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# GM START & GM STEP Marketing Field Kit

We know how important recruiting technicians into your dealership is to you and your business.

These marketing materials have been created to help you support the educational opportunities for the next generation of General Motors Dealership Technicians.

Updated March 2025

[Click to download full  
suite of assets here](#)



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# What Is GM START?

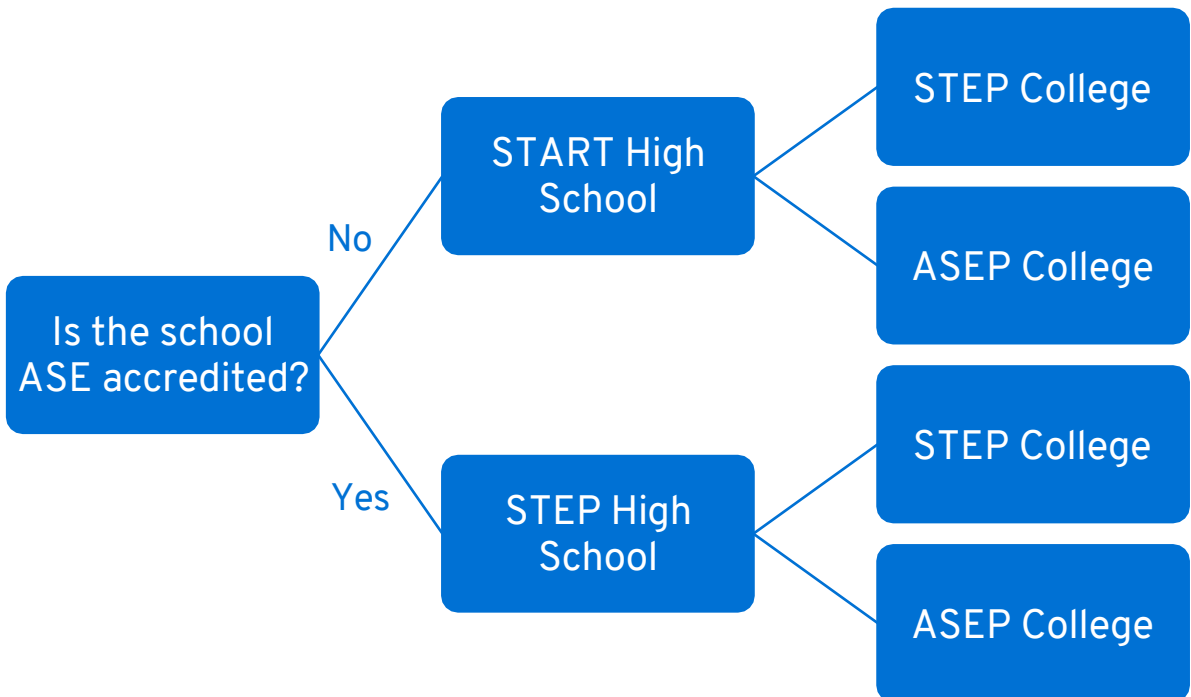
## GM Service Technical Automotive Readiness Training

The GM START program can be a perfect alternative for technician candidates who may not have access to an ASE accredited High School Program. The main objective of the program is to help aspiring technicians learn basic automotive skills and have the capabilities to perform basic service repairs and maintenance on vehicles.



### HIGH SCHOOL

GM START features 63 technical and non-technical self-paced courses with testing and scoring features that provide tangible results.



# What Is GM STEP?

By leveraging GM Center of Learning resources, GM STEP provides critical pathways for students to enter the automotive technician field. GM Dealers are the conduit to connect local schools to the Center of Learning, providing students/instructors access to GM-specific technical training courses.



## HIGH SCHOOL

The curriculum provides students with a substantial automotive foundation by offering 88 courses that cover content in ASE categories A1 – A8 in addition to Fundamentals and MIT.



## COLLEGE

The curriculum offers students 140 courses that cover content in ASE categories A1 – A8 in addition to Fundamentals and MIT.

