



2021 Employee Recruitment Brief

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In this brief, key insights are found on current recruitment efforts at Carson Helicopters. Ultimately, by analyzing and strategizing the current measures that the company has in place, increased growth can be made among skillful hires. By maximizing the impression and understanding of the company through a series of formulated campaign efforts, Carson Helicopters will be able to boost company reputation. The analyzations and recommendations that are highlighted will work towards growing the company's recruitment efforts and improving corporate reputation.

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Executive Summary

Carson Helicopters has been in operation since 1954. With a drive to further advance the operations of aerial flight, the company has worked through a blend of remanufacturing, modification, flight operations, and as of more recently, in-house manufacturing of its Carson Composite Blades. Through a blend of the corporation's aerial advancements, they have extended services world-wide.

Gaining approval for a S-61 Main Composite Blade, the company moved on to receive an STC for the composite tail rotor blades of the aircraft. The success that the company has found with its composite blades has granted the company increased growth and opportunity to further extend their composite blades onto other legacy aircrafts. However, the company has motive to extend applications beyond the possibilities that currently present.

Carson holds over 35 STCs, while a considerable amount currently focuses on the design and modification of the S-61, they have started to extend applications onto a variety of other aircrafts, including fixed wing. With the continued growth of the corporation, it is vital that Carson Helicopters takes the necessary steps needed to boost recruitment efforts. By strategically working through its channels of outreach, the company can extend public perception and interpretation, as well as recruit highly qualified individuals.

Organizational Background

The company currently works through a blend of MRO, Engineering, and manufacturing. In total, the different divisions within the corporation holds an employee base around 80. Currently, Carson's biggest division is MRO, where they work to enhance a series of non-dynamic components on aircrafts. Manufacturing holds great focus on the production of Carson Helicopter's established composite rotor blades. With the company's interest in increasing design and application measures, diversified sets of composite blades for different aircrafts will call for an increased employee base. Carson's in-house testing capabilities have greatly enhanced the ability to push towards bigger design and manufacturing efforts. However, in order for the company to continue growth in design, testing, and manufacturing efforts, it's vital that they grow the engineering department, currently one of its smallest divisions.

Values

Over the last 60 years of operation, Carson Helicopters has been marked as a pioneer in rotorcraft technology as well as the business of helicopter flight operations. Largely, this is due to Frank Carson, founder of the company. His drive and motivation to advance capability in aerial flight has truly marked significance in the establishment and mindset portrayed throughout the entirety of the corporation. Big on imagination and ingenuity, Mr. Carson has better proved his dedication within the industry through the multitude of advancements he has made for legacy aircrafts.

In addition to Frank Carson's leadership and push for innovative solutions, the corporation operates through a blend of team collaborations. The divisions work cohesively with one another

to ensure that the insights and applications performed are consistent throughout the production process. Working closely with one another, the teams have developed an inclusive nature. Ultimately, this has allowed the corporation to establish a close-knit working environment, as well as an abundance of effective internal communication efforts.

With the company working through a blend of operations, it has better allowed the employee base to understand each divisions responsibilities, and the connection between affiliations. The insight that each group is granted extends knowledge and understanding companywide, creating an experience that is not likely in similar atmospheres.

Breakdown of Divisions

Previously mentioned, the corporation operates within three main sectors. Through a blend of Engineering, MRO, and Manufacturing, Carson has maximized efforts in the production of its services. Currently, the company's largest division is MRO, with a diversified base of mechanics and technicians. Ultimately, this team works towards maximizing and modifying aircraft gearboxes, transmissions, rotor blades, and the overall body of the aircraft. Its blend of employees within the Maintenance, Repair, and Overhaul division capitalizes efforts on both the complete and light overhaul of aerial components. Currently, the MRO division has about 35 employees.

Carson's Engineering and Manufacturing divisions are significantly smaller. Since the start of its in-house manufacturing capabilities, the corporation has been able to increase ability in manufacturing and production. This has encouraged growth within both the engineering and manufacturing divisions. While manufacturing works through a blend of machining and composites, the engineering division, which currently sits around seven engineers, is tasked with designing innovative modifications for legacy aircrafts. Like the engineering department, manufacturing houses around a smaller group, totaling around 6 technicians.

Reputation

While Carson Helicopters operates a significant scope of aviation solutions, it is necessary for the company to boost external viewpoints. By increasing target reach, the corporation will leverage its reputation as well as create a further desire to work within the corporation. Currently, the company's most significant features and feedback from outside audiences is granted on a series of mass media channels. While the company has better showcased its abilities on its homepage, there must be growth among marketing and application efforts to increase experienced external hires.

