



Partnership with Business Project



Sunnyslope High School
Phoenix, Arizona
#6902
2018-2019



Table of Contents

INTRODUCTION	2
Planning.....	2
PURPOSE/GOAL	3
Member/Partner Goals.....	3
Partnership Team	4
IMPLEMENTATION	5
Hangar Tour	5
Concierge Tour.....	5
AAAdvantage Presentation.....	6
Job Opportunities Presentation	7
World Diversity Day.....	7
Feed My Starving Children	8
Event Critique	8
Professional Development Day.....	8
RESULTS	9
Goals Fulfilled	9
HOURS/FUTURE GOALS	10
Hours Spent	10
Future Goals.....	10
Benefits	11
IMPACT	12
Evaluation	12
PUBLICITY	13
Publicity	13
CONCLUSION	14
Project Summary.....	14



INTRODUCTION

Planning

After having the opportunity to travel to the National Fall Leadership Conference in 2017 and the National Leadership Conference in 2018, we were amazed at how many FBLA members had never been on a plane before. We surveyed students at a chapter meeting about their knowledge on business travel and the many different rules you must follow when going through airport security. Surprisingly, many chapter members knew almost nothing about business travel. During one of the officer meetings, we came up with the idea to partner with American Airlines. After pitching the idea to all of our chapter members, everybody was on board. We all thought this was a great idea for current and new members because many of our seasoned members have not traveled out of Arizona, and our new members lack travel experience primarily due to their age.

We chose American Airlines as the partner for this project because they have a hub in Phoenix and several flight options. We also knew that our adviser, Norma Matias-Engram, flew with their airline frequently and often used AA for our chapter to travel to conferences. The team agreed that American Airlines was the perfect partner for this project.

Sunnyslope contacted American Airlines and proposed a partnership. American Airlines quickly agreed and started assigning personnel to help mediate the partnership so both parties could communicate effectively. Sunnyslope FBLA met at the American Airlines corporate office in September to discuss events for the partnership. Initially, both parties decided that American Airlines would take on the role of mentor for students who were new to the travel industry. Project Leads went over several possible options for events which would benefit both sides of the partnership.

Project American Airlines			
OBJECTIVES AND GOALS	GOAL 1: BUSINESS TRAVEL	GOAL 2: CAREER OPPORTUNITIES	GOAL 3: SMARTER TRAVEL
OBJECTIVE 1	Learn about business travel and the inner workings of the airport	Listen to representatives from American Airlines share about various job opportunities	Present tips and tricks for maneuvering through the airport efficiently
OBJECTIVE 2	Learn about TSA and TSA Pre check and other airport security options	Determine career path that interest students	Provide information about TSA and TSA Pre-check
OBJECTIVE 3	Research and understand the difference between passports and passport cards	Apply for various business-related scholarships that pertain to future career goals	Teach strategies and tips for business travel and reward programs



PURPOSE/GOAL

Member/Partner Goals

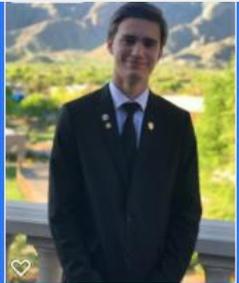
Goals to Benefit Members	Planned Activities
Impact members with engaging and educational events	<ul style="list-style-type: none"> • Hangar Tour at American Airlines • Concierge Lounge Tour at both Phoenix and Charlotte Airports
Improve career development, oral presentation, and written skills of members	<ul style="list-style-type: none"> • Employees present different career opportunities and benefits • Employees participate in School Career Fair • Representatives critique State Leadership Conference presentations and various events
Educate members about benefit programs and the TSA process	<ul style="list-style-type: none"> • Experts present about their AAdvantage program and explain the benefits • Representatives explain the difference between TSA and TSA Pre-check
Educate members regarding flight safety	<ul style="list-style-type: none"> • Employees give a presentation on all the safety features that comes with airplane travel

Goals to Benefit Partner	Planned Action
Publicize American Airlines throughout the entire district	<ul style="list-style-type: none"> • Sunnyslope FBLA will commit to flying with American Airlines • Students will share information about AAdvantage • Sunnyslope will post events on social media
Assist in company activities and community service events	<ul style="list-style-type: none"> • Help promote Professional Development Day event • Assist in their company community service event with Feed My Starving Children
Develop promotional flyers	<ul style="list-style-type: none"> • Create a promotional flyer about World Diversity Day
Encourage members to fly American Airlines	<ul style="list-style-type: none"> • Students give presentations and share to FBLA members about the AAdvantage program • Business Executives share about all of the benefits to flying with American Airlines