# Dealer Opportunities

## Dealers outside a GM ASEP school area

- Local high schools must be ASE Education Foundation-accredited for STEP, but not for START
  - ASE accredited colleges are also eligible for STEP
  - Dealer to assist in the ASE accreditation process if needed
- Dealer facilitates connection between the school and GM's Center of Learning
- Dealer provides internships, job shadowing, mentoring, and possibly employment opportunities for students at the dealership
- Dealers are encouraged to adopt a school. Click [here](#) to learn more about ASE Adopt a School and get started (STEP only)

## Dealers within a GM ASEP school area

- Only high schools within a GM ASEP area are eligible for START or STEP
  - STEP for ASE accredited schools, START if school is not ASE accredited
- Dealers and the GM ASEP school are to provide support to the local high school
- Dealers are expected to encourage START or STEP high school graduates to participate in GM ASEP and sponsor them. This helps students earn their associate degree



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# For STEP Locate An ASE Foundation School

This gives you a step-by-step guide on how to locate an ASE foundation accredited school in your area. The ASE Education Foundation strives to uphold quality and excellence in automotive service. It accredits qualified educational programs in schools (secondary and post-secondary) through its [5-Step Process](#) and offers [student career development](#).

1. Type in <https://www.aseeducationfoundation.org/>
2. Click on [Find a Program](#)
3. Unclick on All Series
4. Click on Location
5. Type in your Zip Code
6. Click on Find
7. This will give you a list of Accredited Schools with ASE Foundation.

## GM Dealership Benefits

- Build critical relationships with school communities and impressionable students
- Create a platform to dispel myths and drive interest in the career
- Opportunity to hire entry-level technicians who have GM training credits



## Benefits for Student and School

- Build relationship with GM Dealership
- Gain access to complimentary web-based GM training
- Receive GM Center of Learning course credit
- Quality preparation to enter career as entry-level technician
- Potential employment opportunities

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# Best Practices

It is crucial to begin engaging and recruiting future technicians by promoting the career to students at the middle and high school levels. How can you help? Ultimately, it is about getting involved in your local community and building relationships with students, parents and educators.

## Know and engage your local schools – consider collaborating with them to enroll in GM START and/or GM STEP (Pending ASE Accreditation)

- Work with your Zone Team and ASE Education Foundation area representative to identify local accredited schools to begin the enrollment process
  - GM START high schools do not have to have accreditation
- Leverage information provided by ASE Education Foundation by visiting [aseeducationfoundation.org/adoptaschool](http://aseeducationfoundation.org/adoptaschool)
- Have your manager(s) join and support school advisory boards
- Offer to present at school assembly events
- Work with school guidance counselors in presenting facts about dealership technician careers as a viable career path to students and parents
- Host and schedule Dealer Days or job fairs
- Support school by donating components and tools when available

Use advertising materials referenced in this guide to accompany your presentation with local schools and educators.



# Available STEP Assets

## GM STEP Program Poster & Banner

Utilize these poster and banner assets to highlight the benefits that GM STEP can bring to a local school's automotive program. Designed to be placed within a GM STEP high school, these assets can help draw attention to automotive education classes.



## GM STEP Classroom Poster & Banner

Designed to be used within a GM STEP classroom, this poster and banner will help to bring General Motors front-of-mind when a student is considering an automotive career. With a link to BringUsYourTalent.com, the student can learn about the great career being an GM Dealership Technician provides.



## GM STEP Tri-Fold Brochure

The GM STEP Tri-Fold Brochure is designed to help engage conversation between high-school decision makers and your dealership field team. As a dedicated leave-behind piece, these brochures will help to persuade local school in adopting the GM STEP program for their automotive classrooms.



