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IN THIS ISSUE

INSIDE UAA	1
EDITORIAL	2
MEMBER UPDATES	10
SCHOLARSHIP NEWS	14
INNOVATIONS ON CAMPUS	16
SITES & SOURCES	21
ACCREDITATION UPDATES	24
INDUSTRY & GOVERNMENT	
BRIEFS	26
CAREER OPPORTUNITIES	28
UPCOMING EVENTS	36

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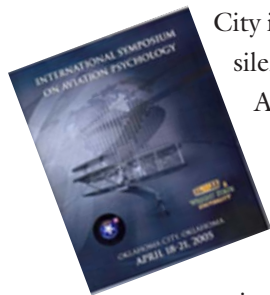
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TEAMING WITH WRIGHT STATE UNIVERSITY FOR SUCCESSFUL ISAP

Approximately 300 people, including 70 from 22 countries outside the U.S., participated in this year's successful International Symposium on Aviation Psychology—ISAP 2005—held in Oklahoma City, Oklahoma, on April 18-21. UAA was pleased to join Wright State University, the FAA Civil Aerospace Medical Institute (CAMI) and others who organized and hosted the exceptional symposium.

During the Opening Plenary Session on Tuesday, April 19, attendees joined the citizens of Oklahoma City in a period of



silence for a 10th

Anniversary memorial to honor those

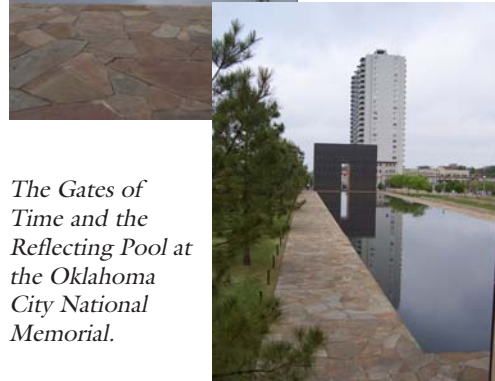
who lost their lives in the bombing of the Murrah Building.

Professional workshops and paper presentations with the main focus on ATC design, especially in Europe, filled the four-day schedule. There was also a number of

presentations on cockpit design and management.

Symposium attendees will be provided a revised CD (at no cost) of many of the Symposium presentations. The CD will be sent to registered attendees this summer. The CD will also be available for purchase by non-attendees. Additional information will be provided as available.

Mark your calendar now for the next ISAP to be held in Dayton, Ohio, on April 23-26, 2007. If you would like to receive the ISAP 2007 Call for Papers and announcement, send your full contact information, including mailing address, to Terri Mileo at theresa.mileo@wright.edu.



The Gates of Time and the Reflecting Pool at the Oklahoma City National Memorial.

THE TEACHING AIRPORT: ENHANCING EDUCATIONAL OPPORTUNITIES IN AVIATION AND AIRPORT MANAGEMENT

by Seth Young, Ph.D.

In a continuing effort to enhance teaching and research in the field of airport operations and management, Embry-Riddle Aeronautical University's (ERAU) College of Business has worked closely with the Daytona Beach International Airport (DBIA) to create a unique partnership, known as the *Teaching Airport*.

The *Teaching Airport* program officially began with the signing of a memorandum of understanding between ERAU and the county of Volusia, Florida, owners and operators of DBIA, in May 2003. Under this memorandum, ERAU and DBIA have agreed to a joint-partnership whereby ERAU provides intellectual capital and academic resources, and DBIA provides the 'field station' to perform teaching, learning, and research activities associated with the aviation industry in general and issues of interest to airport operations and management in particular. Dr. Irwin Price, Chancellor of ERAU's Daytona Beach campus and a champion of the *Teaching Airport* program notes, "The notion of a *Teaching Airport* is much the same as a Teaching Hospital. It is a place for industry and government to test out new products, new technologies, new procedures and new policies. It is the laboratory for the industry. So we would expect to attract the leading aviation technology organizations to want to work with us at our site." Similar to the Teaching Hospital model, this unique partnership has provided for the ability to conduct a variety of teaching, research, and public outreach projects, all of which have enhanced the airport management educational curriculum at ERAU, as well as DBIA's own airport operations.

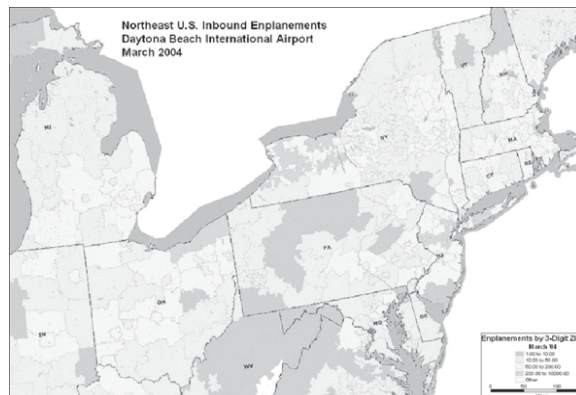


FAA Administrator Marion Blakey (center) visits with Teaching Airport Program Director, Dr. Seth Young (right) and ERAU undergraduate Ambassadors TJ Bartos, Richard Lucas, and Jeremy Bento at the Teaching Airport Weather and Flight Tracking Information Center.

