



## CTE Partnership Profile Template

<b>Project Name:</b>	Automotive Career Pathways Project
<b>Location:</b>	Seattle, Washington
<b>Partner College(s):</b>	Shoreline Community College
<b>Partner Organization(s):</b>	Workforce Development Council of Seattle-King County and Pacific Associates
<b>Target Industry:</b>	Automotive service and repair
<b>Target Population:</b>	The partnership serves a racially and ethnically diverse mix of low-income adults, mostly male, including adults with low basic skills and non-native English speakers.

### Project Innovations

- » Integration of Adult Basic Education and English-as-a-Second language instruction into technical courses.
- » Use of self-sufficiency calculator as tool for academic and career planning
- » Funding for academic support through Washington State Opportunity Grants
- » Collaboration with industry to create new entry-level job title with wage differential.

### Partner Organizations:

Shoreline Community College is home to the Pacific Automotive Careers Training Center which provides two-year automotive service technician degrees, tailored to manufacturing specific designations.

The Workforce Development Council of Seattle-King County (WDC) is a non-profit organization established in 2000 with the charge of leading the local workforce system. The WDC works to help the local economy to prosper by matching the skills of the workforce with the needs of employers and providing Seattle-King County residents with access to job training and education. The WDC currently funds job training services through 30 local agencies.

Pacific Associates is a for-profit provider of employment and training services in Seattle-King County. As a service provider of the WDC, Pacific offers Workforce Investment Act services for employers and un- and underemployed residents throughout the county, including customized employer recruitment and training services,

financial literacy and mentoring programs, access to training in high demand occupations and job placement.

**Project Summary:**

The Automotive Career Pathways Project (1) trains adult basic education and English-as-a-Second Language learners for entry level employment as Automotive Service Technicians, and (2) provides further career advancement assistance to program graduates and entry-level incumbent workers seeking to access high wage jobs working for dealerships or in other auto service occupations. In so doing, the partners also help the local automotive service and repair industry to develop the workforce it needs to serve an increasingly multi-cultural customer base.

**Academic/Vocational Program:**

The General Service Technician program is an industry-recognized certificate-awarding program consisting of 36 credit hours of classroom training and a 9 credit hour internship, for a total of 45 credits over the course of a full academic year. Shoreline operates two cycles with a maximum of 15 students each of the General Service Technician program per year. Classes are necessarily small, given that much of the curriculum involves shop floor instruction, requiring a low student-teacher ratio.

The curriculum is based on a set of skills standards developed by the National Automotive Training and Education Foundation, and is tailored by instructors for relevance to local employment. It involves an internship, and the faculty person who teaches the course is generally responsible for ensuring that all the students have internships. For many participants, the internships lead to permanent employment.

General Service Technician graduates have been hired into jobs earning up to \$17 per hour.

**Supportive Services:**

The General Service Technician program address the needs of its trainees for intensive academic supports by integrating basic skills/ESL instruction and life and employability skills training into the skills training model. Utilizing Washington State’s Integrated Basic Education Skills Training or “I-BEST” model, courses are team taught by a technical instructor and an ESL/ABE instructor. Both instructors are full time faculty at the college.

Various approaches to providing additional non-academic support services to General Service Technician trainees have been tried since the program began. Currently, the college and Pacific Associates connect General Service Technician students to non-academic support services on an as-needed basis. In addition, many of the General Service Technician trainees come to the program by referral from any one of several Seattle-based workforce development organizations funded by WDC. Each of these organizations has a distinct package of supportive services developed to address the needs of the individuals it serves.

**Advanced Educational Pathway:**

Some General Service Technician graduates may be selected by area dealers to participate in a manufacturer-sponsored technician training program at Shoreline or Renton Technical College. These selective two-year programs use a coop model in which the trainee alternates academic quarters working at the dealership and training at the college. Other General Service Technician graduates may go on for additional training at other local community colleges in programs such as automotive technician, diesel, or autobody repair.

