

DFW Regional Aerospace Consortium

What is the name of the program/partnership that you are submitting as a best practice?

Dallas Fort Worth (DFW) Regional Aerospace Consortium gaming application FLYBY

Provide a brief description of the program/partnership's mission.

The DFW Aerospace Consortium in coordination with the North Central Texas Council of Governments is developing an Aerospace/Aviation gaming application for smart phones and devices that will launch in Fall 2016. The consortium is working with our regional academic partner, University of Texas at Arlington (UTA), to develop this application and display the online stat board on NCTaviationcareers.com website.

Provide a brief description of how the program/partnership operates.

The DFW Regional Aerospace Consortium is an industry employer driven entity that addresses the education and workforce needs of the Aerospace/Advanced Manufacturing industry. The consortium is managed by Workforce Solutions for Tarrant County.

Please identify the program/partnership's target population.

The app, FLYBY was designed to generate interest in Aerospace and aviation careers at the elementary, middle and high school level to build a local talent pipeline for employment opportunities. The game will feature aircraft from local Aerospace companies such as Lockheed Martin's F35 and C130J, Bell Helicopters V-280 and Airbus Helicopters H155 and EC225. As students are playing the Aerospace app they will earn points for answering Aerospace and Aviation trivia questions. Much of the content for the trivia portion of the game will be centered around the DFW Aerospace industry.

What was the operating cost of the program/partnership?

The development of the application was \$22,000.

Which funding source(s) did you utilize to fund the program/partnership?

Local Aerospace and Aviation companies such as Lockheed Martin, Bell Helicopter and Airbus Helicopters contributed funding to have aircraft characters in the game. Other partners include Fort Worth Alliance Airport-a Hillwood Company who has a setting throughout the game.

What other programs and/or partnerships did your city utilize to make this best practice a success?

In partnership with the local school districts through our Career and Technology Education (CTE) Director's Advisory Committee we surveyed educators on the best way to engage students. Their feedback was valuable in the development and beta testing of the game. Students from four school districts, Arlington, Birdville, Fort Worth and Northwest ISD participated in the beta testing of the application. These students shared their feedback on the appearance, level of difficulty and usability of the app.

The app is set to launch on October 15th and 16th at the Alliance Airshow where industry representatives will encourage participants to download the free app in all app stores.

Describe the measurable goals/deliverables of the program/partnership.

The goal of the app Flyby is to generate interest in Aerospace/Aviation careers among Young Adults. The game adds excitement to the industry and allows students to explore careers in Aerospace and Aviation.

What key lessons did your city learn through its engagement with this program/partnership?

This project allowed Aerospace champions and employers to work directly with local school districts and students yielded the most creative and productive results for the gaming app.

For more information, please contact:

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