**GM START materials to come!**

\*Contact your Field Technician Specialist for support

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**gm CUSTOMER CARE & AFTERSALES**

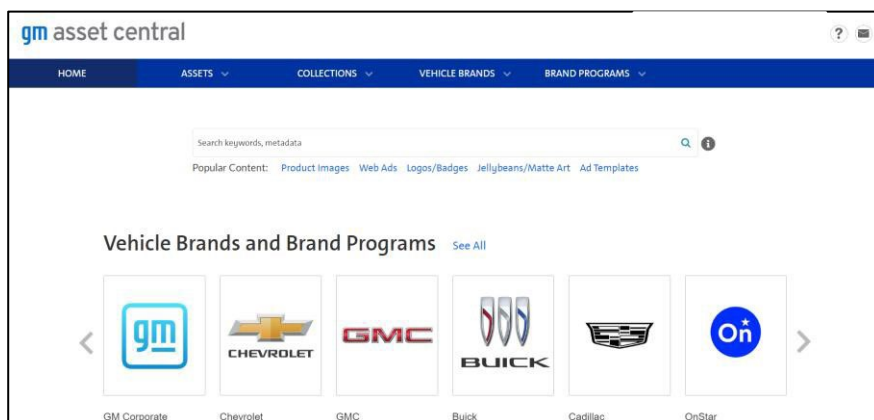
# Use GM Asset Central to download assets

All assets within this kit are available on GM Asset Central for download. Each thumbnail has been linked directly to the asset on GM Asset Central. Either click on the thumbnail or follow instructions below.

1. Log in to [gmassetcentral2.com](https://gmassetcentral2.com).
2. Navigate to [Technician Recruitment Assets](#) in the “Brand Campaigns and Events” section and click the thumbnail to be linked directly to the downloadable assets.
3. Once in the [Technician Recruitment Assets](#) folder, select which file you want and click the download button.
4. To download multiple files at once, check the box in the upper-left corner for each asset you want and then select “Download.”

If you need assistance in locating available assets, contact the Leo Burnett Asset Management Team at [assetrequests@leoburnett.com](mailto:assetrequests@leoburnett.com).

For technical questions, please contact the Asset Central Help Desk via email at [GMAssetCentralSupport@assetSERV.com](mailto:GMAssetCentralSupport@assetSERV.com) or call toll-free 877.277.2948.




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# GET STARTED

- Request a GM START/STEP enrollment form from your Regional Training Manager or Zone Team representative. The enrollment form can also be found at [GMSTC.com](http://GMSTC.com) by navigating to Educational Programs and selecting GM STEP in the drop-down.
- Connect with local school(s), introduce them to GM START and GM STEP, and confirm the school is ASE-accredited for GM STEP. Collaborate with the ASE Education Foundation to accredit the school as needed. Visit [aseeducationfoundation.org](http://aseeducationfoundation.org).
- Regional Field Technician Specialists will complete and submit after Zone Team reviews. The enrollment form can be found at [GMSTC.com](http://GMSTC.com).



**Service Technical Automotive Readiness Training (START)  
Service Technical Education Program (STEP)  
Enrollment Form**

Please check which program this is for (Select Only One):

START  
 STEP High School (MUST be ASE accredited)  
 STEP College (MUST be ASE accredited)

**School Information:**

School's Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

**GM Dealer Information:**

Dealership Name: \_\_\_\_\_

Dealer BAC: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

**Instructor's Information:**

Instructor's Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

**Dealer Point of Contact (POC) Information:**

POC Name: \_\_\_\_\_

POC Phone #: \_\_\_\_\_

POC Email: \_\_\_\_\_

**ASE Education Foundation Representative Point of Contact (POC) Information:**

POC Name: \_\_\_\_\_

POC Email: \_\_\_\_\_

POC Phone #: \_\_\_\_\_

**Zone Team Point of Contact (POC) Information:**

POC Name: \_\_\_\_\_

POC Phone #: \_\_\_\_\_

POC Email: \_\_\_\_\_

Zone: \_\_\_\_\_

District: \_\_\_\_\_

Region	Field Technician Specialist	Email	Phone #
West	Airishae Cross	airishae.cross@gm.com	470-396-2353
South Central	Kandi Rico	kandi.rico@gm.com	682-381-0760
Southeast	Christopher Wingle	christopher.wingle@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

Date Submitted: \_\_\_\_\_

Submit the form to [col\\_support@trainingsupportadmin.com](mailto:col_support@trainingsupportadmin.com)

Type in the required information, save the document, and email to your region's Field Technician Specialist identified in the table above.

(Handwritten forms will **NOT** be processed)

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