Masterful Leaders Workshop: Diversity and Inclusion as Key Components of Your Organizational Strategy

Educator Based

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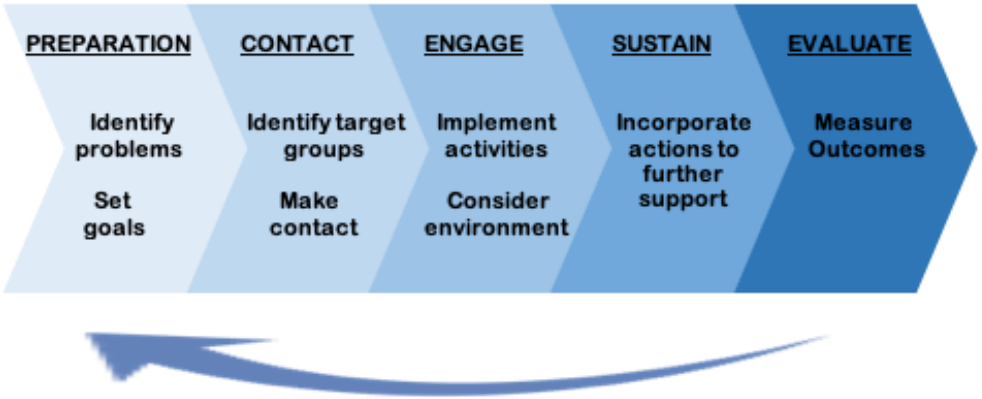
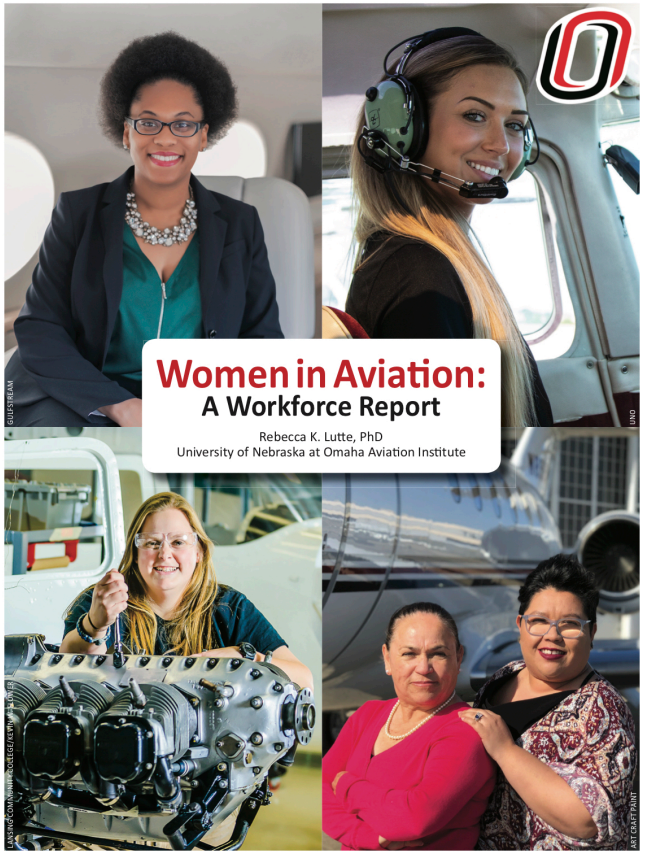
Overview

- Research in the area of recruiting/retention of women in aviation

- Lessons learned for actionable strategies



Women in Aviation INTERNATIONAL



Factors positively influenced decision to pursue a career in aviation (top 5) (n=186)