Research Activities

Research projects performed through the *Teaching Airport* have targeted areas from airport business and air service development to investigating potential enhancements in airport safety and security. These research projects have been conducted using ERAU faculty as principal investigators, and graduate and undergraduate students as active participants in project development, data collection and analysis, and final product development, including the authoring of written reports and formal presentation of research results to clients.

As part of one such research program, ERAU and DBIA, in partnership with Back Aviation Solutions, Inc., conducted a survey of the population of the airport's enplaning passengers for the 5-digit ZIP codes of their primary residences. At the completion of the first phase of research, data from more than 400,000 individual passengers was collected, a portion of which was analyzed through the use of Geographic



Research performed through the Teaching Airport revealed markets with potential for business development through enhanced air service at Daytona Beach International Airport.

Information Systems (GIS) software to identify the originating locations of the airport's users. The results of this comprehensive study are currently being used by DBIA to target additional airline service. In the near future, the *Teaching Airport* will be supporting the creation of enhanced data collection and analysis methods towards providing DBIA with a real-time passenger origination demand model, a first in the area of air service development research.

Learning Opportunities

One exciting component of the *Teaching Airport* has been the development of a unique internship program, which integrates classroom curricula with what is akin to 'on-the-job' training. As part of this program, students spend approximately 150 hours during a given semester working on the airport's airfield, terminal, and ground access facilities with the airport's operations

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staff, and another 150 hours with the airport's administrative staff, assisting in business development, finance, marketing, planning, and other administrative efforts. At the same time, student interns take the appropriate courses on the ERAU campus, fully integrating their classroom and on-site educational experiences. Since the inception of this program, and partially as a result of this program, a significant number of interns completing the program have sought and found successful career opportunities in airport management.

The *Teaching Airport* program has provided for the opportunity to develop additional courses, specifically focusing on the area of improving the safety and security of airport operations. Sponsored by USAIG and supported by the National Air Transport Association (NATA), faculty within ERAU's College of Business and College of Aviation have recently developed a course entitled *Safety and Security of General Aviation Airport Ground Operations*. This course focuses on educating future airport managers, fixed base operators, and pilots on creating a safer and more secure environment for people and property on the often overlooked, non-movement areas on commercial and general aviation airports. Under the *Teaching Airport*, the delivery of this course includes both site visits and site assessments of the safety and security environment of various facilities located at DBIA. As a result, students have not only become educated in these important issues, but facilities at DBIA have been able to improve their safety and security oriented infrastructure and policies. In recognition of this success, NATA has committed to providing \$4,000 in scholarships annually to selected students who have completed this course. Due to the importance of these issues, this developed course is currently freely distributed to any institution that wishes to adopt the material into its curriculum.

Combining Education with Public Outreach

One of the highlights and most visible successes of the *Teaching Airport* has been the development and operation of the *Teaching Airport Weather and Flight Tracking Information Center*. The Center is an interactive, multi-use kiosk, located within the Daytona Beach International Airport's domestic commercial airline terminal. The Center provides enhanced real-time aviation meteorology and air traffic information of interest to airline passengers, airport and airline operators, and public visitors to the airport. Operation of the center is assisted by a staff of ERAU student *Teaching Airport* ambassadors. These ambassadors provide a unique service to the users of

DBIA by providing an educational experience to the users, education that the students themselves have gained during their coursework and other experiences while at ERAU.

The Center has also served as a focal point for research programs conducted at ERAU, ranging from airport passenger satisfaction surveys, to further understanding the impacts of various meteorological conditions and the current air traffic control system on the efficiency of commercial and general aviation airport operations.

The *Teaching Airport* Weather and Flight Tracking Information Center has received significant praise from as high as national levels of government. In particular, the Federal Aviation Administration has expressed interest in expanding the *Teaching Airport* program by developing a similar Center at a large commercial airport in the Washington, DC, area.



Students visit the Daytona Beach International Airport to see a full range of activities, from construction project development to Aircraft Rescue and Firefighting under the Teaching Airport program.

One Component of a Larger Research Agenda

From the success of its first years of operation, the *Teaching Airport* has received international recognition, and has been considered an important component in attracting interest in ERAU's effort to develop a large scale research park, which will focus on bringing in large multi-national firms to the Daytona Beach area with interests in conducting research, testing technologies, and developing policies designed to improve the nation's airport system.

"... the *Teaching Airport* will continue to enhance aviation and airport management education through expanded teaching, research, and public outreach programs."

The *Teaching Airport* is currently directed by Dr. Seth Young, associate professor within ERAU's College of Business, and coordinated through Ms. Arlene Smith, assistant to the director of aviation at Daytona Beach International Airport. The program is currently supported by a base budget provided by ERAU, and significant in-kind contributions from the Daytona Beach International Airport. Through funded research programs such as those described above, the *Teaching Airport* generates additional revenue to support improvements in infrastructure as well as research and operating efforts. It is expected that in the coming years the *Teaching Airport* will continue to enhance aviation and airport management education through expanded teaching, research, and public outreach programs. Those interested in participating in, or simply learning more about the *Teaching Airport* program are encouraged to contact Dr. Young at youngs@erau.edu.