The channels that Carson Helicopters both operate and are featured on within the parameters of recruitment are as followed:

<https://carsonhelicopters.isolvedhire.com/jobs/>

https://www.glassdoor.com/Overview/Working-at-Carson-Helicopters-EI_IE1444432.11,29.htm

<https://www.indeed.com/cmp/Carson-Helicopters>

<https://www.jsfirm.com/Carson+Helicopters/Perkasie-Pennsylvania/11525/companyprofile>

<https://www.avjobs.com/aviation-companies/company.asp?cpny=Carson+Helicopters&g=7288ec73-52cf-40f8-beb6-7337c83e21ce&crct=4>

<https://helicopterjobs.justhelicopters.com/employment/carson-helicopters-inc-profile-5272.aspx>

<https://www.ziprecruiter.com/c/Carson-Helicopters/Job/Avionics-Electrician/-in-Perkasie,PA?jid=1ad7a0284fd129d4>

Carson Helicopters is featured on various employment and recruitment sites. Through a blend of both recruitment sites and its internal outreach efforts, clarification can be granted on past employee perceptions, as well as how potential future hires view the company. While reviews on working for the corporation feedback is limited, the company is mostly highlighted by its easy-going environment and ability for growth in experience.

For the corporation to increase perception on its out scope, a series of internal applications must be put in place. By working through a blend of marketing efforts on Carson's media channels as well as a series of employment websites, the company will be able to boost potential for highly qualified hired hands.

SWOT Analysis

<i>Strengths</i>	<i>Weaknesses</i>
• In-house capabilities • Inclusive workforce • Global market • Leader in rotorcraft technology	• Limited Audience • Smaller divisions, slower production • Limited information on divisions and projects completed
<i>Opportunities</i>	<i>Threats</i>
• Growth in application • Growth in employee base • Increased audience scope • Increased reputational interpretations	• Larger corporations with bigger target reach • Less potential in growth due to limited employee base

Performance

Although the corporation has operated under a small-scale employee base, it has both produced and performed a series of significant changes within the aviation industry. From the complete overhaul of dynamic and non-dynamic aerial components to the production of its composite blades, the company has made a substantial imprint within the aviation industry. In addition, Carson has a considerable amount of positive feedback from previous employees. The company's positive reviews are better reflected through the multitude of employees that have worked here for a considerable amount of time. However, by establishing a stronger presence and extending recruitment efforts, Carson will reach increased public perception, and become more desirable to potential hires.

Key Issues

Public Perception

One of the biggest issues that Carson Helicopters currently faces is its lack of external perception and awareness. While the company completes a series of industry functions world-wide, access to further information on these applications is limited. By attending to some of the most significant aspects in leveraging potential hire outreach, growth among understanding and interest in the company will expand.

Understanding of Applications

Stated earlier, Carson Helicopters has a diverse set of applications, and an interconnected employee base, truly creating a unique experience. However, the company's current methods of outreach must be extended to advance growth. By better highlighting the unique experiences and opportunities Carson can grant on several key media channels, Carson can better extend current efforts.

Currently, the company does list its divisions and their capabilities, but efforts must be more elaborate to captivate outreach. By extending efforts on various pages, and using cutting-edge technique, Carson can better highlight its stance in aviation and skillset.

Mass Media Platforms

In part, reasoning behind the company's restricted outreach stems from smaller presence on key media channels. While the company does operate a LinkedIn webpage and a homepage, there must be an increased amount of consistent usability. By building a bigger presence, and increasing the use of specific channels, Carson will find better beneficence.

Objectives

After analyzing the company's current channels, and its features, reasoning and insight is gained into how Carson Helicopters can boost recruitment efforts. Ultimately, through by better applying strategic recommendations that are highlighted, the company can reach improved perception and interaction. By better focusing on the unique and diversified applications of its

teams, as well as the unique experience it creates for internal members, Carson's goal in the growth of recruitment can be met.

Audiences

With Carson's interest in expanding recruitment efforts, the company must undertake a series of internal and external interests, working to maximize perception. While objectives will be made through a blend of utilizing both out scopes, approaches that are made will interface with two main targets: potential recruits and potential clients.

Primary Audience: Carson Helicopters' efforts will work towards reaching a series of potential hires within its Engineering, Manufacturing, and MRO departments.

Secondary Audience: While the company has an overall goal to better endorse employment, actions work to create larger public perception among potential clients and partners.