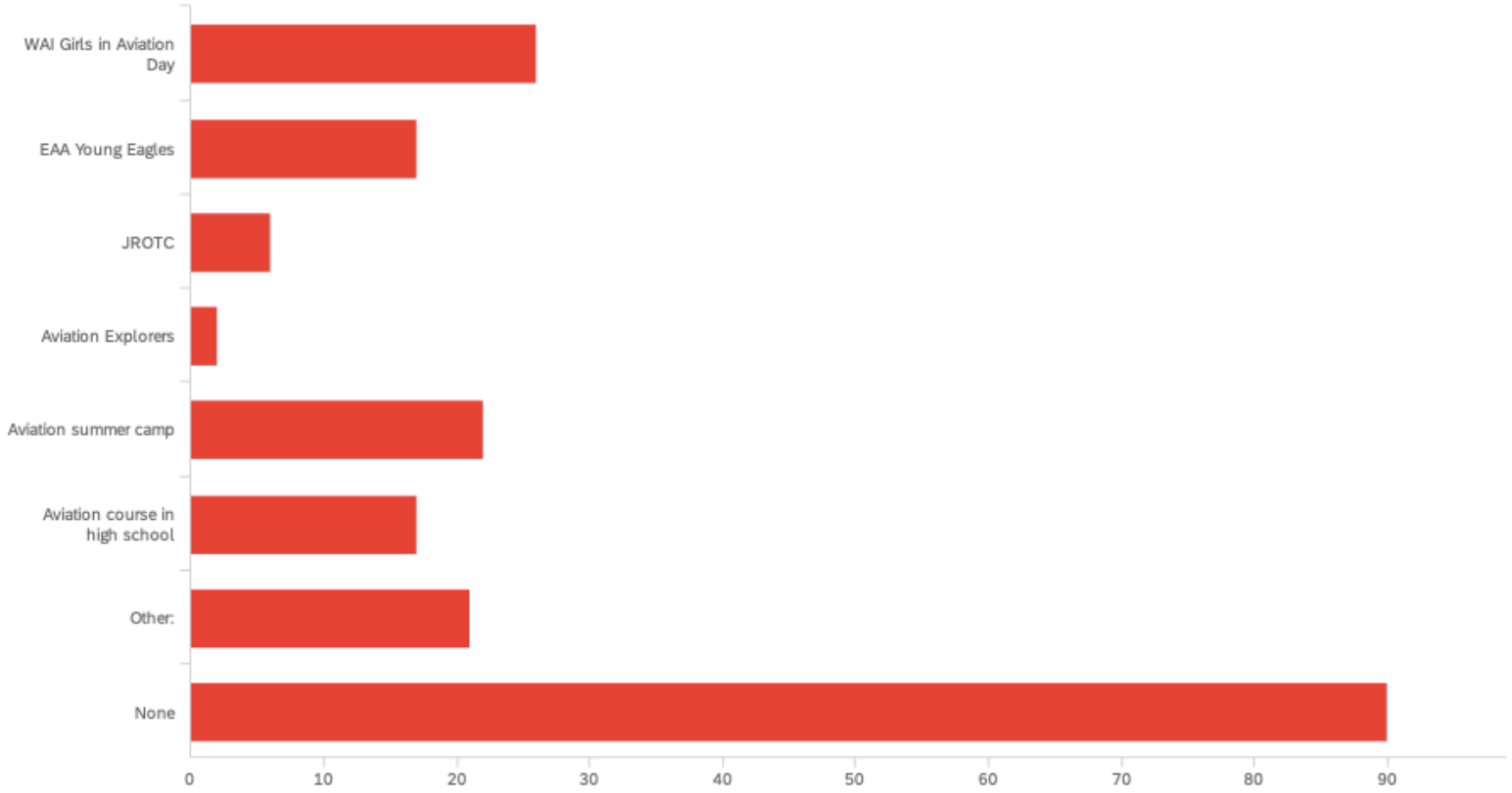
1. Perceived as adventurous profession (96%)
2. Passion for aviation (95%)
3. Perceived as a fun profession (93%)
4. Desire to choose non-traditional work (89%)
5. Desire to prove personal abilities (88%)

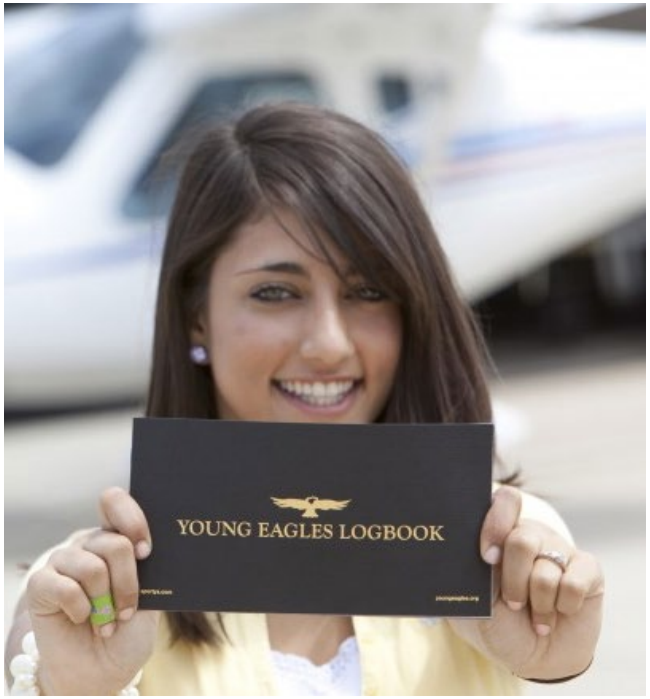
Factors negatively influenced decision to pursue a career in aviation (top 5)

1. Cost (70%)
2. Perceived family life impact (29%)
3. Perceived existence of good old boy network (24%)

- Influencers
  - Parents: 62% positively influenced decision
  - Family member in aviation: 60% no influence/NA
  - High school counselors: 85% no influence/NA
    - When they did – more negative than positive
  - Mentors (same gender): 64% no influence/NA

Q9 - Which of the following aviation youth programs did you participate in? (select any that apply)





Outreach is essential

Strategies for enhancing diversity & inclusion at your university

- Active Student chapters (WAI Chapter, NGPA)
  - Fund student travel to conference
  - Bring in speakers/mentors to address specific areas such as family/work balance, workplace culture, confidence
- Diverse faculty/flight instructors/leadership
- Youth outreach
- Outreach to influencers
- Send faculty to conferences that reflect underrepresented groups in aviation

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