

An Auto Service Professional Development Vision for the 21st Century



VISION: A highly professional, well-resourced vehicle service industry driven by united, diverse thought leaders dedicated to solving industry technician development problems

Automotive Technology is Changing Fast!

- As advanced technologies proliferate in our nation's service bays, repair technicians need to be para engineers to diagnose & repair new technologies
- Current methods of technician development aren't producing enough highly skilled technicians to support the increasingly high-tech vehicle fleet
- Technicians aren't getting enough respect from enough places to encourage large numbers of young talented individuals to enter the industry

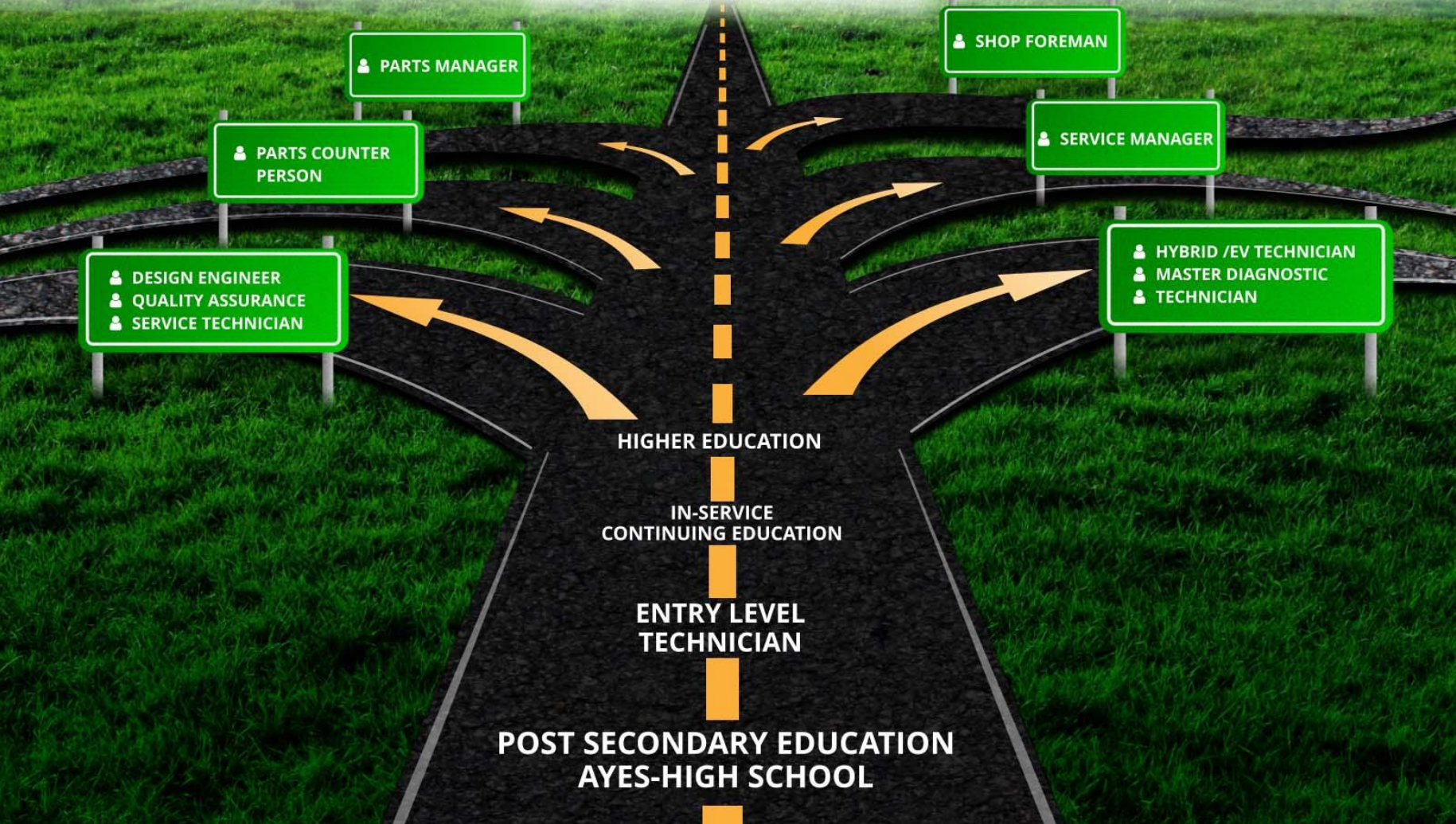
The Industry Has No Comprehensive Plan to Grow Service Professionals from Entry to Retirement

- We have lot's of great training materials out there and institutions that present it, but...
- There is no good roadmap for all of the great career opportunities the Industry has to offer, and...
- There is no common path (in the aftermarket) for technicians to follow to become a skilled entry level tech, master diagnostic technician, team leader, shop foreman, service/parts manager, shop owner, etc.
- The perceived value of an auto service professional career is very low and the road to good industry careers is hard to navigate

“If You Don’t Know Where You’re Going, Any Road Will Take You There...” G. Harrison

- Most auto service industry professional careers begin as a crap shoot
- Young people enter the industry for various reasons; they like working on things, they have a parent in the industry, or... they just want a steady job – not enough of them have any career aspiration in mind
- While there are some auto repair businesses that operate with a development plan for their human resources, most techs are nomads and most shops are focused on hiring qualified talent, not developing and keeping it
- More great careers in the auto repair industry occur by chance, not by design

