



# OUTREACH PLAN

March 2013



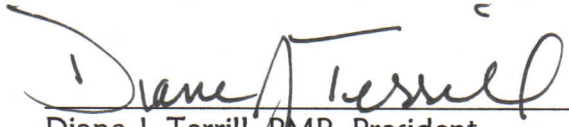
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March 2013

## Outreach Committee Members

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*This plan was developed with input from the membership of GSAMA and reflects the circumstances and assumptions made at the time. The GSAMA membership accepted the use of this plan at a regular meeting of GSAMA on Friday, March 8, 2013.*



Diane J. Terrill, PMP, President  
Granite State Airport Management Association

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## GSAMA Outreach Plan

### 1.0 Introduction

Traditionally airports have been an island unto themselves. Many are generally physically self-sufficient providing all facility maintenance with their own forces and equipment. Some airports are able to generate enough revenue from on-airport sources to meet their annual expenses. In the current economic conditions, airports can no longer think of themselves as island but instead find that they need to become more integrated into the aviation system and, even more importantly, into their community transportation system.

The Granite State Airport Management Association (GSAMA) has been in existence since 1988 for the purpose of:

- (1) Providing a medium for the exchange of ideas, methods, information, and experiences as they relate to airport management;
- (2) Promoting and encouraging the passage of legislation on all levels for the good of New Hampshire airports and aviation;
- (3) Promoting and encouraging the public's understanding of the value of aviation and an airport to the community; and
- (4) Cooperating with all agencies and organizations working for the general advancement and benefit of aviation.



Manchester-Boston Regional Airport

Membership includes Executive Members (representatives of airport management), Corporate Members (representatives of public or private business organizations who support aviation), Associate Members (all others who support aviation), and Honorary Members (granted to those who have shown extraordinary support of aviation).

The members of GSAMA have recognized that a concerted effort is needed by all New Hampshire airports to strategically promote and improve the public's understanding of the New Hampshire aviation system. To this end, this Outreach Plan outlines the core responsibilities of the New Hampshire aviation system and the steps needed to move the system forward for the benefit of the citizens of New Hampshire.



Seven members of GSAMA volunteered to create GSAMA's Outreach Committee in June 2012. This committee was tasked with coordinating and implementing GSAMA's outreach activities. The Outreach Committee realized that the expertise within the GSAMA membership is extensive but so are the demands on their time. The Outreach Committee needed a way to facilitate the outreach activities in a way that the full membership could participate. The Outreach Committee determined that following strategic planning methodologies would best meet their needs.

## 2.0 Vision and Mission Statements

*Purpose/Roles of GSAMA:* The first steps to developing the Outreach Plan include identifying what GSAMA's purpose and role should be within the New Hampshire aviation system. GSAMA had developed an organizational constitution early in the days of its inception. The Outreach committee evaluated the purpose statements that were included in the constitution and concluded that these accurately reflect the organization's roles today and into the foreseeable future. The entire GSAMA membership provided feedback into the definition of these roles that will remain unchanged in the constitution going forward.



Errol Airport helipad

*Vision Statement:* The Outreach Committee, with the feedback from the GSAMA membership, developed a Vision Statement that would reflect the future of aviation in New Hampshire with GSAMA's participation. The following Vision Statement was developed:

*A vibrant aviation system in New Hampshire with an optimistic future.*

This Vision Statement will be the driving force in the steps that the GSAMA membership takes as it implements future outreach activities.

*Mission Statement:* A Mission Statement was developed by the Outreach Committee with input from the GSAMA membership that would answer the questions about what GSAMA does, why GSAMA does it, and for whom GSAMA does it. This statement encompasses the primary focus areas that GSAMA finds important. The following Mission Statement was developed:

*GSAMA is a group of aviation professionals committed to increasing awareness of the importance of aviation and supporting economic development for the State of New Hampshire. GSAMA serves New Hampshire's aviation needs by enhancing access to the National Airspace System, promoting a support network for all airports in the State, and promoting legislation in support of aviation interests.*



