

Service Technician Education Program (STEP)

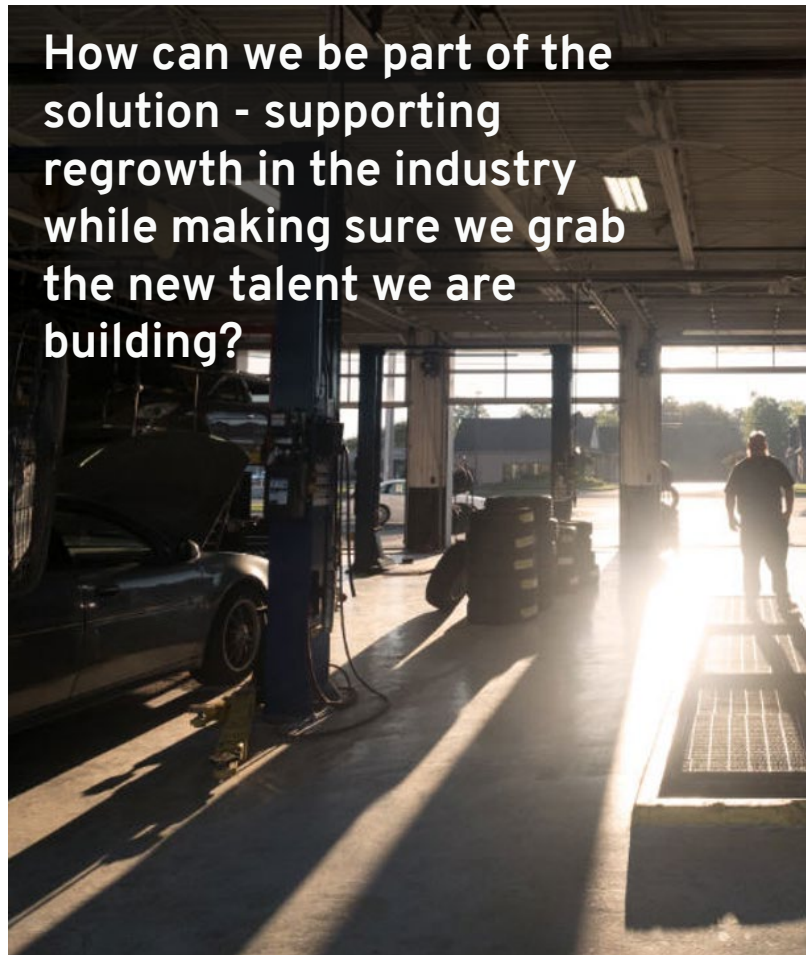
General Motors “Adopt-a-School” High School & College Programs

The future belongs to those who build it.

Today's Challenge

- 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)



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

START & STEP Program Curriculum



High School START Curriculum

- 63 Courses
- 61.5 hours of training

High School STEP Curriculum

- 88 Courses
- 83.4 hours of training

College Curriculum

- 140 Courses
- 122.5 hours of training

All three programs cover training content across 10 different areas, including:

Fundamentals

MIT

A1 Engine Repair

A2 Automatic Transmission/Transaxle

A3 Manual Drivetrain and Axle

A4 Steering and Suspension

A5 Brakes

A6 Electrical/Electronics

A7 Heating Ventilation and Airconditioning (HVAC)

A8 Engine Performance



Requirements

- Dealer provides job shadowing and mentoring for student at the dealership
- Dealer offers internships and employment opportunities
- For GM STEP, 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
- Dealer facilitates connection between the school and GM's Center of Learning



Requirements

Dealers within a GM ASEP school's area:

- Colleges within a GM ASEP school's area will not be eligible for GM STEP
- Only accredited High Schools are eligible for GM STEP
- Dealers and the GM ASEP school are to partner with the local START or STEP High School providing support
- Dealers are expected and encouraged to sponsor START and STEP High School graduates to participate in ASEP, allowing the student to earn an Associates Degree



Getting Engaged! - Dealer Best Practices

- 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 START and STEP High School graduates to participate in ASEP



Program Benefits



- Schools benefit from the dealership relationship by gaining access to complimentary web-based GM training
 - Dealers are encouraged to provide component and tool donation support
- 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

- Dealer management is introduced to START and/or STEP by Regional Field Technician Specialists and/or Zone Team representative(s)
- Interested dealers request a STEP enrollment form from their Regional Field Technician Specialist or Zone Team representative
- Dealer connects with local school(s), introduce them to START and STEP, and offer them GM training access
 - Reminder: ASE Education Foundation representatives are available resources that can assist in these tasks at aseeducationfoundation.org
- The Regional Field Technician Specialist will coordinate and complete the Enrollment form working with all key stakeholders
- The Regional Field Technician Specialist will submit the completed form, which the Zone Team will review

Regional Field Technician Specialists



Region	Field Technician Specialist	Email	Phone
West	Airishae Cross	airisae.cross@gm.com	470-369-2353
South Central	Kandi Rico	kandi.rico@gm.com	682-381-0760
Southeast	Chyna Higginbotham	chyna.Higginbotham@gm.com	678-371-1694
Northeast	Jeanette Rooney	jeanette.rooney@gm.com	860-488-5608
North Central	Hailey Lamay	hailey.lamay@gm.com	734-601-1397



Support

- Zone Team Members:
 - Introduce your dealers to START and STEP
 - Work with the Regional Field Technician Specialist 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
- Regional 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
- START & STEP Program Manager
 - Anthony (Tony) Ratkowiak