
President's High Growth Job Training Initiative

Auto Sales and Service Training Pathways



Grant Amount: \$1,496,680

Grantee: Shoreline Community College

Key Partners: Toyota Motor Sales USA, General Motors Corp., DaimlerChrysler, American Honda, Puget Sound Auto Dealers Association, Hunter Engineering, Chevron Oil Co., Wagonmaster Corp., Workforce Development Council of Seattle-King County, and WorkSource-North Seattle

Leveraged Amount: \$1,615,778, including donated vehicles, tools, simulators, and scholarships

Location of Grant Activities: North Shoreline, WA and the surrounding Seattle area

Challenge:

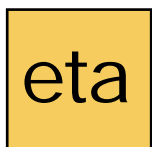
The automotive services sector has identified workforce challenges that must be addressed, namely diversifying the workforce and building capacity for training while maintaining industry-led standards. The industry would like to employ more technicians and recruit from traditionally untapped labor pools. Moreover, according to the Bureau of Labor Statistics, the automotive services sector will face serious labor shortages, such that 101,000 new technicians will be needed between the years 2002 and 2012.

Addressing the Challenge:

Shoreline will develop and adapt curriculum based on a new set of industry standards for entry-level technicians. The grant will target will students with limited English proficiency, out-of-school youth, as well as incumbent and dislocated workers. The National Automotive Technicians Education Foundation recently awarded Shoreline the nation's only 100% perfect score for its Professional Automotive Training Center program, making the Seattle-area community college a logical leader for this initiative.

Projected Outcomes:

- Approximately 175 automotive service technicians will be trained over two years
- Of these, approximately 50 students with limited English proficiency will be trained through curriculum adapted by Shoreline.
- And 50 out-of-school youth and approximately 75 incumbent or dislocated workers will also be trained.
- In addition, the new curriculum will be adapted for 42 automotive Job Corps sites nationwide.
- Replicable lesson plans and instructional aids from this pilot will benefit additional students from across the country.



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

*Automotive Industry Demonstration Grant
Announced on November 5, 2004*