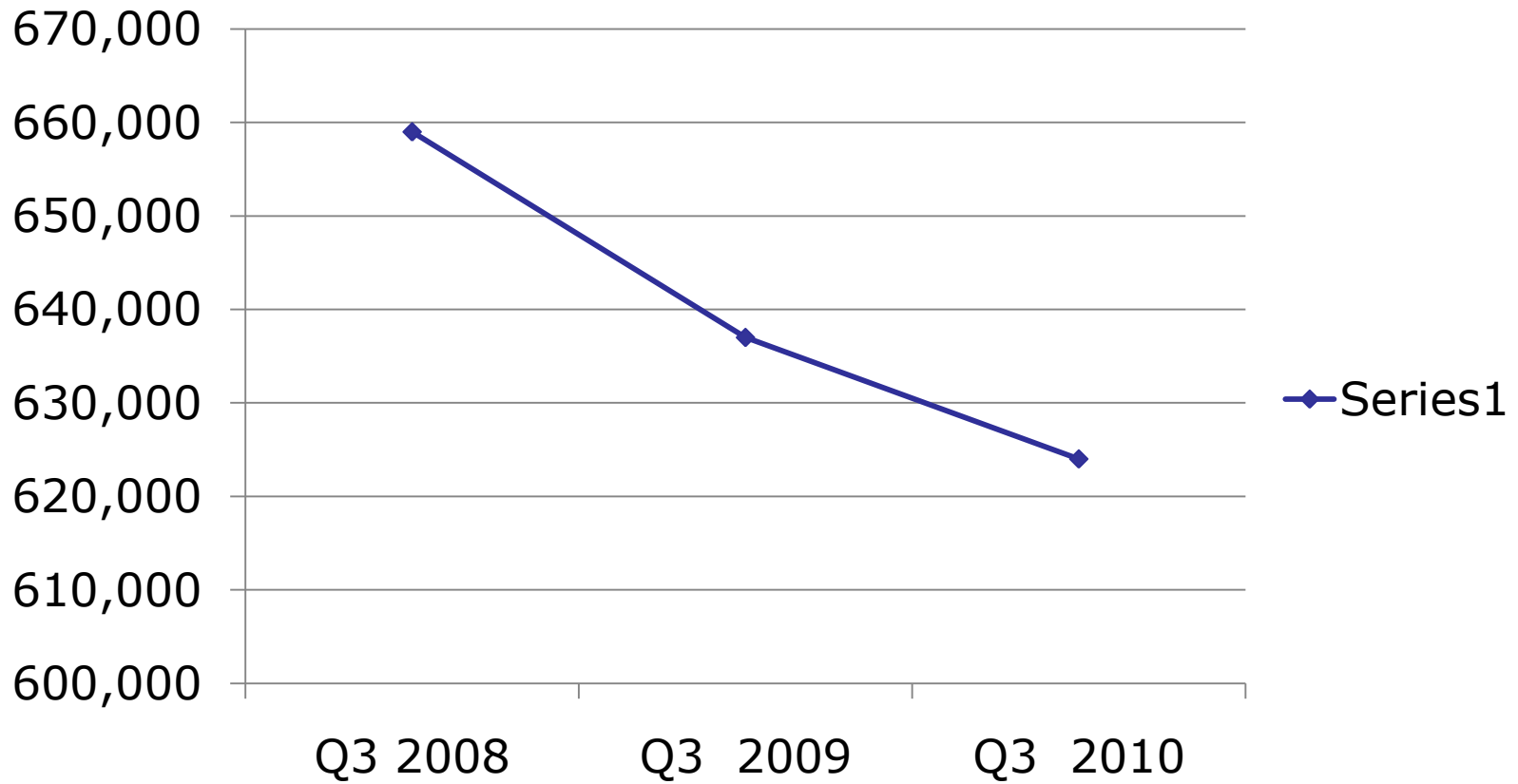
Aviation Week 2011 Workforce Study

NASA Masters
April 22, 2011

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Aviation Week Special Projects

- ✧ **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**





- ✧ 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

- ✧ Gap 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!!!