Concord Municipal Airport Civil Air Patrol mission for Superstorm Sandy

### 3.0 Goals & Objectives

The Outreach Committee identified five categories of outreach activities within the Mission Statement from which goals and objectives were developed. These categories included:

- Increasing awareness of New Hampshire's aviation system
- Supporting economic development for New Hampshire via the aviation system
- Enhancing access to New Hampshire's aviation system
- Promoting a support network for New Hampshire's airports
- Promoting legislative support of New Hampshire's aviation system

For each of these categories of outreach activities, the Outreach Committee identified several goals. Goals can be thought of as statements of what the end result of the outreach activities will look like. Each goal has been tied to accomplishing a portion of the Vision and Mission Statements. Objectives are the specific, measurable actions that GSAMA will take to achieve a goal. There are many ways to reach each goal and the methods used or objectives implemented are varied and depend on the current circumstances. In this way, this Outreach Plan is expected to be constantly evolving to meet the challenges facing GSAMA and the New Hampshire aviation system.

The following pages provide the goals and objectives to be implemented over time by GSAMA. New objectives may be added or changed at any time to enhance the viability of this Outreach Plan. The objectives are provided in no particular order at this time. Once prioritized, these objectives will also provide a timeline for completion as well as needed administrative support opportunities.

## Increasing awareness of New Hampshire's aviation system

**Goal:** Increase community awareness of New Hampshire aviation system.

- Objective: Utilize public access TV to announce upcoming GSAMA meetings and events.
- Objective: Volunteer for speaking engagements at local business and community groups.
- Objective: GSAMA to join as members of local business and/or community groups.
- Objective: Invite community members to attend GSAMA meetings.
- Objective: Volunteer to participate at community fairs and Airport Awareness Days with a GSAMA booth.
- Objective: Develop a portable presentation (toolkit) providing a unified message to speak about New Hampshire aviation issues at community group meetings.
- Objective: Team with local artists for displays at New Hampshire airports.
- Objective: Develop brochures explaining aviation benefits and issues.
- Objective: Develop posters explaining aviation benefits and issues.
- Objective: Develop stickers promoting the New Hampshire aviation system.
- Objective: Develop handouts explaining aviation benefits and issues.
- Objective: Develop a traveling display of New Hampshire's aviation system.
- Objective: Develop press releases for positive stories of New Hampshire aviation.
- Objective: Develop GSAMA website and regularly update it.
- Objective: Share positive stories about New Hampshire aviation with the local community, media, Congressional Delegation and regional aviation organizations.
- Objective: Develop a list of New Hampshire aviation representatives who can give short presentations on New Hampshire aviation benefits/issues.
- Objective: Redesign GSAMA letterhead to incorporate the Vision Statement.
- Objective: Team with local emergency responders to better understand the airport and aircraft.



Military training exercise at Parlin Field

- Objective: Develop a relationship with WMUR and other media outlets.
- Objective: Educate aviation industry folks to be sure that everyone has the same talking points.
- Objective: Develop a Facebook page for GSAMA.
- Objective: Develop a directory of GSAMA resources and GSAMA history.

## Supporting economic development in New Hampshire

**Goal:** Improve and strengthen the aviation infrastructure of New Hampshire’s aviation system.

- Objective: Participate in the upcoming 2013-14 New Hampshire State Aviation System Plan Update with each airport’s infrastructure improvement plans.
- Objective: Develop a list of potential funding sources for airport infrastructure improvements.
- Objective: Participate in discussions with the Congressional Delegation to explain airport infrastructure funding needs during the congressional recesses.



**Northeast Delta Pilots Annual Fly-In at Plymouth Municipal Airport**



**New runway construction at Nashua Municipal Airport (Boire Field)**



**Goal:** Increase the number of aviation organizations GSAMA networks with.

- Objective: Contact the regional aviation management organizations for the purpose of getting onto each other's mailing lists.
- Objective: Develop a GSAMA newsletter of issues and stories to share internally and externally.
- Objective: Participate in 2 regional aviation management organizations' meetings.
- Objective: Team with aviation users as well as airport managers to identify aviation networks.