PURPOSE/GOAL

Partnership Team

MIRANDA CAIN	TRAVIS KENNEDY	PETER ENG	ZAC KRESIN
			
<p>Miranda Cain is a senior at Sunnyslope High School and is the President of the Sunnyslope FBLA chapter. She has been a part of the project since the beginning. She has also been in charge of coordinating all of the various activities and directing of the project.</p>	<p>Travis Kennedy is a senior at Sunnyslope High School and has been a member of Sunnyslope FBLA for three years. Throughout the project, he has been in charge of posting social media for all various activities and assisted with the creation of the presentation and report of the project.</p>	<p>Peter Eng is a sophomore at Sunnyslope High School and has been a member of the Sunnyslope FBLA Chapter for one year. He has attended all of the project events and has helped with the development of the project. He participated in events such as Feed My Starving Children.</p>	<p>Zachary Kresin is a junior at Sunnyslope High School and has been a part of the Sunnyslope FBLA chapter for two years. He has been very active in the writing of this report. During the many activities we had throughout the year, he was studiously writing about the various events.</p>

CALVIN GOIN	FREYA CHAVIS	WANDALYS SANTIAGO
		
<p>During the Partnership with Business Project, Calvin Goin has been a tremendous help. He has visited our campus multiple times to speak about various topics including the college preparation that allowed him to be in his position at American Airlines.</p>	<p>Freya Chavis was vital to the scheduling of the Hangar Tour and Concierge Lounge visits at the Phoenix Sky Harbor Airport. Chavis also spoke about several different travel topics to Sunnyslope students. She also come to Sunnyslope to assist with event critiques.</p>	<p>Wandalys Santiago was the main contact for this report. We had the pleasure of meeting her during our first meeting back in August at the American Airlines Headquarters. She has also given presentations to our chapter and has attended multiple activities at our school.</p>



IMPLEMENTATION

Hangar Tour

Prior to the flight to Charlotte, NC for the National Fall Leadership Conference in November 2018, American Airlines gave Sunnyslope FBLA members a walkthrough of their hangar located at Phoenix Sky Harbor Airport. Throughout the tour, one of American Airlines' top engineers, Jeff Owen, provided the students with information of what goes on within the airlines that people usually never have the chance to see. The tour gave students insight into the abundance of employees from different departments that work together to analyze and repair any malfunctions on planes that are docked at the gates. Inside of the hangar, there are workshop centers, airplane part inventories, offices, and meeting rooms. One interesting fact that the members learned while on the tour was that the tips of jet turbines are actually created in plastic to prevent injury and are designed to catch the attention of birds in the air. Our chapter loved this opportunity because we received a hands-on experience of possible business jobs that do not necessarily require college education and focus primarily on mechanics. We were also able to look at the different possible employment fields and learn about what type of work those individuals do on a daily basis, such as the technicians who maintain and repair plane engines.



Owen explains rubber capsule on plane turbine

Concierge Tour

American Airlines operates a club called the “Admirals Club” which allows business executives and frequent travelers the opportunity to get caught up on work or rest in between flights in the Concierge Key lounge. Our American Airlines partners gave Sunnyslope FBLA access to the lounge to observe and analyze the vast array of people that frequent the lounge.



NFLC attendees enjoying the Admirals Club



IMPLEMENTATION

The exclusive area includes private lounge chairs and power outlets for those individuals that are typically traveling for work conferences and meetings. The lounge also offers a variety of food and beverages for all Concierge Key members. All members who attended the FBLA NFLC were given access to both lounges. The visit to the Phoenix Sky Harbor airport and the Charlotte Douglas International airport allowed us to see the different types of layouts within the lounges throughout various locations.

AAdvantage Presentation

Calvin Goin and Wandalys Santiago, two employees at the Tempe Corporate Office of American Airlines, presented about loyalty programs, specifically the AAdvantage program. The program encourages travelers to continuously fly with American by giving customers various opportunities that include possible



Students and AA employees after the AAdvantage Presentation

upgrades in both the airplane and airport amenity areas depending on availability. Calvin Goin works in accounting, and he was able to describe in detail how the AAdvantage program increased revenue for American Airlines. The program highlights individuals who frequently fly with American Airlines and provide them with various benefits such as potential First-Class seating, upgraded choices of food, and beverages to encourage customer loyalty. Customer research is key to creating the benefits that reach customers, and there is a large team of analysts in Fort Worth, Texas who decide which benefits are worth including in the program. Students were very active throughout the presentation, and they were constantly asking questions about how surveys were conducted and how the loyalty strategists determined the AAdvantage program benefits and levels. Ultimately, we discovered how analytical skills are key to managing loyalty programs and how IT skills can lead to a solid career path.

