



**Automotive Training  
Standards Organization**

**2007- 2008**

**Year-End Operations Report**

Submitted by

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## **INTRODUCTION**

During the past year, Automotive Training Standards Organization has rigorously pursued its 2007/08 performance goals as outlined in the next section. Program review and development remained a high priority throughout the period. In support of these objectives, the Organization increased its staff by two well-qualified individuals – an administrative coordinator and a program development coordinator - and began the search for yet another person to fill the role of assessment officer. The Automotive Training Standards Organization conducted all of its activities, as outlined in this report, in support of its Mission:

To support the British Columbia automotive industry with the training and credentialing that effectively matches the supply of appropriately skilled workers with industry needs.

In addition, the staff worked hard to ensure that the Organization was prepared to undergo an operations audit with the goal of moving into the final phase of development for ITOs – "full service" status. Automotive Training Standards Organization successfully underwent the audit, conducted by PriceWaterhouseCoopers, and subsequently achieved full service status effective April 1, 2007.

The Board of Directors has continued in its strong support of the strategies and goals of the Organization. During the year, two new Directors were added to the Board and the strength and skills they bring to it, were very quickly seen to be an asset. The Board has, over the course of the 2007/08 fiscal year, held three professionally-led governance workshops to ensure that Automotive Training Standards Organization continues to grow and develop in its role as an Industry Training Organization representing employers, apprentices and the general public in the automotive sector.

The following report is respectfully submitted as a detailed synopsis of the Organization's activities and achievements over the course of 2007/08.

## **PERFORMANCE GOALS**

**Goal 1** – Review existing programs and create new programs.

	<b>Baseline</b>	<b>Target 2007/2008</b>	<b>Actual 2007/2008</b>
Number of programs reviewed/reviewed	3	4	4
Number of new programs created	N/A	1	1*

\* Proposal submitted in March 2008

**Goal 2** – Educate employers to the benefits of apprenticeship sponsorship and support.

	<b>Baseline</b>	<b>Target 2007/2008</b>	<b>Actual 2007/2008</b>
Number of employers/sponsors offering trainee/apprentice placement	1717	1775	1820
Program utilization rates	75%	75%	82.2%

**Goal 3** – Increase the number of apprentices entering and completing automotive apprenticeship programs.

	<b>Baseline</b>	<b>Target 2007/2008</b>	<b>Actual 2007/2008</b>
Program completion rates			
Automotive Service Technician (AST)	53%	53%	52%
Collision Repair Technician (ACT)	45%	45%	50%
Number of certificates	462	488	691
Examination pass/fail rates (Red Seal)			
AST	86%	86%	85%
ACT	68%	72%	64%
Refinishing Technician	80%	80/5	92%

**Goal 4** – Increase the number of youth in automotive trades.

	<b>Baseline</b>	<b>Target 2007/2008</b>	<b>Actual 2007/2008</b>
Number of registered youth participants in ACE IT and SSA programs	397	430	657

**Goal 5** – Increase the number of apprentices in automotive trades from under-represented sectors.

	<b>Baseline</b>	<b>Target 2007/2008</b>	<b>Actual 2007/2008</b>
Number of women enrolled in automotive apprenticeship programs	Not Available	-	-
Number of aboriginals enrolled in automotive apprenticeship programs	Not Available	-	-

**Goal 6** – Stay current with Federal initiatives with regard to immigrants in trades to identify opportunities to increase the automotive industry's workforce with qualified immigrants.

To date, there are several initiatives in process for the 2008/09 fiscal year.

**Goal 7** – Provide quality service to the automotive industry at all levels.

	<b>Baseline</b>	<b>Target 2007/2008</b>	<b>Actual 2007/2008</b>
Level of customer satisfaction as evaluated through an annual customer satisfaction index measure	83.5%	86%	Recent Data Not Available
Level of customer awareness as evaluated through an annual customer satisfaction index measure	74.5%	79%	Recent Data Not Available

## **PROGRAM DEVELOPMENT AND REVIEW**

### Automotive Service Technician (AST)

The review of the AST program outline, including the exam bank, was completed and submitted to the ITA for approval in the fourth quarter. This is a major program that affects 1,275 employers and 2,359 apprentices, or 69% of apprentices in automotive trades.

