REPORT

of the

MEMBERSHIP COMMITTEE

to the

BOARD OF DIRECTORS

OCTOBER 2016

Capt. Jolanda Witvliet (UAL), Chairman

AI #7
Introduction

The focus of ALPA’s Membership Committee continues to be reviewing and improving upon the service and benefits provided to our members. This includes continual review of processes, policies, messaging and support to all airlines. Since the last Board of Directors meeting, the committee is working in collaboration with the Education committee to put ALPA in front of current and potential members at various career events.

With the oversight of the recently re-established Professional Development Group (PDG) chaired by First Officer Richard Swindell, a renewed focus on internal and external messaging as we develop the goals and initiatives for the next strategic plan will be significant for the Membership, Education and Leadership committees which comprise the PDG working group. The commitment of these three committees to work together with consistent messaging will help to position ALPA in the forefront of the piloting profession, strengthen ties with our current and future members and develop strong leaders for our Association.

Structure

The makeup of the Membership Committee has changed considerably since the 2014 meeting. Captain Jolanda Witvliet (UAL) continues to serve as the chairman of the committee along with Captain Steve Miller (FDX) who serves as the Veterans Affairs Chairman. We would like to acknowledge the years of service by Captain Peter Nakhoul (PDT) who stepped down from the committee after nearly twenty years to spend more time focusing on his role as PDT MEC Secretary-Treasurer. We also express our gratitude to Spencer Rowe who served as ALPA’s Furlough Coordinator for four years before being hired at United Airlines.

To fill the vacancies, the Executive Council appointed additional members to the Membership Committee in January 2016. Upon joining the committee, the new members worked with Captains Couette and Witvliet to identify specific tasks for each member. While each member has a primary focus, all committee members are encouraged to assist where they are able to provide a well-rounded view for our members.

Upon confirmation by the April 2016 Executive Council, First Officer Drew Everett (HAL) assumed the role of Furlough Pilot Coordinator. In this position, F/O Everett
will serve as the main contact for any MEC confronted with furloughs. He will work
with Membership Administration to coordinate and distribute direct member
correspondence for anticipated furloughs and recalls. On a broader level, he will also
initiate communications to promote hiring events for those former members who may
continue to be unemployed after an unfortunate shutdown of an ALPA carrier.

Captain John Tabet (SPA) and First Officer Matthew Passafiume (JBU) are tasked with
the continual review and enhancement of new hire materials. They are well aware of
the varied new hire scenarios and the time allowed by each company to reach
probationary members. Membership is also working on additional content for the
ALPA app and website that can be leveraged by each MEC membership committee to
best suit its individual needs and culture. F/O Passafiume is also coordinating the
drafting of communications to elected officials and membership chairmen to provide
content to keep members engaged with their Union.

Drawing on his own experience at a regional carrier, Captain Jeremy “Thorne” Saylor
(ARW), is a resource for other regional carriers to identify where they need assistance.
Recognizing that the career path for many pilots from regionals to mainline often leaves
a void in volunteer programs, the committee is trying to identify ways to fill the gap
while replacements are being recruited and trained.

The committee is scheduling conference calls approximately every 3-4 months to share
information and discuss findings.

At A Glance

Since the 2014 Board of Directors meeting, the pilots of Virgin America and Frontier
Airlines have joined the list of ALPA-represented carriers. With these additional pilots,
our voting population increased from 43,661 to a 45,893 when the July 2016 membership
inventory was generated. Hiring at airlines has also contributed to an increase in
probationary members. The number of members reflected in a probationary
classification has increased from 3,103 at the 2014 Board of Directors meeting to 4,665 as
of July 2016—slightly more than a 50% increase.

Since the last Board of Directors meeting the number of ALPA members furloughed has
decreased significantly. Membership reports created in July 2016 reflects 488 members
classified as furloughed. However, MECs at carriers which are hiring but also have
reported furloughed members indicate that their furloughed members have bypassed a
recall notice at the carrier and as a result the carrier is now in the process of hiring. The majority of carriers continuing to report furloughed members are Canadian carriers performing seasonal flying. It is important to note that until recall rights are exhausted, members in this classification will continue to be carried as furloughed members in ALPA’s records.

While there are members involved in many aspects of continued military service, those members who spend more than 90 consecutive days serving in the armed forces have decreased from 723 to 453. It is always important to recognize that we do not track members who are participating in active reserve roles for shorter windows of time.

Members in bad standing is holding at 0.89%. The low number is due in large part to the hard work by the elected leaders, membership volunteers and the diligent efforts of the Membership Administration staff.

**Furlough Support Coordination**

The work for the furlough support coordinator has significantly decreased over the last two years with the bulk of those members furloughed in 2014 either accepting recall, moving to other ALPA carriers or leaving the industry altogether.

CanJet Airlines ceased operations in September 2015 and these members received the benefit of furlough support. Members who are furloughed as a result of the carrier downsizing or ceasing operation receive the benefit of a full, one-year membership in FAPA.aero which includes complimentary attendance to one FAPA.aero job fair. Additionally, the furlough coordinator will broadcast any job opportunities to members listed as furloughed or as an Inactive Participant (IP) at any carrier who has ceased operations.