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IMPLEMENTATION

Job Opportunities Presentation

Sunnyslope FBLA recognized how important it is to ensure that FBLA members have ample opportunities to develop their future and create a plan for their prospective education. American Airlines provided two representatives from its corporate offices, Winston Lam and Wandalys Santiago, to give a presentation outlining several different paths that FBLA members could take to continue their education after high school with a specific plan of action. Lam detailed how getting a degree in mathematics or finance could help students find a career in the Purchasing Department of the American Airlines offices and the process of how the airline purchases its resources. Santiago expanded by saying that a degree in economics or analytical mathematics could lead to positions within the Revenue Management Department or as Loyalty Strategists who determine key features of the American Airlines' Frequent Flyer program. Many students identified with these interests and several asked questions wanting to know more.

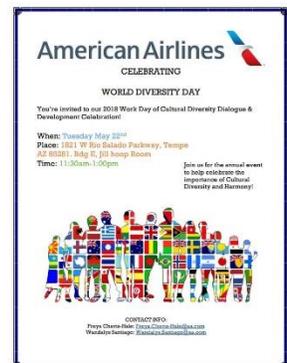
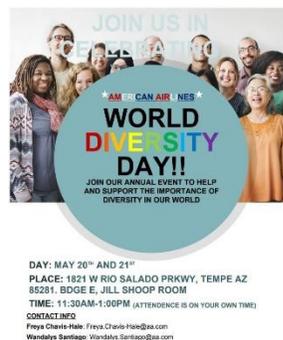
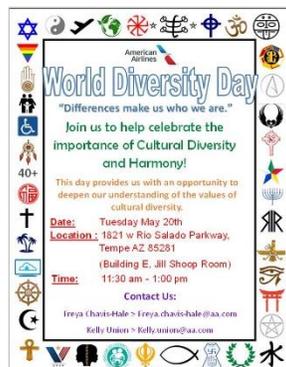


Leads excited about going to AA office

World Diversity Day

World Diversity Day is a special event that brings cultures together to enhance peace, love, and happiness among people worldwide. American Airlines will be hosting an event for World Diversity Day on May 20, 2019 where all of their employees come together for a “melting pot” experience. American Airlines has a very diverse culture within their company including all different types of backgrounds. Sunnyslope FBLA helped to make flyers for the event to publicize the date, place, time, and RSVP information to the American Airlines executives.

Student Created Flyer Samples





IMPLEMENTATION

Feed My Starving Children

American Airlines hosted a Feed My Starving Children volunteer opportunity and requested that Sunnyslope FBLA members come and assist them in this effort. Thirteen members from Sunnyslope offered a helping hand to American Airlines and to those in need. For the event, our team packaged food for underprivileged children in the Philippines and as a collective team, we managed to pack over forty-six boxes, which is equivalent to 9,936 meals. With this project, we were able to perform community service in partnership with American Airlines and build a professional networking environment together. Not only was this a fantastic team building event, but it also gave both American Airlines and Sunnyslope FBLA a chance to make an impact in the Phoenix area and abroad in the Philippines.



Members packing meals during community service event

Event Critique

American Airline representatives visited Sunnyslope High School on April 18 to help our FBLA members perfect their events in preparation for the State Leadership Conference. They listened to presentations to help members improve in their events to achieve the most amount of points possible. Their critiques helped our members improve in many areas such as presentation, fluency, and manner. Some presentational skills that they helped members in include eye contact, voice projection, body language, and spatial awareness.

Members were shown how to act in a professional manner and to smoothly flow through a conversation.



E-Business Team shares their presentation

Professional Development Day

In the month of March, our officers were asked to volunteer at a Professional Development Event for American Airlines. For this activity the board was asked to assist with registration and lunch. They wanted us to help them with this project because they believed this would be a great opportunity for us to not only learn about different careers within the company, but to meet with and talk to many of their hiring managers. American Airlines had to reschedule the event due to an employee travel freeze. Our officers are excited to participate in this event in late May.



