



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

