



# THE FLIGHT PLAN



## VISION

Inspiring excellence as the world's premier aviation training organization; positioning aspirant aviation professionals for a rewarding future by promoting exemplary aviation safety, providing exceptional customer service, and serving as notable stewards of Marshall University and our community.

	STRATEGY	FOCUS	GOALS	
<b>FOUNDATION</b>  <b>BRAND</b>  <b>VALUE</b>  <b>PLANNING</b>	<b>SAFETY</b>	"First & Highest Priority"	Lead the industry in safety, compliance, and standards Safety is everyone's responsibility Practice what we preach	Zero Mishaps
	<b>TEAM</b> <b>AIRCRAFT</b> <b>CUSTOMER</b> <b>"M"</b>	"Service begins within" "Our venue" "View ourselves through our customers' eyes" "Grow and protect the "M"	Recruit and retain the highest quality talent Support and trust one another Acquire exceptional aircraft and maintain them to the highest standards Provide a suburb customer experience Make doing business easy Create and strengthen innovative partnerships – always "think" M	GPA > 3.5 80% Career Placement 95% Satisfaction
	<b>FINANCE</b>	"Achieve budgeted income"	Generate appropriate returns Maintain competitive price structure Intense focus on cost control	Enrollment
	<b>POWER</b>	"Do what we do best"	Honest, Fair & Consistent Respectful and pleasant environment Unparallel standards and risk mitigation	Cumulative results of ALL goals