Road to GREAT Technicians

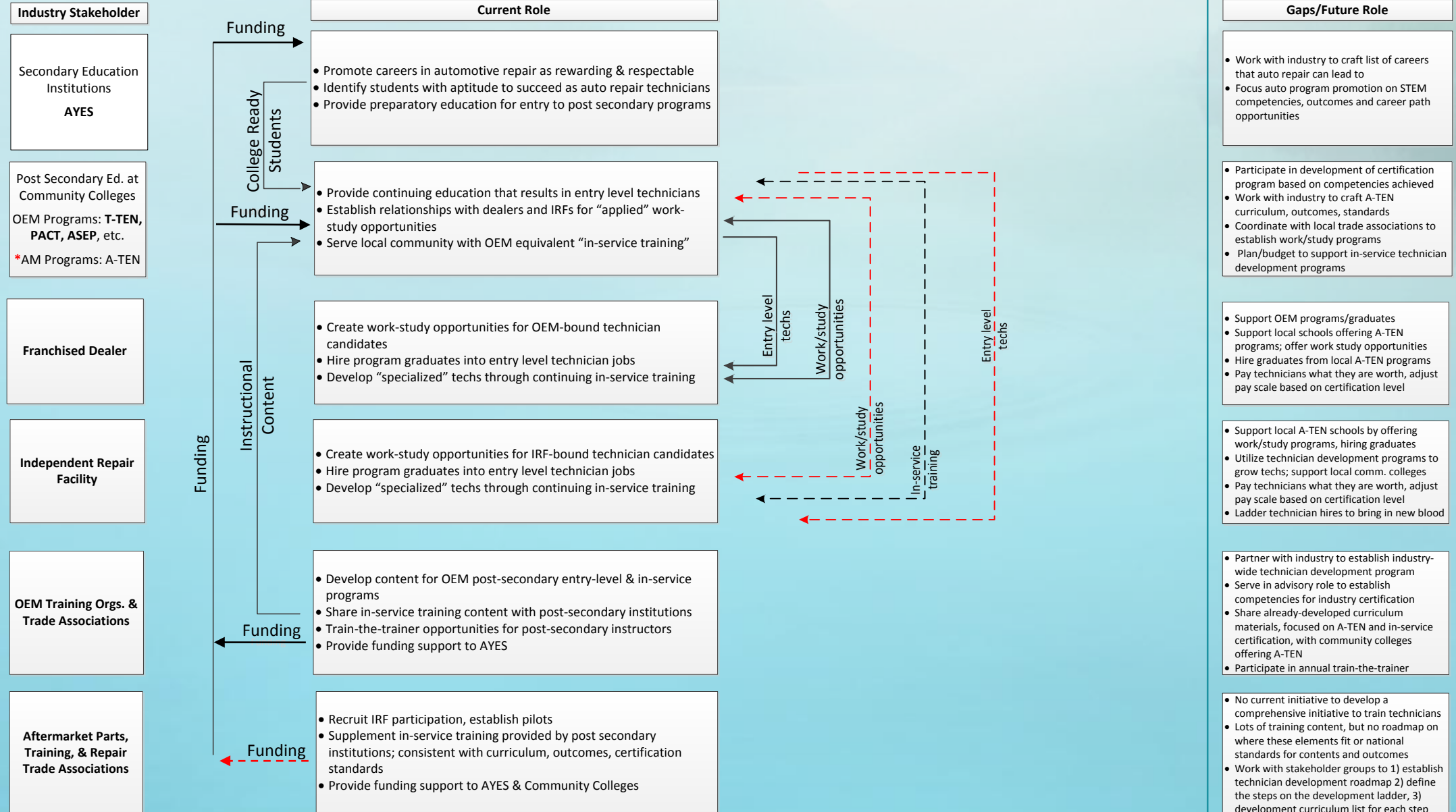


Technicians

The OEM Model as Implemented by Toyota



What We Have Today



Where can we do better? Where are the gaps? What do we add?

- A positive vision for a career in the auto service industry
 - At the AYES and post-secondary level, paint the picture of the great career opportunities that an auto service education builds the foundation for
 - Show prospective students and parents the “Road” and how to prepare for the various exit ramps they aspire to
- Emulate OEM technician development models for the aftermarket by leveraging the resources already developed and in use
 - At the post-secondary level, create a generic T-TEN/ASEP/ASSET/PACT program to develop entry level technicians for aftermarket repair – a unique curriculum design leveraging existing instructional resources
 - Establish work-study programs for aftermarket technicians, in partnership with aftermarket repair entities – independent shops, mass merchandisers, etc.
 - Create an aftermarket-focused “in-service” curriculum design to support a technician development hierarchy and establish skill-level guidelines for growth and promotion
- Establish a clear career path for independent repair technicians similar to OEM dealership career paths
 - At the repair facility level, embrace human resource development models that encourage development of skills (not just ASE certifications)
 - Offer pay and benefits incentives that attract the best technicians and encourage growth

Why Should an OEM Care?

- Great technicians are a scarce commodity – more in our Industry is good for the entire auto service industry
- Just as good technicians are recruited from dealerships to independent shops, they can also be recruited from independent shops by dealerships
- Improving the Industry's ability to fix-it-right builds customer satisfaction and brand loyalty for every OEM, regardless of where the vehicle is serviced

What is the OEM Role?

- Support the initiative through NASTF; support curriculum structure development activities for the Industry
- Consider contributing and/or licensing curriculum materials to support the effort
- Engage in more train the trainer activities to build strong community college automotive networks and support third party trainers