

SHORELINE COMMUNITY COLLEGE
DOL/ETA – High Growth Initiative Grant
Automotive Sales & Service Training Pathways Project Skill Panel

Meeting Notes

DATE: June 21, 2005
PLACE: Korum Automotive Group – Puyallup, Washington
TIME: 10:15 a.m.

PRESENT: Host – Jerry Korum, CEO and Rich Griffin, Director of Service Operations, Korum Automotive Group

Skill Panel Members - Ralph Allmand; Joel Baxter; Rob Cannon; Octavio Gamez; Steve Lemnah; Joel Lewellen; Jeff Lovell; Guy Post; Doug Ross; Walt Sellers

College Representatives:

Terryll Bailey, Skill Panel Research Consultant
Cameron Hightower, Project Director
Tom Mackin, Skill Panel Facilitator
Gary Main, Curricula Development Manager
Joe Renouard, Pilot Project Manager
Donald Schultz, Dean-Business, Automotive & Manufacturing
Joanne Warner, Administrative Manager (Notetaker)
Lynn Wilson, Skill Panel Advisor

Tom Mackin welcomed the group and made introductions.

Jerry Korum, CEO of Korum Automotive Group welcomed everyone and began his comments with a handout entitled “Avoid the Top Ten Reasons People Fail.” Mr. Korum passed out and discussed two additional personal favorites, “Acres of Diamonds” and “Don’t do Business Alone.” He mentioned a book, “Focus Right Now,” which he encouraged everyone to read and provided an additional handout titled, “Some Thoughts on Goal Setting.”

Cameron Hightower thanked Jerry Korum for providing their conference room for our meeting. He gave a brief overview of the Automotive Sales & Service Training Pathways Project and spoke specifically of the project team’s charge to bring together this Skill Panel of automotive sales and service industry representatives. Utilizing the Panel’s expertise and perspective, the project team’s mission will be to define and determine core competencies, workplace skills and personal skills for selected occupations within the automotive industry and to design and develop training programs that will provide opportunities for incumbent workers to move along career advancement

pathways. This project is a big undertaking; however, with commitments and contributions from the entire group, much can be accomplished. Cameron introduced the other team members, Terryll Bailey, Gary Main, Joe Renouard, Don Schultz, Joanne Warner and Lynn Wilson.

Don Schultz described a five million-dollar fund-raising effort currently underway to expand Shoreline's Professional Automotive Training Center. The proposed expansion will add 40,000 square feet to the current facility. Don thanked Skill Panel members and Tom Mackin for their involvement and commitment to this project

Gary Main explained his role in the project, which is to procure, develop and deliver curricula, training aids and supporting materials for the General Service Technician (GST) Program and to provide support and training for incumbent workers in the automotive sales and service industry to move up or make career changes within the industry. Gary emphasized that he will be calling on Skill Panel members to help identify who needs training, what kind of training, how training can be delivered, etc. Gary asked members to contact him if they know instructors who would like to be involved in this training. He described how technology will be integrated into existing curriculum to make it more interesting for today's students who are already adept in these areas because of their experience with, computer programs, video games, etc.

Terryll Bailey provided an overview of her involvement with the Skill Panel and began by distributing a resource binder to members. Using a PowerPoint, Terryll reviewed each section of the binder and its contents. She asked members to look over their listing in the "Members List" and let her know of any corrections or changes. She also pointed out the College Contact List on Page 10 of the binder and invited members to call anyone on the list with additional questions or follow up after this meeting. In between scheduled Skill Panel meetings, contact with members may be accomplished by getting together in smaller groups, or via conference calls.

Terryll continued by describing the two major things that will need to be accomplished in this project: design and develop curriculum and instructional materials for a General Service Technician (GST) program; design and develop career pathways for incumbent workers to advance their skill sets or prepare for lateral movement within the automotive industrial sector. All career pathways research findings will be posted and available for Skill Panel members to access. Page 13 of the binder provides information "About the Skill Panel;" pages 14-15 cover "Members' Roles and Responsibilities." Throughout the project, members will receive additional information to be placed in appropriate sections in the binder. The Meetings section has all the slides covered in the PowerPoint overview, including space on the right of each page for making notes.

Next, Terryll moved to a white board on which she'd written the following:

What is the work?

How do we know that work is done well?

What do people need to know and be able to do?

Terryll turned to the “Career Pathways” in the binder after reviewing the “Career Ladder” PowerPoint slide that charts a typical traditional career ladder.

A Skill Panel member commented it’s important that the ladders get expanded. For example, if you’re talking to students who are thinking about being an auto tech (with expanded ladders) they might now understand why they need to take some other classes if they want to move beyond being a tech. If you add service manager or owner to the ladders, students might understand better what they need to know.

Following the PowerPoint section of the agenda, Terryll asked the Skill Panel members to break into small groups to discuss career ladders and lattices as they currently exist in the Puget Sound area and to begin filling in the worksheet she handed out. One member asked, when looking at career ladders, do we look at it as after-market or dealerships? Another member commented the skill set should be same, whether they work at an independent or a dealership.

Skill Panel member Steve Lemnah described a training project that has been funded by ACDelco in response to concerns that a lot of shops are not getting training. A 40-foot trailer will serve as a mobile training center for up to 20 employees at a time and will be able to bring training to smaller communities, such as Bremerton, Mt. Vernon, Anacortes, etc. Workers will have an opportunity to receive training at the end of the day, so as not to disrupt their regular work schedule. Training can be tailored to individual needs and can cover such areas as business management, sales, money management. etc.

Terryll asked each group if they found any areas of consensus. One member commented about how different each of their member’s backgrounds was: one in service, another in security & alarms, one in oils. It was agreed, in order to get good techs, they need to come into the jobs with good math, language skills, etc. in addition to the technical areas. They really need to have a college degree. We need to grow our own techs; they’re not coming from out there. We’re asking a kid without the background and training to come in here to undo what engineers with degrees have set up in the way of technology on the new cars.

A member asked what is the beginning stage or entry level? What do you want to see at that entry level? We look for certain basic skills in everybody, then they could go on to college or get experience on the job. Historically, it’s been tough to get training while on the job. How can we get them out of the workforce, into training and still keep their jobs? This project could address not only content for training, but how to train workers while still doing their jobs. We face a tough market to recruit from, too, when we’re competing with companies like Boeing with higher pay, benefits, etc.

Terryll will analyze the group’s input and develop a document that pulls together input from today and will distribute it at the next meeting. She may call on some members with additional questions, or she may have phone interviews to gather information about specific topic areas.

Next steps will include listening to what Skill Panel members have to say, developing some courses, creating a website, sharing information about what was discussed at the meeting being held at SCC's campus tomorrow (June 22).

Tom Mackin asked members to let him know if there are others they would like to bring on to the Skill Panel. Or, if someone can't make every meeting, they may want to bring someone else in during those times. The next meeting will be scheduled near the end of July. Members were asked to maintain their Skill Panel binder and insert additional materials received as the project progresses.

The meeting adjourned at 1:30 p.m.

Respectfully submitted,

Joanne Warner
Administrative Manager
Automotive Sales & Service Training Pathways Project
Shoreline Community College