



Investing in Inclusivity: Envoy Air Operations Recruitment

Martin Rottler, Manager, Partnerships & Outreach

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Today's Topics:



- Background & About Me/Envoy
- Diversity & Inclusion: A Core Value
- Investing in Diversity & Inclusion in Recruitment: Strategies and Areas for Improvement

About Envoy:



About Me:

- May 15, 2019-Today: Manager, Partnerships & Outreach, Envoy Air
- 2011-2019: Lecturer & Industry Relations, The Ohio State University, Columbus
- Responsible for overseeing Envoy's Cadet Programs (400 cadets), K-12 outreach efforts, as well as Diversity & Inclusion outreach for recruitment.
- 2020: Board Member, NGPA; Member, WAI & OBAP



Martin Rottler
He/Him/His

About Envoy:

Envoy Air Inc. is a wholly owned subsidiary of American Airlines Group (NASDAQ: AAL) operating more than 185 aircraft, including the Embraer 175 and Embraer 145, on 1,000+ daily flights to over 150 destinations. The company's more than 18,000 employees provide regional flight service to American Airlines under the American Eagle brand and livery and ground handling services for many American flights.

About Envoy Air Operations Recruiting:

Envoy's Air Operations Recruiting department is responsible for the recruiting, processing, hiring, and onboarding of the company's Pilot, Flight Attendant, and Maintenance career track employees.

The Partnerships & Outreach recruiting team is responsible for the airline's Envoy Cadet Programs at 40+ partner universities and flight academies around the United States as well as K-12 outreach and participation in industry diversity & inclusion efforts.

Diversity and Inclusion: A Core Value



First Officer Jillian Clay



Captain Anslem Dewar

- At Envoy, we strive to foster a safe work environment that is second to none – one that celebrates diversity, offers equal opportunities and where all employees feel secure, involved, valued, and respected.
- Each of us must make a personal commitment to these principles every day – whenever we interact with our fellow employees and our customers.
- **Diversity and Inclusion are fundamental to our long term success.**

Investing in Diversity & Inclusion: A Key Recruitment Strategy



Envoy at NGPA's Oshkosh Barbecue



Women in Aviation at Western Michigan University at Envoy Headquarters

- Our efforts focus locally and nationally.
- Budgeted support for a major presence at NGPA, WAI, and OBAP.
- New support for LPA & PAPA
- Targeted support for local organizations and partner universities/flight schools.
- In 2020:
 - \$130,000+ in national organization D&I support.
 - \$50,000+ in local and regional organization D&I support.
 - Additional resources for other recruitment & D&I efforts.

Investing in Diversity & Inclusion: A Key Recruitment Strategy



First Officer Ying Liu at Girls Soar at the CR Smith Museum in Dallas

- Which areas have the most impact?

- Impact on community
- Impact for/on our partners
- Impact on prospective candidates for employment
- Impact on our employees

- What areas are going to be most effective?

- Population captured
- Effect on the organization
- Effect on the individuals
- Return on investment

- What areas aren't necessarily getting support they need that we can help with?

- Student Organizations
- Underrepresented Communities
- Student Scholarships.



Envoy Mechanic Jordan Jones uses ASL to communicate with a fellow mechanic on the ramp in Chicago.

Investing in Diversity & Inclusion: A Key Recruitment Strategy



Envoy is proud to support student organization travel to flagship D&I events including NGPA, WAI & OBAP



First Officers Corey Komarec and Swayne Martin celebrate Pride Month on the UND ramp in June

- Support for Inclusion & Diversity needs to be **intentional**.
- Demonstrating **allyship** for our partner organizations of which my team is not a target member is of the utmost importance.
- It's more than money—any airline or individual can cut a check. **Where can my team's support have the most impact?**
- I don't know what I don't know. **There are areas that need support that I'm not aware of. Ask.** (Especially student organizations and local chapters where we have a presence!)

Final Thought:



Captain Ric Wilson presents a scholarship to Angelica Dickerson of Embry Riddle at NGPA a few weeks ago.

I am eminently lucky to work for an organization that places significant value on building & supporting a diverse workforce as well as supporting me as a member of two underrepresented groups in the aviation.



An Envoy logo on a tail that isn't an Embraer: Ohio State's Air Race Classic team was one of several sponsored in 2019.

Any Questions?



Martin Rottler, Manager, Partnerships & Outreach
martin.rottler@aa.com | 972-374-5192 Office | 469-416-8451 Mobile