## Enhancing access to the aviation system

**Goal:** Encourage the general public to visit/use New Hampshire airports.

- Objective: Promote and participate in airport open house events.
- Objective: Consider temporary displays by local artists if allowed by FAA Grant Assurances.
- Objective: Team with local organizations' events to host or have a display at the airport if allowed by FAA Grant Assurances.



Newfound Valley Airport

**Goal:** Improve and strengthen the aviation infrastructure of New Hampshire's aviation system.

- Objective: Participate in the upcoming 2014 New Hampshire State Aviation System Plan Update with each airport's infrastructure improvement plans.
- Objective: Develop a list of potential funding sources for airport infrastructure improvements.

Objective: Participate in discussions with Congressional Delegation to explain airport infrastructure funding needs during the congressional recesses.

**Goal:** Promote intermodal connections with airports.

Objective: Work with local Chambers of Commerce or municipalities to check availability for shuttle to/from the airport to local events.

Objective: Work with local businesses or police departments for availability of gently used bicycles or a courtesy car(s) to store at the airport for airport users.

Objective: Investigate possibilities of teaming with local dealerships to provide courtesy car(s) at the airport for airport users.

Objective: Develop sample checklists for planning fly-ins with a meal.

## Promoting an aviation support network

**Goal:** Develop aviation event toolkit.

Objective: Develop sample checklists for holding airport awareness days or open houses.

Objective: Develop sample checklists/book for conducting airshows.

Objective: Develop a slideshow to describe airports' purposes and roles.

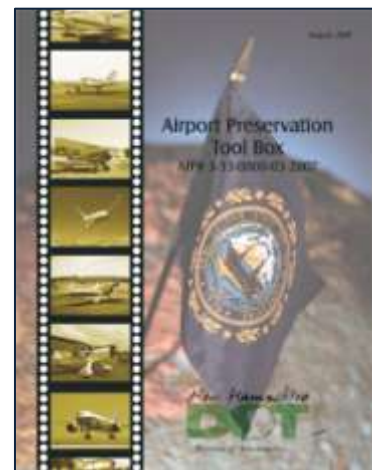
**Goal:** Develop a marketing/outreach toolkit.

Objective: Facilitate a GSAMA meeting discussion to find out what airports are looking for regarding their marketing needs.

Objective: Develop a questionnaire to NH airports regarding their existing marketing efforts and future needs.

Objective: Compile a list of marketing/outreach resources that are available.

Objective: Utilize existing resources to develop GSAMA's toolkit (ACRP, *NH Aviation Preservation Tool Box...*)



Objective: Disseminate a compilation of marketing/outreach resource documents and templates via CD or website to NH airports.

**Goal:** Develop a mentor program for New Hampshire aviation system.

Objective: Contact full-time New Hampshire airport managers about willingness to mentor one or more New Hampshire airports that have part-time airport managers.

Objective: Provide mentoring airport managers with a list of possible mentoring ideas (communication, good-neighbor program, project funding).

Objective: Provide a mentoring toolkit.

Objective: Develop a unified message of GSAMA talking points.

Objective: Educate aviation industry folks to ensure everyone has the same talking points.

Objective: Develop a GSAMA training session on ways to handle airport management issues (e.g., aviation fuel purchases, establishing rules and regulations, etc...) along with a list of resources.

## Promoting legislative support of New Hampshire's aviation system

**Goal:** Increase legislative awareness of the New Hampshire aviation system.

Objective: Invite agency speakers to GSAMA meetings.

Objective: Invite legislators to GSAMA meetings/events.

Objective: Develop brochures explaining aviation benefits and issues.

Objective: Develop posters explaining aviation benefits and issues.

Objective: Develop stickers promoting the New Hampshire aviation system.

Objective: Develop handouts explaining aviation benefits and issues.

Objective: Develop a traveling display of New Hampshire aviation system.

Objective: Develop press releases for positive stories of New Hampshire aviation.



**Goal:** Hold legislative forum on New Hampshire aviation system issues and needs.

Objective: Invite agency speakers to forum.

