
President's High Growth Job Training Initiative

Building America's Auto Dealership Workforce



Grant Amount: \$150,000

Grantee: Automotive Retailing Today (ART)

Key Partners: The National Automobile Dealership Association, Automotive Youth Educational Systems, the National Institute for Automotive Service Excellence, the National Automotive Technicians Education Foundation, and other industry and business stakeholders

Leveraged Amount: \$323,070, from automotive industry leaders

Location of Grant Activities: Nationwide

Challenge:

Currently, the automotive services sector faces the challenge of attracting a pipeline of new workers to jobs that will be created and others that will become vacant. Industry stakeholders report that educating the public and specifically, career decision makers about viable and exciting career opportunities in automotive services will help fill this need. With industry-generated information and data, students, parents, teachers, guidance counselors, dislocated workers, transitioning military personnel, career changers, and others can make informed decisions about employment opportunities in automotive services.

Addressing the Challenge:

With its \$150,000 grant, ART and its partners will gather, validate, and deliver information and data about career opportunities in the automotive industry to career-related websites and to public workforce development professionals. This information will describe viable and exciting career opportunities, connect job seekers to training opportunities and job openings in the field, and dispel negative presumptions that the general public may have about the industry.

Projected Outcomes:

- An industry-generated collection of information about solid career opportunities in the automotive services sector.
- A directory of training resources for job seekers and automotive services professionals who want to upgrade their skills.
- A compilation of job search websites, portals, and other links to inform job seekers about the geographic areas experiencing workforce shortages and to connect them to employers with job openings.
- An innovative, demand-driven workforce pipeline model that can be replicated by other industries.

