

# Service Technician Education Program (STEP)

General Motors “Adopt-a-School” High School & College Programs

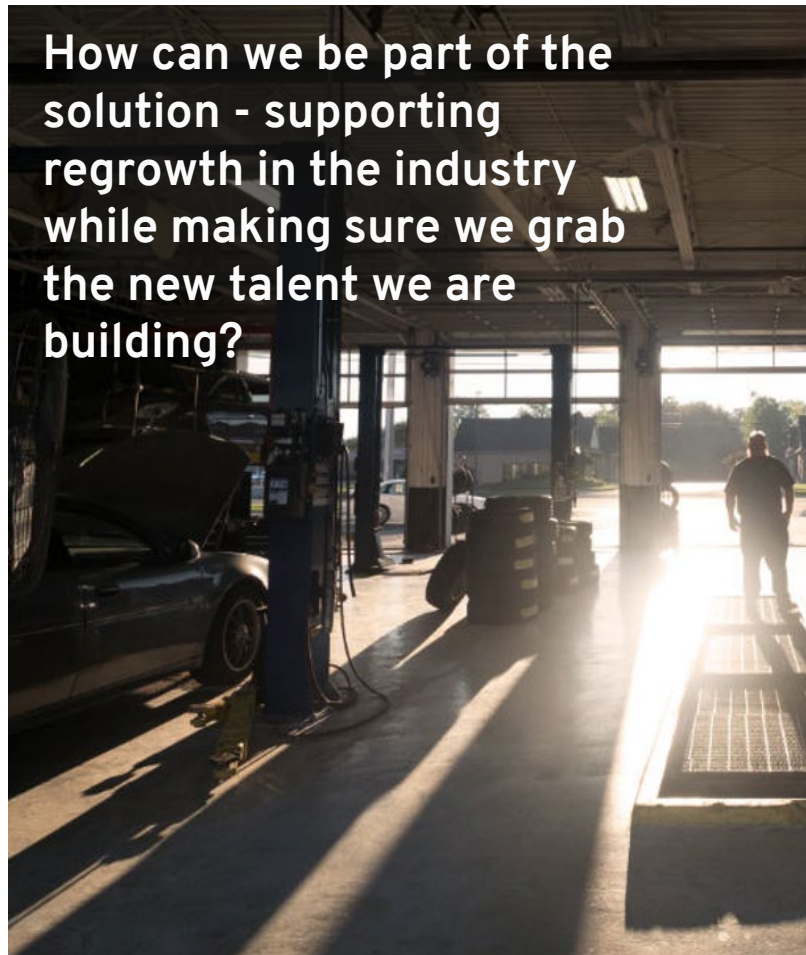
The future belongs to those who build it.

# Today's Challenge

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- The nationwide shortage of technicians is a huge challenge for our dealers, GM, and the industry
- Dealers are finding it increasingly difficult to recruit new technicians
- For every dealership looking for an extra technician, there is also an independent shop, a local utilities fleet, a courier company, and many others – all of whom will pay top dollar for technical talent

**How can we be part of the solution - supporting regrowth in the industry while making sure we grab the new talent we are building?**



# Introducing the Service Technician Education Program (STEP)

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## PROGRAM OVERVIEW

- Provides a way for dealerships to connect to local schools and support youth automotive education programs
- Dealer provides mentoring to help build relationships with students, and encouragement to continue their career path in the automotive field
- Dealer is the conduit to connect school to Center of Learning for student/instructor access to complimentary GM-specific web/video technical training courses
- Provides dealers an opportunity to hire graduating students as entry-level technicians or other roles within the dealership

# STEP Program Curriculum



## High School Curriculum

- Two Training Paths:
  - Fundamentals
  - Maintenance Inspection Technician
  - Miscellaneous



Once a high school student completes this STEP training they can be classified as Maintenance Inspection Technician (MIT)

## College Curriculum

- Five Training Paths:
  - Fundamentals
  - Maintenance Inspection Technician
  - Electrical/Electronics
  - Brakes
  - Steering & Suspension



Once a college student completes this STEP training, they can be classified as an “Around the Wheel Technician” Maintenance Light Repair (MLR) Technician



# Requirements

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- Dealer provides job shadowing and mentoring for student at the dealership
- Dealer offers internships and employment opportunities
- Local schools must be ASE Education Foundation accredited (formerly NATEF)
  - Dealer assists in the accreditation process (if school is not accredited)
  - ASE Education Foundation representatives are available to assist:  
[aseeducationfoundation.org](http://aseeducationfoundation.org)
- Dealer facilitates connection between the school and GM's Center of Learning



# Requirements

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## Dealers within a GM ASEP school's area:

- Only accredited High Schools within a GM ASEP area are eligible for STEP
  - Local community colleges are temporarily not eligible for the 2023 and 2024 calendar years (eligibility period TBD)
- Dealers and the GM ASEP school are to partner with the local High School providing support
- Dealers are expected and encouraged to sponsor STEP High School graduates to participate in ASEP, allowing the student to earn an Associates Degree



# Getting Engaged! - Dealer Best Practices

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- Dealer manager(s) join and support the school's advisory board(s)
- Dealers offer to be presenters at school's assembly events
- Dealers working with the School's Guidance Counselors in presenting the facts to students and parents:
  - Being a technician is a viable career choice for students (along with other roles within the dealership)!
- Dealer days or job fairs are scheduled and hosted
- Dealer supports school by donating components and tools when available
- Dealers supporting college STEP program entertains the possibility of utilizing them to perform light used vehicle reconditioning activities
- Dealers within a GM ASEP school's area are expected and encouraged to sponsor High School graduates to participate in ASEP

# Program Benefits



- Schools benefit from the dealership relationship by gaining access to complimentary web-based GM training
- Schools are supported with component and tool donations
- Students benefit by receiving GM training to prepare them to enter their career as entry-level technicians
- Dealerships benefit by gaining potential interns and future GM-trained employees
- Students and dealerships benefit due to student receiving GM Center of Learning course credit
- Successful students are rewarded with employment opportunities





# Getting Started

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- Dealer management is introduced to STEP by Zone Team representative(s)
- Interested dealers request a STEP enrollment form from their Field Technician Specialist or Zone Team representative
- Dealer connects with local school(s), introduce them to the Service Technician Education Program (STEP), offer them GM training access
  - Reminder: ASE Education Foundation representatives are available resources that can assist in these tasks at [aseeducationfoundation.org](https://www.aseeducationfoundation.org)
- Interested schools complete the STEP enrollment form with the dealership
- Once completed, submit completed digital enrollment form to Field Technician Specialist, identified in the table on the next page

# Regional Field Technician Specialists



Region	Field Technician Specialist	Email	Phone
West	Airishae Cross	airisae.cross@gm.com	470-369-2353
South Central	Michael Brinson	michael.brinson@gm.com	682-351-0703
Southeast	Natalia Longmire	natalia.longmire@gm.com	334-216-4301
Northeast	Jeanette Rooney	jeanette.rooney@gm.com	860-488-5608
North Central	Hailey Lamay	hailey.lamay@gm.com	734-601-1397



# Support

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- Zone Team Members:
  - Introduce your dealers to STEP
  - Work with the Field Technician Specialist area representative in identifying local schools to begin the partnership process
  - Where available, introduce dealer and High School to ASEP
  - Work with dealer and Field Technician Specialist to launch program with school
- Field Technician Specialist:
  - Regional subject matter expert; overall support
- ASE Education Foundation Representative:
  - Assist Zone Teams and Field Technician Specialist in coordinating introduction between Dealer and local schools
- STEP Program Manager
  - Anthony (Tony) Ratkowiak