
President's High Growth Job Training Initiative *Metro 2-Step (Service Technician Education Program)*



Grant Amount: \$136,000

Grantee: United States Hispanic Chamber of Commerce Foundation (USHCCF)

Key Partners: BMW of North America, LLC; Snap-On Tools, Inc

Leveraged Amount: \$246,000, including staff and personnel time, instructional facilities, classroom and shop equipment, training vehicles and aids, as well as professional, certified instructional staff

Location of Grant Activities: Miami, FL, and metropolitan Los Angeles, CA

Challenge:

According to the Bureau of Labor Statistics, the automotive services sector will face serious labor shortages through 2012. It is projected that 101,000 new automotive service technicians will be needed between the years 2002 and 2012. Programs that support employment for trainees encumbered by language barriers or the lack of employability skills could make a difference in their success at work. One-on-one coaching or mentoring, and career guidance information that is translated into a trainee's native language, are two possible approaches to support their success.

Addressing the Challenge:

The USHCCF grant directly addresses the need for more diversity in the automotive services sector's workforce and includes features that will help standardize automotive training and education programs, two important workforce challenges identified by industry stakeholders. The grant will develop a career-lattice model for automotive service technicians and match it to a coaching approach that includes one-on-one mentoring and follow-up mentoring via e-mail. The program also provides a free tool kit to each program graduate and translates BMW's manufacturer-specific career information (both in print and on the Web) for a bilingual (English-Spanish) audience, including parents or guardians of future BMW technicians.

Projected Outcomes:

- The industry will benefit by training and supporting more recruits from the Hispanic-Latino community, thereby helping to diversify the workforce and to fill future labor shortages. Initially, 20 trainees will participate in the pilot, but the resulting model will benefit hundreds of additional trainees in the future.
- Participants will receive a starter set of professional-grade tools and will be paid during on-the-job training.
- Mentors will receive lost-earnings compensation over a 20-week period.