RESULTS

Goals Fulfilled

Throughout this entire partnership, we were able to accomplish all of the goals we had set and more. Our members now have more knowledge about business travel and various job opportunities that are offered in this job field. We also identified what our members should obtain before their next travel venture. We recommended that all of our members get a passport, if they do not have a federal identification card. We also suggested that all of our members get TSA Pre-Check so that their airport experience can be more efficient and assist in speeding up the security process. This partnership also guided students on their future aspirations. For example, we have members who were not planning on attending college, but now they want to further their education in not only business, but also engineering. These goals were not only achieved, but they have exceeded all of our expectations.

Students learned how the airport worked and what you can and cannot bring

Members learned about the AAdvantage program

Members were able to experience the perks of frequent travelers

American Airlines Partnership

Members experienced and learned about a variety of airport jobs

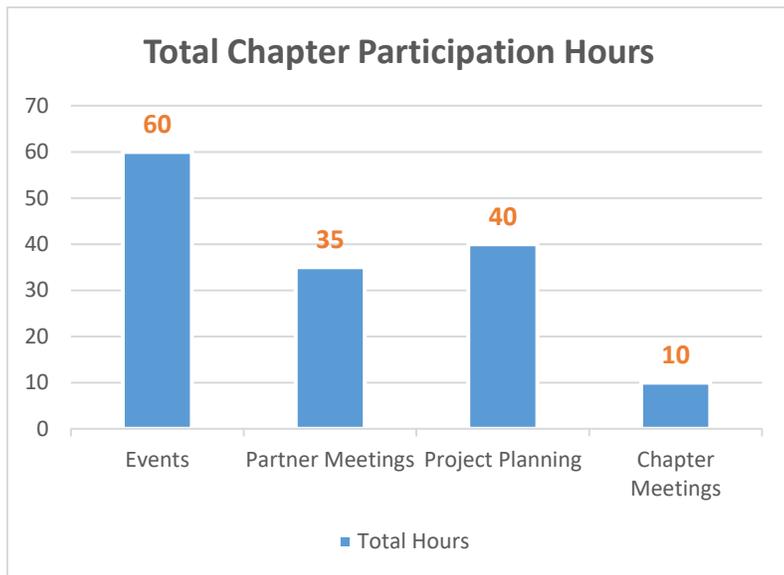
Students learned about Passport, Passport cards, and TSA Pre-Check



HOURS/FUTURE GOALS

Hours Spent

While developing this project, we made it our goal to involve our entire chapter with all of the various activities we had planned. We had a majority of our members participate in the many events we had throughout the year, and we talked about the project at monthly chapter meetings to keep our members informed on the progress of this project. Our chapter enjoyed this partnership and loved spending the time to perfect it and make it memorable.



Future Goals

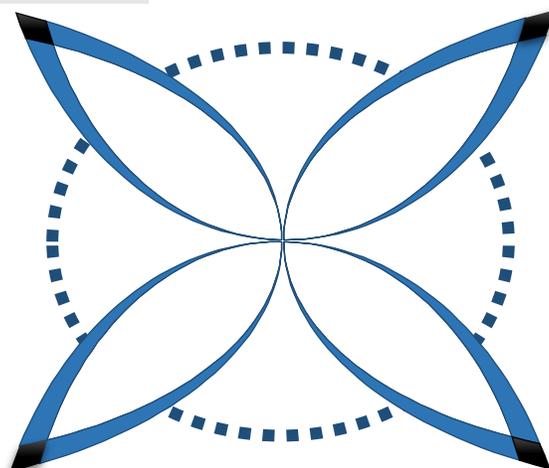
This partnership has been extremely beneficial for both parties involved. As a result of the success, Sunnyslope FBLA has reached out to American Airlines with hopes of continuing the partnership going forward. Sunnyslope has four main goals for continuing the partnership.

Continue commitment to flying American Airlines and integrate chapter into AAdvantage

Continue scheduled presentations on career opportunities in air travel for FBLA members

Sunnyslope FBLA'S

Future Goals



Continue to assist American Airlines in their community outreach events in Arizona

Continue to educate students about business travel and airport navigation



HOURS/FUTURE GOALS

Benefits

Sunnyslope FBLA and American Airlines received benefits as a group. Our chapter benefited from this partnership by achieving a deeper understanding of operating an airline company, building communication skills with business executives, and allowing our members to better understand the importance of helping our community and how that builds a foundation for a successful business. American Airlines benefited from this partnership by opening their boundaries to create new opportunities in the future, building relationships with



Project Leads meet Calvin Goin and Wandalys Santiago

future business leaders, and by receiving aid for events, publicity, and future partnerships. Our chapter's association with American Airlines not only benefited our chapter, but for the airline as well because the partnership allowed them to expand their horizons and seek out future employees, partners, and community involvement. Our chapter helped create flyers for World Diversity Day, allowing American Airlines to create a new target market by widening their range of opportunities to advertise and market to students as well as adults, and will be helping with their Professional Development day by handling registration and assisting with lunch. The binding of the Sunnyslope FBLA chapter and American Airlines developed a new partnership, and allowed each partner to acquire new connections which will hopefully last for years. We hope to continue this partnership and maintain a good relationship with American Airlines.



