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# President's High Growth Job Training Initiative

## *Expanding AYES's Automotive Technician Training*



**Grant Amount:** \$2,200,000

**Grantee:** Automotive Youth Educational Systems (AYES)

**Key Partners:** Members of AYES Board including General Motors, DaimlerChrysler, Toyota, Volkswagen, Mercedes, Honda, BMW, Audi, Subaru, Nissan, Mitsubishi, Hyundai, and Kia Motors. Additionally, SkillsUSA, the National Automotive Technicians Education Foundation, and the Hudson Institute

**Leveraged Amount:** \$5,170,315, from the companies and organizations above as well as automobile dealerships

**Location of Grant Activities:** Nationwide

### **Challenge:**

It is projected that 101,000 new automotive service technicians will be needed between the years 2002 and 2012. In the past, America's youth have played a significant role in filling these labor shortages, and AYES has been a catalyst and broker in developing partnerships and programs that help recruit, train, and employ young technicians. AYES's reach has been to major metropolitan areas where dealerships, high schools, technical colleges, and employment services are nearby. While it serves the nation's top 50 automotive markets, that base represents only approximately 23 percent of AYES's potential audience. The challenge for this grant is to reach a broader audience using innovative, comprehensive, and effective means.

### **Addressing the Challenge:**

AYES has developed a school-to-career model that forms business and education (B&E) councils, including automotive manufacturers, educators, and local business that work with state officials and quality students to drive this effective training program. By expanding its network and through a web-based Learning and Content Management System (LCMS), the project expects to increase enrollment from 3,000 to 9,850 individuals each year. This online curriculum and training includes job shadowing, mentoring, as well as soft-skills development. Participants also would develop a "Smart Card" portfolio that documents their training and other achievements for prospective employers to review and evaluate.

### **Projected Outcomes:**

- The industry will benefit by recruiting, training, and employing more young professionals, many of whom will receive their certification during or soon after completing the program.
- Participants will receive hands-on experience and networking contacts to launch a career in automotive services, learning their trade in a self-paced, state-of-the-art environment.
- Dealerships and repair shops that participate can promote experienced technicians who are already familiar with their job site and corporate culture.
- A high-tech curriculum delivery system that can be replicated by other industries will be developed and delivered by the grantee.