**Veterans Affairs Committee**

ALPA’s Veterans Affairs Committee continues to be an untapped and little known resource for members who encounter issues with employers. The committee was designed to serve as a resource for members with any answers coordinated through ALPA legal. The purpose of the Veterans Affairs committee is refocused to include education for new hires who are transitioning from a military career to a civilian career and for any current pilots who are in the Reserve/Guard. Any recommended changes to applicable laws would go through ALPA’s Government Affairs group.
Member Development and Interaction

*New Hire Materials.* Following the 2014 Board of Directors meeting, the Welcome Aboard guides provided at new hire briefings were modified and the tabbed contents of the prior folder were removed. The new format consists of a pocket folder with a tear away pocket-sized orange accident/incident hotline card. The inside of the folder highlights ALPA’s mission statement and contact information for ALPA membership and member insurance benefit questions. In addition to a cost savings to each MEC, the reduction in printed content allows for each MEC to include MEC-specific information in the pocket folder along with the ALPA membership application, DCO forms and insurance information. Should a significant piece of information need to be provided it can easily be added in the shipment without concern that outdated or conflicting information is printed in another section of the guide, providing for a longer shelf life.

In July 2016 a tri-fold brochure titled, “Membership Has Its Privileges” was developed as a supplement to the Welcome Aboard folder and is also being provided as an informational takeaway for members who attend career events. This brochure focuses on the resources available to ALPA members and highlights these programs:

- ALPA member insurance products available in the U.S. and Canada
- Pilot Assistance programs available in the U.S. and Canada
- Union Plus discounts as provided for by the AFL-CIO
- ALPA app resources
- P4P (ALPA’s Emergency Relief Fund)

*ALPA app.* Over the last two years, the Membership Committee has focused on building content on the ALPA app, including adding the entire ALPA 101 segment on the app. ALPA 101 provides shortened pieces of information with links to the ALPA website for more detailed information. Within ALPA 101, there are short videos with information on specific topics covering an introduction to our Air Safety Organization, Aeromedical Services and ALPA’s governing body structure. In process are videos on how to be a professional airline pilot, introduction to our pilot assistance group, jumpseat etiquette, and hotel safety.

*Workflow Enhancements.* While improvements are underway with the system modernization initiatives which should streamline processes and data entry, all forms provided by the Membership Administration Department have been designed as pdf-
fillable documents and may be submitted directly to the Membership Administration Department. While the data itself will continue to be re-keyed into the system, the submission process is more convenient for our members and eliminates mail delays as well as questions related to handwritten entries.

Recognizing that pilots have a transient lifestyle and are not always at home to check the mail, delinquency notices are now emailed to the member which helps to more promptly rectify account issues.

By the end of 2016, most of the member insurance applications should be available with online enrollment.

Volunteer Survey. A survey of all MEC Officers and Membership Chairman was conducted in early 2016. The survey continues to identify the varied forums and challenges to meet new hires across ALPA carriers.

A continued challenge for many carriers is finding ways to interact and educate members. Due to time constraints put in place by the company, many introductions to ALPA are done within 1-2 hours and during lunch which limits the amount of information that can be covered while also ensuring that applications for membership are completed and DCO forms are completed. As we know, it serves the new pilot best to complete the membership application at the meeting to ensure that he is included on all communications from ALPA, his MEC and his local council. The sooner ALPA communications reach the pilot, the more likely he is to be engaged and informed. Several MECs have indicated that they also hold informal meet and greet sessions when possible and not during company indoc time.

Volunteers report that member insurance is usually not a priority for new hires and the majority of questions addressed during the new hire briefing are not ALPA-specific, but focus instead on contract and training questions. The priority for new hires is simply to get through their probationary period.

**Member Credentials**

Membership Cards. Costs related to generating a required membership card renewal mailing every four years and issuing new membership cards to new hires as well as those transferring to active was estimated to cost in excess of $70,000 by the end of 2015. Recognizing that the cost to produce and distribute new ALPA membership cards every four years was an expensive undertaking and the fact that many members were
interested in a better option with current information, the Membership Committee recommended to the Executive Board additional options for providing member credentials.

In May 2015, the Executive Board adopted the recommendation which put the following options in place for member credentials:

- An electronic version of the card is on the ALPA app and the information displayed on the app interacts with the ALPA database providing “real time” information. As a member changes airline or classification, the card displays the current data and no expiration date is needed.
- If there is an immediate need for a printed card, there is an online option that will print a letter which contains an image of the card with data as of the date the letter is generated. This image will contain an expiration date.
- A physical card like the one issued in prior years is still available upon request from the Membership Administration Department. The card will have an expiration date.

The electronic version serves as the default preference for all members.

Communications were distributed upon the launch of the app and again when cards expired in December 2015; however, a large population of members still do not recognize that their credentials are on the app. As the app’s utilities increase, its value to all members should be promoted.