WDC and Shoreline currently are working with Pacific Associates to strengthen the Automotive Career Pathways Project by adding a career navigation component modeled on recent and similar work by the WDC with incumbent entry-level health care workers. The new Advancement Navigator, to be housed under subcontract at Pacific, will reach out and encourage current and former General Service Technician students to pursue further advancement. Plans for the navigator include making contact with students and alumna to provide information about education programming in the industry and how specific training links to specific promotion and advancement opportunities, working with individuals and their employers to take advantage of tuition reimbursement benefits and identify ways in which the employer can support ongoing education, helping students and graduates learn about how their skills and training may make them good candidates for work in other related or unrelated industries, maximizing use of their Opportunity Grant, etc.

**Industry/Employer Engagement:**

The Automotive Career Pathways Program developed out of a strong working partnership among Shoreline, the Puget Sound Automobile Dealers Association, and a group of major automobile manufacturers. The relationship between Shoreline and the dealers association began 25-plus years ago, resulting in the development and the construction of the Professional Automotive Career Training center, which opened in 1992, and the creation of a two-year Automotive Service Technician degree program. Shoreline is the regional training headquarters for General Motors, American Honda, Toyota, DaimlerChrysler and Volvo. Each company has set up its own corporate certification programs at the college, attracting some of the most highly certified automotive service instructors in the country.

The General Service Technician program, which was launched in 2004, built on the capacity of the college and the long-standing industry relationships. In response to industry need, the program is designed to develop a pipeline for the next generation of skilled workers and to better equip employers to serve an increasingly multicultural customer base by establishing a certification program for a new entry-level occupational title. The auto dealers association has played an important role by convening employers, surveying their needs, and working to gain industry acceptance of the new General Service Technician position and has advocated for a \$1 per hour pay differential for individuals entering jobs with the GST certification.

Shoreline continues to engage with business partners in the development and operation of the General Service Technician program through a variety of mechanisms. In the early developmental stages, the automotive service program at Shoreline was supported by an Auto Skill Panel, comprised of 50 industry representatives as well as community organizations. The panel addressed a range of industry issues including standards in the work environment, and helped to develop and communicate career ladder pathways in the sector. Currently, the Auto Service Association, representing independent (non –dealer) shops, is an active partner in the design and support of the General Service Technician program. This association is an important source of internship training opportunities as well as employment for graduates. In addition, the GST Advisory panel helps develop training options and advises program staff on the up to date skill needs of their members. Recently the Advisory group working with the Navigator and GST instructors revised the tool list for internships. This led to a reduction of \$400.00 per student for those costs.

**Notes on Funding Sources and Strategies:**

Washington’s interesting policy innovations, such as I-BEST and Opportunity Grants are key supports to this program. As a course using the I-BEST model, the General Service Technician course qualifies for enhanced state funding reimbursement (each training hour is valued at 1.75 FTEs). In the current approach, most General Service Technician students qualify for a state-funded Opportunity Grant, which is a relatively new innovation in Washington. Opportunity Grants can pay for 45 credits of college work, to be earned within three years, plus approximately \$1,000 per year for other needs such as books, equipment, etc. There is also a certain amount that remains with the college to cover administrative expenses and to establish an emergency funding pool for students. Opportunity grants are awarded through the college, but the funds attach to the student.

Having the Puget Sound Automotive Dealers Association (PSADA) on site has helped generate significant employer investment for the automotive service career programs, particularly the two-year Automotive Services Technician degree program. Employers provide full scholarships to nearly all AST Associate Degree students (approximately \$6,000 per student). Moreover, the construction of and the equipment in the Professional Automotive Career Training center was largely funded through cash and in-kind contributions from automotive dealers, manufacturers and suppliers.

The General Service Technician program benefits from the employer investment in the training center, in that students are able access fully equipped classrooms and a professional-grade shop floor. The GST program also leverages the PSADA’s employer relationships to generate donations in the form of new cars and tools for instructional purposes and to host paid internships for the General Service Technician trainees.

**CTE Project Contacts:**

Peter Cavanaugh (WDC)  
Susan Hoyne (Shoreline CC)  
Andrew Ang (Pacific Associates)