- Objective: Invite legislators to speak at GSAMA meetings.
- Objective: Organize a GSAMA Legislative Outreach Committee to monitor new legislation, be the liaison to legislators, and organize meetings or forums with legislators.
- Objective: Invite GSAMA feedback on frequency of legislative forums.
- Objective: Identify a theme or message for the legislative forums.

**Goal:** Increase legislature support for New Hampshire aviation issues.

- Objective: Identify individual(s) who will participate in New Hampshire quarterly legislature’s Aviation Caucus meetings on GSAMA’s behalf.
- Objective: Track the pending legislative actions for those that impact New Hampshire aviation on a regular basis.
- Objective: Invite local state legislators to airports for Airport Awareness Days to showcase the airports’ capabilities and needs annually.

#### 4.0 Milestones

Milestones are important components to this Outreach Plan as they help to identify priorities of GSAMA and timelines for completion of objectives. Priorities may change over time as GSAMA implements objectives. Initially, priorities will consist of some of the smaller, easier-to-achieve objectives. As GSAMA becomes more comfortable implementing the outreach objectives, the more complex and time-consuming objects can be undertaken. The milestones will provide a way to measure the success of the Outreach Plan in achieving GSAMA’s goals and ultimately the Vision for GSAMA.

At this time, only calendar year 2013 milestones have been identified. In future updates to this Outreach Plan, longer term milestones will be identified. Table 1 identifies the milestones as they currently exist.



**Table 1**  
**Calendar Year 2013 Objectives Milestones**

Description	Person(s) Responsible	Deadline	Status of Progress
Develop GSAMA website and keep it up-to-date	Diane Terrill, Stephen Bourque	May 2013	on-going
Develop press releases of positive aviation stories	Everyone (send to Diane Terrill to distribute)	monthly	on-going
Develop aviation position papers for dissemination to legislators	Everyone (send to GSAMA Legislative Outreach Committee to distribute)	quarterly	not started
Initiate relationships with other state aviation management organizations and other regional or national aviation groups	Diane Terrill	June 2013	on-going
Develop a questionnaire to identify airport management mentoring needs	Carol Niewola to develop; Diane Terrill to distribute	May 2013	not started

## 5.0 Plan Evaluation

This document is intended to be dynamic to provide GSAMA the flexibility to reassess its outreach methods and fine tune the achievement of its goals. Implementing this Outreach Plan will undoubtedly provide lessons learned that will help improve this document in the future. Evaluating this Outreach Plan on a regular basis will help ensure that GSAMA stays on target with its Vision for New Hampshire's aviation system. Conversely, this evaluation will also help the GSAMA membership make sure that its efforts remain on track with the Outreach Plan.

**RECOMMENDATION:** *The GSAMA Outreach Committee should meet annually to evaluate the terms and content of the Outreach Plan.*

The Outreach Plan evaluation should ask the following questions at a minimum:

- Are the assumptions and conditions that surrounded the current version of the Outreach Plan still in effect?
- Are there any new circumstances or issues that should be addressed in the Outreach Plan?
- Do the goals, objectives, vision, and mission still coincide with the *Purpose of GSAMA* as identified in the GSAMA Constitution?
- Are there new priorities or milestones that need to be incorporated into the Outreach Plan?
- What objectives have been accomplished?
- What objectives have not been accomplished?
- Are there some objectives that are still on-going?

## 6.0 Conclusion

For over 24 years, GSAMA has worked to cultivate a system approach to New Hampshire's aviation issues and resources. This Outreach Plan is one tool that GSAMA will implement to share the workload and resources to an even greater extent than in previous years to accomplish its vision for a vibrant aviation system serving the needs of New Hampshire's citizens. The key to successfully implementing GSAMA's Outreach Plan will be a collaborative effort among all GSAMA members embracing the spirit of the Plan and actively participating to ensure that the goals and objectives are effectively achieved for the benefit of New Hampshire's aviation system.



**Alton Bay Ice Runway**



**Claremont Municipal Airport**



**Lebanon Airport**



**Mt. Washington Regional Airport**



**Laconia Municipal Airport**



**Dean Memorial Airport**