

Service Technician Education Program (STEP)

A service technician with a red beard and safety glasses is working on a car's suspension system. The technician is looking up at the car's undercarriage, which is elevated. The background is dark and out of focus, emphasizing the technician and the car's components.

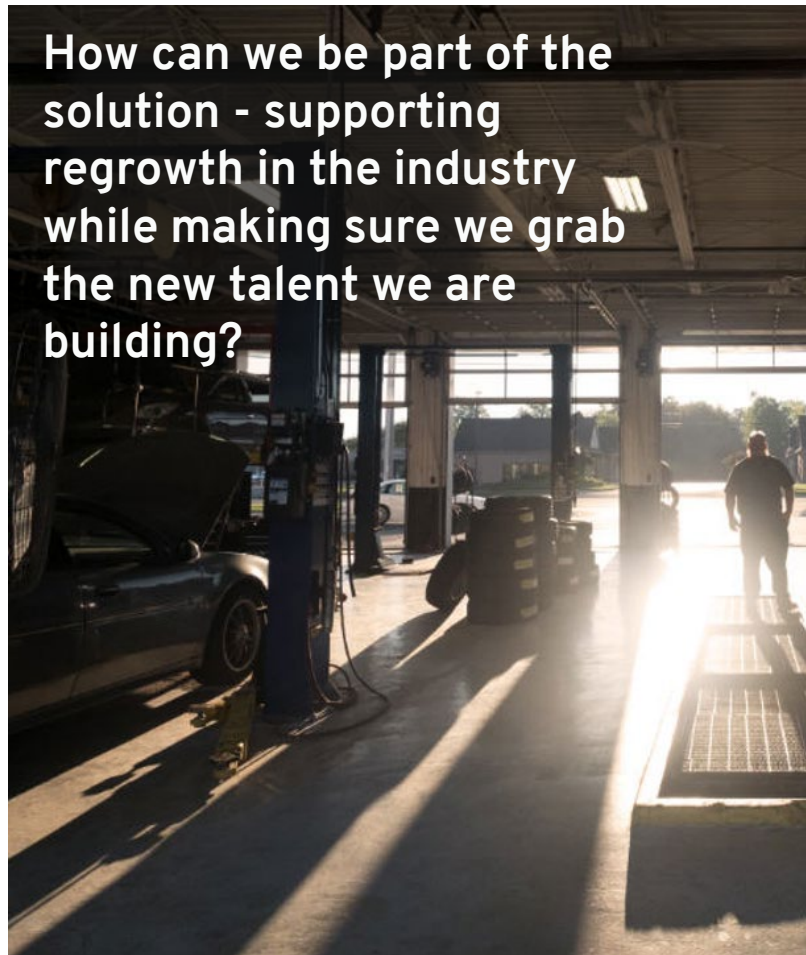
General Motors “Adopt-a-School” High School & College Programs

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

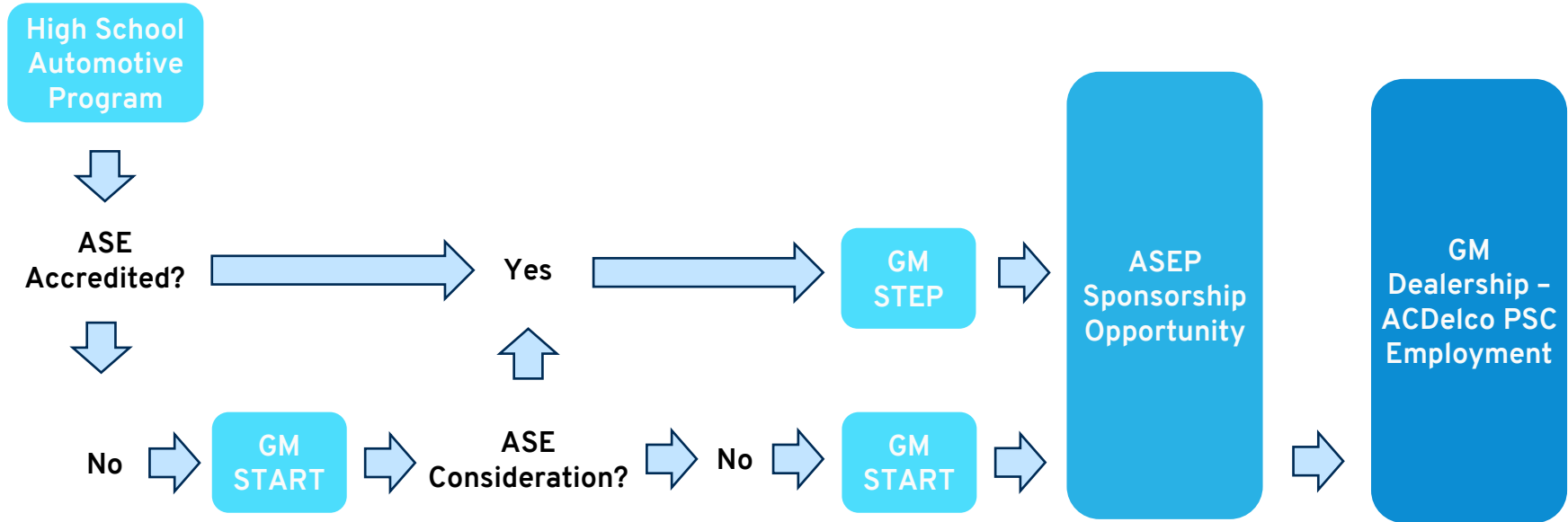
A5 Brakes

A6 Electrical/Electronics

A7 Heating Ventilation and Airconditioning (HVAC)

A8 Engine Performance

START - STEP High School





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	Christopher Wingler	Christopher.wingler@gm.com	512-434-4180
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