



**Request for Statements of Interest and Qualifications
for
AIM Center at SLN Marketing, Communication, Recruitment Services and Program
Administration**

The Salina Airport Authority is requesting statements of interest and qualifications from firms and organizations interested in providing marketing, communication, recruitment services, and program administration for the AIM Center at SLN pre-apprenticeship, aviation maintenance training programs.

The AIM Center of Excellence was created to address the shortage of skilled workers hindering the growth and competitiveness of the aviation maintenance industry in Kansas and at the Salina Regional Airport.

The AIM Center of Excellence will provide a shared facility for local aviation businesses and educational institutions to teach best practices, leadership, and skilled training for the aviation industry. The apprenticeship program will focus on aviation positions such as airframe and powerplant mechanic, sheet metal specialist, composites repairer, and electronics and avionics technician. The program aims to recruit 150 students annually through existing and expanding partnerships with Salina Area Chamber of Commerce, Kansas State University Aerospace and Technology Campus, Salina Area Technical College, 1 Vision Aviation Maintenance, Repair, and Overhaul (MRO), General Atomics – ASI (composite structures), the Kansas National Guard, and veteran organizations. The program will be composed of on-the-job training and classroom instruction and apprenticeship opportunities will be available for early career to experienced workers.

The AIM Center of Excellence will provide an additional 150 skilled aviation technicians annually to meet the growth demand of 1 Vision Aviation, General Atomics – ASI and the Kansas National Guard as well as other aviation businesses located at the Salina Airport and in the State of Kansas. This program seeks a diverse student population with outreach and pathways for high school students, college students, transitioning workers, and military veterans.

The apprenticeship training sessions will be structured in 6-week cohorts at 25 individuals per cohort twice a semester (2 Fall, 2 Spring & 2 Summer). The program will be implemented in partnership with Salina Area Chamber of Commerce, Kansas State University, Salina Area



Technical College, 1 Vision Aviation Maintenance, Repair, and Overhaul (MRO), General Atomics – ASI, and the Kansas National Guard to ensure that the training is relevant and meets the needs of the industry. The program focuses on both aviation innovation and aviation maintenance. With new demands and skills needed with the introduction of Advanced Air Mobility and electric aircraft, the AIM Center of Excellence will specially train mechanics for new use cases using advanced technology. Students in this program have an accelerated path to becoming an FAA certified mechanic and will be uniquely prepared with the skills needed to maintain new generations of aircraft, both crewed and uncrewed.

AIM Center at SLN services to be provided include:

- Development of marketing assets to include logo and branding development, print materials, and digital content.
- Implementation of a marketing strategy that specifically targets high school students, college students, transitioning workers, and military veterans.
- Provide communications and public relations support to the Salina Airport Authority and partners in the form of drafting press releases, and other content.
- Creation of a web landing page and registration database to collect data and information.
- Development and implementation of an orientation program that provides information and materials for pre-apprenticeship cohort students.
- Documentation and management of student training that meets registered apprenticeship standards.
- Provide support and resources to students throughout the six-week training to ensure their success and develop a plan upon completion of the program.
- On-site representation and support for student orientation and marketing activities.

Statements of qualifications and interest are due by 4:30 p.m. CT **on Friday, September 29** and submitted via email to:

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Director of Administration and Finance
AIM Center
Salina Airport Authority
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