

Honda PACT Program Advisory Committee Meeting

Via Zoom Meeting

May 21, 2020

Minutes

Members Present: Phil Rohde, AHM; Mike Flaherty, AHM; Rich Gray, Lynnwood Honda; Martin Leigh, Honda of Kirkland; Robert Macias, AHM; Brian Moore, AHM; Paul Svenkerud, Carter Acura; Bob Biesiedzinski, Honda PACT Instructor; Lauren Hadley, SCC; Guy Hamilton, SCC; Tanner Emery, Current PACT Student; Jake Weaver, Honda Auto Center of Bellevue, Michael Starke, Westhills Honda; Brian Sligh, Honda of Kirkland; Adam Yamamoto, Honda of Seattle; Brandon Johnson, Burlington Honda

Bob opened the meeting at 11:30 am and welcomed everyone to the meeting and wished everyone well in the current pandemic situation.

Last advisory meeting minutes were emailed to committee members and were approved unanimously.

State of the PACT Program.

Program Enrollment: Bob explained the impact the Coronavirus & Covid-19 was having on the program. All of the area high schools and skill centers are shut down to on-campus instruction and likely will be into the foreseeable future.

Recruitment: With the closure of high school & skill center automotive classes there is an imminent threat to the program. The administration of the college has indicated that the expectation that the PACT Program meet full enrollment for fall quarter 2020 or risk the suspension of the program. STEM Division Executive Dean Guy Hamilton reiterated the necessity of reaching full enrollment as defined as 75% to class capacity (minimum 12 students) or above to allow classes to begin. Bob indicated that as of the date of the meeting there were 5 students who have committed to joining the program in fall quarter. Brian Moore indicated that because of the current pandemic situation American Honda Motor Co., Inc. was waiving the program requirement for minimum students necessary to start a new cycle of the program for the 2020-21 academic year, and that the policy would be reviewed for the 2021-22 academic year.

Bob implored the dealer managers present in the meeting to review their current employees for any potential students who might be interested in enrolling in the program.

Bob shared that he had set up a Facebook account and an Instagram account for the PACT Program. He asked the members for feedback on how best to utilize social media to promote the program through new channels. Suggestions were made to consider other social media platforms such as YouTube and TikTok to post short video clips of activities in the program to help build excitement in today's students. Bob further indicated that Jason Courter, COO, Honda Auto Center of Bellevue, was supporting efforts to work with an advertising firm to promote the program. Bob further explained that the effort was just getting started and looks forward to this bearing new candidates for the program.

Dean Updates: Bob introduced Executive Dean Guy Hamilton to share current budget status and departmental updates. Dean Hamilton informed the members that the college is facing a budget shortfall of upwards of \$7M, a 12-15% reduction in annual budget dollars. He did indicate that there is the potential for reductions in force of the college staff, however he did indicate that the college is committed to keeping the automotive programs fully operational. Discussion ensued surrounding the efforts being made to assist with promotion of the program(s) in the automotive training center.

Old Business: Bob updated the membership on the action items from the previous advisory meeting. He indicated that he did have commitment from several technicians to participate in recruiting events at area schools, the school closures prevented those activities from happening.

Brian Moore updated the members on a plan to help provide vehicles to the PACT Schools nationwide where transport damaged vehicles were provided to Honda PACT Collision Program schools and after vehicle repairs were completed the vehicles would then be made available to our program.

Bob updated the members of the launch of the revised Honda Online University and that the current students have been provided training on how to navigate this “new” website.

American Honda Updates: Brian Moore informed the committee that the annual Honda PACT Instructor Conference scheduled for July, 2020, was cancelled due to the Covid-19 crises. He further informed the members that the instructors of the PACT Program across the country have been active in an online discussion forum sharing ideas and best practices to help all of the schools work through the current challenges. Brian indicated the Bob has taken a lead role in helping to drive these discussions forward.

Open Discussion: There was a general discussion of how the Covid-19 crises had impacted all of the Honda and Acura dealerships in the area. There was a general agreement that most, if not all, of the dealerships had to put employees, including PACT Students, on furlough for a short time. There was agreement that when the business activity rebounded in the dealership service departments that the Honda PACT Students would be called back to work as soon as possible.

The meeting was adjourned at 1:35 p.m.