Strategic Recommendations

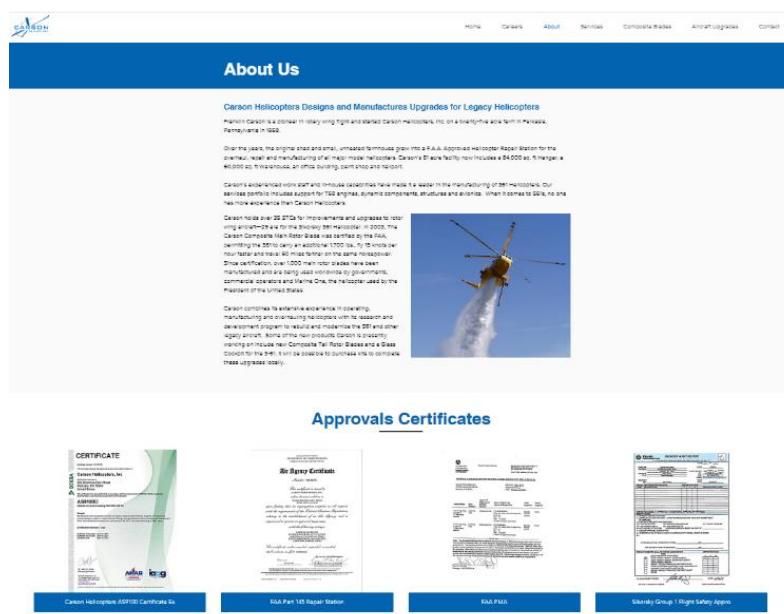
Carson Helicopters will work through a diverse blend of media adaptations to leverage perception among potential hires. To do so, evaluation is made among current efforts. By evaluating Carson's current methods of recruitment outreach, interpretation is made among ways in which the company can leverage itself above competitors.

Ultimately, the company must adopt a unique set of characteristics that better highlights its unique divisions, the work they complete, as well as the experience this can create for future employees.

Channels and Messages

Carson Helicopters must work through a series of advancements on both pre-established media channels as well as newly adopted mass media outreach to capitalize on recruitment efforts.

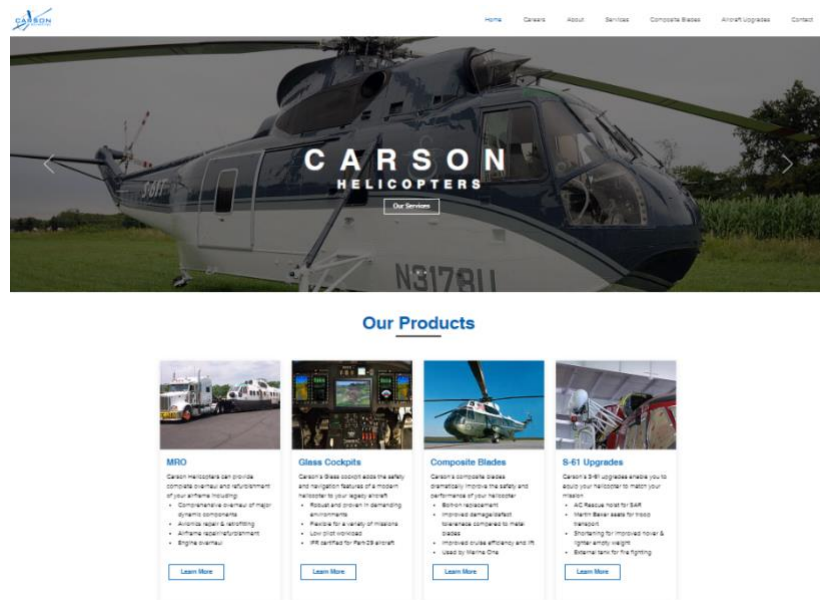
<https://www.carsonhelicopters.com/copy-of-about>



Currently, Carson's Homepage provides two main sources for potential hires to gain further information on who the company is, what they do, and what they offer. The company's "About Us" tab offers a glimpse into the company's history, as well as some of its most significant approvals and certifications. To boost corporate reputation and the potential for new hires, Carson must revitalize its "About Us" page.

Divisions

For Carson to gain more traction within their specific departments, more attention must be drawn to each unique sector as well as the functions they complete daily. Under the "Homepage" section of its site, the company should incorporate new visuals that better elaborate on the different divisions within the corporation.



Currently, Carson features a series of its products on the main tab of its Homepage. In place of the current product features, Carson should introduce a new section that highlights a series of multimedia visuals. These clips will be featured in a series of one-minute-long video series, highlighting the company's Engineering, MRO, and Manufacturing teams. While the product features are still important and should be featured under one of the main tabs of the site, the new addition will revitalize the page and draw attention to some of Carson's most important sectors.

Projects

Incorporate a tab underneath the "About Us" page that highlights some of Carson's most significant projects. Ultimately, this will build better understanding of what the company does and its significance within the aviation industry.