Membership lapel pins. ALPA members are encouraged to prominently display their ALPA lapel pins. The design of the pin post was changed in July 2016 and pins issued in the latter part of 2016 will have an additional prong to grip the jacket lapel or tie to help keep the pin firmly in place thereby reducing the movement of the pin.

ALPA members should always display their membership pin proudly and for any pilot who has been a member of ALPA for more than ten years, wearing an anniversary pin is a significant milestone. The Membership Administration staff has completed a review of ALPA anniversary dates for all current members. At the beginning of each calendar year, anniversary pins for members reaching any milestone anniversary during the year will automatically be mailed their anniversary pin. Pin increments start at year 10 and continue in five-year increments. It is important to note that many factors contribute to determining the first ALPA carrier under which a member applied for membership. This date is normally close to the first hire date, but other factors contribute to the
scenario such as the year ALPA became the collective bargaining representative or when a merger with another union occurred.

Events

A Membership Committee seminar was held in May 2015 with 24 attendees from 14 pilot groups. Attendees received information and explanation about the many facets of record keeping as well as targeted briefings from Air Safety, Fee for Departure, Member Insurance, Pilot Assistance, and Government Affairs. Those in attendance felt that their time at the seminar was beneficial. Of particular note was the sharing of information across carriers, with suggestions on alternate ways to approach situations, which made for a very interactive event.

A seminar will be held at the Herndon offices in 2017 and will be open to all membership committee volunteers and elected officers. With the implementation of a new membership database scheduled for 2017, we believe this could be an opportunity to review how the new systems function.

Outreach

In 2015, Captain Witvliet identified a new opportunity to extend outreach and engage with members, nonmembers and future members. At career events, ALPA representatives meet with students and non-ALPA pilots, such as military pilots, corporate and non-Union pilots and educate them about ALPA. Additionally, these events are attended by a growing number of ALPA members who attend professional conferences to advance their careers. Participation in these events allows for engagement with pilots in a way that had not previously been considered.

Women in Aviation (WAI). Captain Witvliet first joined the volunteers from ALPA’s Education Committee at the 2015 Women in Aviation Conference to volunteer at this career event. The conference offered significant opportunities to reach ALPA members and to educate students. The two committees co-sponsored the ALPA exhibit in 2016 when almost 175 ALPA members visited the booth. With nearly 5,000 attendees at the three-day conference, ALPA was able to make an impression on many in relation to how ALPA serves airline pilots and the aviation industry overall.

Organization of Black Airline Pilots (OBAP). Volunteers from ALPA’s Membership and Education committees attended the Organization of Black Airline Pilots’ Annual
Convention & Career Exposition held in Arlington, VA in 2015. Much like the Women in Aviation Conference, the event provided an opportunity to connect with members, nonmembers and future members. The outreach afforded the chance to network and to let members know what is available to them. It also highlighted the benefits of ALPA membership to nonmembers and future members. ALPA’s Membership Committee will attend the August 2016 annual convention to be held in Chicago.

National Gay Pilots Association’s (NGPA). In January 2016, ALPA attended the National Gay Pilots Association’s (NGPA) Winter Warmup and Industry Expo in Palm Springs, California. More than 250 pilots, both members and nonmembers, visited the booth and the volunteers representing ALPA focused on sharing information about the union’s many resources, assistance, strengths and how ALPA can contribute to them having a strong career. As our pilot groups have become more diverse, ALPA’s attendance was welcomed at the event.

Moving into 2017, the Membership Committee intends to represent ALPA at these same events to engage with members and future members. In addition to these United States based events, we hope to reach our Canadian brothers and sisters at an event in 2017.

Committee Objectives

➢ Pilot education (current and future ALPA pilots)
  o Why you need to be an ALPA pilot
  o What are the benefits of being an ALPA pilot
➢ Assist and support all the MEC Membership volunteers
➢ Provide support and assistance to pilots who are furloughed from ALPA carriers and/or whose carrier has shutdown
➢ Provide support to pilots who are on Military Leave and those pilots who continue to be in the Guard or other part-time military commitment
➢ Provide sample airlines’ new hire briefings
➢ Support and assist ALPA MECs with coordination and monitoring of new hire mentor programs in anticipation of any future FAA directive
Committee Initiatives

➢ Review and promote all existing content provided to new hires and current ALPA pilots
➢ Review and promote all existing content used in internal organizing
➢ Provide input to Membership Administration Department as process enhancements are developed in conjunction with system modernization
   o Streamline application submissions and generation of credentials via electronic means
   o Generate standardized messages to members at the beginning of their probationary period, as they prepare to come off of probation and when they transfer to active
➢ With the oversight of the Professional Development Group, collaborate with Leadership and Education Committees to strengthen the pilot profession and build the ALPA brand at all career stages
➢ Coordination with Strategic Planning and Executive Board
➢ Membership seminar

Committee Recommendations

➢ Request that this report is received.