
President's High Growth Job Training Initiative

ASE Bilingual Outreach Program



Grant Amount: \$300,000

Grantee: National Institute for Automotive Service Excellence (ASE)

Key Partners: ACT, Inc., The National Automobile Dealership Association, other industry and business stakeholders, and the public workforce system

Leveraged Amount: \$300,000, mostly from members of ASE

Location of Grant Activities: Nationwide

Challenge:

According to the Bureau of Labor Statistics, the automotive services industry will need 101,000 new automotive service technicians between the years 2002 and 2012. It is believed that there are many qualified, competent and skilled technicians in the country who have not yet passed certification exams because of their level of English proficiency. Within the Hispanic-Latino community there are estimates that 85,000 linguistically isolated individuals work in the automotive industry. Many of these workers are trained, skilled professionals who would benefit from taking the certification exams in their native Spanish language. The challenge for this \$300,000 grant is to identify and certify more professionals by translating and administering the exams in Spanish, thereby adding to the number of certified professionals in the field and, at the same time, diversifying the workforce and improving the job marketability of those newly certified professionals.

Addressing the Challenge:

ASE will help identify and certify more automotive service technicians by translating certification exams into Spanish and by having these exams administered throughout the country. With the assistance of subject matter experts and linguists, exams will be developed for a number of automotive service technicians certificates. These exams correspond with occupations identified as being among the most in need for new workers. Participant exam-takers will be recruited through businesses, schools and One-Stop Career Centers. All participants will be referred to job banks, career counseling and support services that will help them pursue successful careers in the automotive services sector, regardless of their skill level.

Projected Outcomes:

- The automotive technician workforce will become more diverse by certifying more qualified technicians who may have limited English proficiency. Participants will be referred to support services and career counseling services to advance their careers.
- The automotive industry will address its workforce shortages by recruiting and placing more qualified technicians into the workforce while promoting their policy to certify more professionals.
- Partnerships with the public workforce system will be enhanced and promoted to recruit participants and assist them in job placement.