Executive Board

Under the company's "About Us" tab, Carson should also consider featuring a visual that highlights its executive board members. Not only will this create a deeper level of connection

and understanding of the company, but it will highlight the boards unique qualities that ensure the corporation is maximizing its efforts.

<https://carsonhelicopters.isolvedhire.com/jobs/>

The screenshot shows the Carson Helicopters website's job listings page. At the top, there is a navigation bar with links for Home, About, Services, Composite Blades, and Aircraft Ret. Below the navigation bar, there is a search bar with a 'Filter' dropdown and a 'Keywords' input field. To the right of the search bar are links for 'Jobs' and 'Login'. The main content area is titled 'Current Job Listings 7 Total Jobs.' and includes a sub-header: 'Below is a list of the current openings with our company. Click on the job title to learn more about the opening.' The job listings are as follows:

- Avionics/Electrician
Perkasie, PA, USA | Full Time
- Composites Technician
Perkasie, PA, USA | Full Time
- Hangar Mechanic
Perkasie, PA, USA | Full Time
- Janitor/Handy Person
Perkasie, PA, USA | Full Time
- Machinist
Perkasie, PA, USA | Full Time
- Painter
Perkasie, PA, USA | Full Time
- Sheet Metal Mechanic
Perkasie, PA, USA | Full Time

To the right of the job listings is a 'Sign Up For Job Alerts!' section. It includes a form with fields for 'Name', 'Email', and 'PA US'. Below the form is a checkbox for 'I agree to the terms of service and privacy policy.' and a 'Send Me Jobs' button. Below the sign-up section is a 'Share This Page' section with social media icons for Facebook, Twitter, LinkedIn, and Email, and a counter showing '11' shares.

While Carson's current employment page provides current job listing as well detailed descriptions of what each position entails, the use of different visuals and a revitalized layout could enhance the potential for hires. By adopting a mass media video that highlights why hires should work with Carson, it will draw more attention to the current positions that are listed on the company's site. In addition, undergoing a transformation of the webpages current layout will enhance attention and perception drawn.

<https://www.linkedin.com/company/carson-helicopters-inc>

The screenshot shows the Carson Helicopters Inc LinkedIn profile page. At the top, there is a navigation bar with links for Jobs, Carson Helicopters Inc, and Worldwide. To the right of the navigation bar are links for 'Join now' and 'Sign in'. The main content area features the Carson Helicopters Inc logo and a blue banner with the text 'Carson Helicopters Inc' and 'Aviation & Aerospace'. Below the banner is a 'Follow' button. To the right of the banner is a link to 'View all 48 employees'. Below the banner is an 'About us' section with the following text:

Operating out of a 75,000 sq ft repair facility in Perkasie Pennsylvania, Carson Helicopters supplies components and overhaul services to the worldwide S-61 fleet. Our service portfolio includes 9,000 hour inspections, complete overhaul and repair of all components, gearboxes, rotor heads, and engines, repair of all fiberglass and cowlings, blasting and painting capabilities, major structural repairs and overhauls, partial and total retrofitting of Avionics and electrical systems and installation of Genesys Aerosystems' Glass Cockpits for S-61s. Carson also holds numerous STC's for aftermarket components for the S-61 including an improved composite main rotor blade.

Below the 'About us' section is a 'Website' section with a link to <http://www.carsonhelicopters.com>. Below the website section is an 'Industries' section with the text 'Aviation & Aerospace'. Below the industries section is a 'Company size' section with the text '51-200 employees'.

In addition to the modifications Carson should make to its pre-existing webpage, the company should also revitalize its LinkedIn page to draw more engagement. By undergoing a series of profile changes (picture, header, and bio) the company can better highlight the corporation's abilities. In addition, Carson should consider including a series of posts that better highlight its abilities in unique and eye-catching ways.

By creating a timed media plan that allows for a steady and consistent flow of information share, it will attract increased traffic towards the page. Carson should adopt the following media posts:

Multimedia Videos

Visual Pictures

Job Updates

Aviation News

Newsletters

YouTube

Currently, Carson Helicopters does not operate a YouTube channel. However, by incorporating this platform under its realm, increased awareness will be granted among the corporation as well as their unique services and projects. Building up its forms of multimedia video, this application could be easy to adopt as the company continues to new, impressionable videos that highlight different aspects of the company.

Conclusions

Ultimately, Carson Helicopters can strengthen its current recruitment efforts through a series of revitalizations and new adoptions within its current efforts. By strategically working through key aspects that will leverage company perception, Carson will increase the likelihood of skillful hires as well as gain a larger audience scope.