Executives from AA come to Sunnyslope



IMPACT

Evaluation

After evaluating the project, our chapter has come to the conclusion that there are three ways to develop a better Partnership with Business Project: early development, time management, and execution. These are three crucial components to developing and maintaining a perfect partnership because earlier development would allow for smoother implementation as well as increase the benefits gained for both parties. Along with that, execution is crucial because it guarantees events in advance and allows for both partners to execute all of the events that we, as a chapter, would have liked to carry out throughout the project. Finally, more effective time management in the project would have allowed for certain events to be more strategically planned out for a better outcome. All these factors could improve the partnership, but our chapter took everything into consideration and realized that the key part of the entire project was to build a relationship and develop the conversational skills that top executives implement. That was the most enlightening experience and it educated us on how communication is crucial when working as a team. We found this to be an amazing partnership and we plan to partner with American Airlines in the foreseeable future.



Presentation on Business Travel

Events	Members Participation
Chapter Meetings	40 Members
Feed My Starving Children	13 Members
Partner Meeting	5 Members
Hangar Tour/ Concierge Tour	8 Members
Professional Development	5 Members
World Diversity Day Flyers	94 Members



PUBLICITY

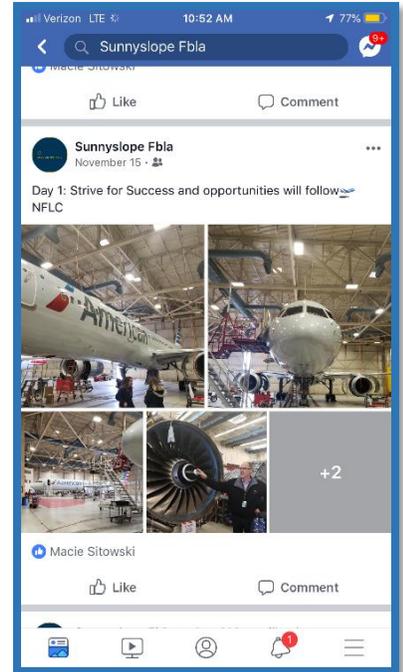
Publicity



Facebook post about Feed My Starving Children



Facebook Post about Business Travel



Facebook post about Hangar Tour



Instagram Post about Feed My Starving Children



Sunnyslope FBLA's Website Information about the Partnership



Newspaper article about the Partnership



CONCLUSION

Project Summary

The main purpose of the Sunnyslope High School FBLA's Partnership with Business Project was to educate students about business travel. Sunnyslope High School has a very diverse population and within our FBLA program, there are many members who have never been on a plane before. This was one of the main motivations of the Partnership with Business team. We ultimately decided that American Airlines would be the best partner to accomplish our goals. The reason why we wanted to partner with American Airlines was because we needed to educate our members on business travel, learn about American Airlines' loyalty program, AAdvantage, and expose our members and community of students to different job opportunities within the airport. This proved to be a brilliant move because American Airlines had all the necessary resources and personnel to help Sunnyslope FBLA integrate travel education into FBLA meetings and presentations.

The goal of this project was to implement the knowledge that was presented to us by the various American Airlines employees. American Airlines educated our chapter members, enabling them to understand how business travel works and the benefits that comes with it. Our team set up AAdvantage programs, tracked all of our future flights, and encouraged all of our members to sign up for TSA Pre-check, a valuable airport perk that assists travelers in getting through security checkpoints with ease. Many of our members want to continue their education and focus on business, so it was important for them to understand all of the benefits that come with business travel. In addition to the travel aspect, American Airlines and Sunnyslope collaborated on several events to help American Airlines manage community outreach events, expand their business through positive, school-wide publicity, and fly American for all FBLA events.

Thank you to American Airlines who have taught our chapter so much about business travel and loyalty programs. Also, we would like to thank the school that has encouraged us and supported us throughout this partnership. This was an amazing experience and the memories will last forever.



Project leads are volunteering at Feed my Starving Children with Wandalys Santiago