

President's High Growth Job Training Initiative

"On the Road" Initiative



Grant Amount: \$200,000

Grantee: Girl Scouts of the USA

Key Partners: Girl Scout local councils, Firestone Complete Auto Care, AAA offices, the Greater New York Automobile Dealers Association, private auto repair operations, driving schools and high school drivers' education departments, and community colleges and technical schools. Other industry partners include Snap-On Tools, Inc., Automotive Youth Educational Systems (AYES), and BMW of North America

Leveraged Amount: \$400,000, from Firestone Complete Auto Care

Location of Grant Activities: Nationwide

Challenge:

The automotive services sector faces the challenge of attracting new workers to fill jobs that will be created and others that will become vacant in the near future. According to the Bureau of Labor Statistics, it is projected that 101,000 new automotive service technicians will be needed between the years 2002 and 2012. Untapped pools of labor must be explored and considered to fill these positions and the future automotive services workforce is counting on more women to fill its ranks. Presenting the right message to young women and girls will be necessary to gain their interest in these viable careers.

Addressing the Challenge:

With a membership of nearly 2.8 million girls, over 950,000 adults and 315 councils throughout the United States, Virgin Islands, and Puerto Rico, Girl Scouts of the USA is in a remarkable position to fashion and promote the right message that will attract girls and young women to the automotive services sector. Girl Scouts of the USA will achieve this goal by offering resources and hands-on opportunities to build girls' knowledge of and skills in car maintenance. The resources will include a focus-activity booklet that offers practical and skill-based activities, interactive methodology, age-appropriate activities geared toward gaining new experiences, goal-setting activities and career development. In addition, the project will offer opportunities for girls to participate in work-experiential activities developed by local Girl Scout councils such as internships with local businesses that complement or enhance activities found in the focus-activity booklet. The program will include a focus on recruiting Hispanic and at-risk girls.

Projected Outcomes:

- The industry will benefit by tapping into and educating new pools of labor including young girls, the Hispanic/Latina population and at-risk girls.
- The project will help alleviate projected labor shortages and develop a more diversified workforce.
- Young girls will gain knowledge, experience and a better comfort level about car maintenance while being introduced to career opportunities in automotive services.