### Parts and Warehousing Program

The revised Parts & Warehousing program, which amalgamates three trades into two final trade designations (one of which is a Red Seal trade), was approved by the ITA Board. The learning resources, class plans and exam bank are being developed by BCIT, Malaspina College, Thompson Rivers University and Kwantlen College. It is expected to be completed for delivery in fall 2008.

### Automotive Upholstery Program

Program revision and development is progressing at a moderate rate as there is no defined apprenticeship training on which to base the new curriculum. Currently, the program is offered only as an ELTT (not a Foundation program) Support is still strong from industry, however, and significant results are expected during the first half of the new fiscal year.

### Automotive Glass Installer Program

The revision of the Glass Installer Program began in the fourth quarter of 2008 and revision to the outline is expected within the first quarter of 2009. Exam bank development will begin in the second quarter.

### Motorcycle Mechanic Program

One of the challenges of a Motorcycle Mechanic program is that it has a very small number of apprentices. Site visits have been made with employers and the possibility of increasing the scope of the program to include outdoor power equipment is still being explored.

### Automotive Service Advisor Program

In response to the enthusiasm of industry for an Automotive Service Advisory Program, a Letter of Intent to create a new program, Automotive Service Advisor, was submitted to the ITA and program development funding was provided. Work has continued through the year, both in forums and with individual industry participants, and in March a proposal was presented to the ITA for approval. Upon approval, work will begin on program outlines, exam banks and designing a pilot project.

## **STAFFING**

As Automotive Training Standards Organization increased awareness of its function and activities, the workload increased exponentially. In response, two individuals were hired – an Administrative Coordinator to handle administrative and accounting functions, and a Program Development Coordinator to replace the former Program Developer who moved to the position of Director, Communications and Marketing.

## **TRAINING OPTIONS**

### Alternative Model of Apprenticeship Training (AMAT)

The AMAT Program is running successfully at BCIT and Levels 1 and 4 are scheduled for February 2009. At this point only the Automotive Service Technician Program is being offered in the AMAT format. The first of the apprentices to take the complete four levels of training in the AMAT Program will write the Red Seal exam in May 2008.

### Online Delivery of Collision Repair Trade

Vancouver Community College (VCC) has developed an online delivery model for the theory portion of the Collision Repair Technician with funding from BC Campus and the ITA. Automotive Training Standards Organization has facilitated several sessions for VCC to present the model to industry, and to a representative of MITO from New Zealand. Feedback from the industry in BC has been very positive and the project is scheduled to be offered in January 2009.

## **COMMUNICATION AND PROMOTION**

### Change of Name and Logo

It had been noted that the Organization's original logo and colour bore a strong resemblance to another association in the automotive industry. In addition, it had also become obvious that the name was not indicative of the Organization's function. Subsequently a new name and logo were presented to the Board of Directors, received approval and the appropriate steps taken to officially change both to the current name and logo. The change to the name Automotive Training Standards Organization became official in July, 2007.

### Photography

As it began to move aggressively into promotion of the Organization and its function and activities, it became clear that photographs would be an essential component of print and other media promotion. In July, a call was made for presentations from a selected group of professional photographers, and one photographer, Jay Shaw Photography, was chosen. Arrangements were made for him to visit various automotive sites to take photos of apprentices in the various trades. The results have been used in the corporate brochure, individual trades brochures, website and banners. (As discussed below.)

### Website

In July, four specific web developers were asked to make proposals for a re-vamped website. The one chosen, Tidal Multimedia, began work which was completed and the site officially launched October 27, 2008 at the Annual General Meeting of the Board of Directors. The new site was met with enthusiasm and approval by the Directors. A campaign to ensure search engine optimization was set in motion and the web developers retained to monitor the site's metrics and meet with the Organization's staff on a monthly basis. This ensures that the site is revised in response to customer usage and other factors revealed during the monitoring process.

## Corporate and Individual Trade Brochures and Banners

As part of the Organization's ongoing efforts to increase its profile, a corporate brochure was produced and included in a major mailing to industry. (See below.)

In addition, informational pamphlets on individual automotive trades were produced for distribution to secondary institutions, Provincial and Federal employment counselling offices, career fairs, etc. Production is on-going and expected to cover all the major trades during the second quarter next year.

In order to increase Automotive Training Standards Organization's visibility at trade shows, career fairs, etc. three pull-up style banners were produced.

## Promotional Mailing

A major mail-out was made in March to automotive related businesses in British Columbia. Five pieces of promotional material were included: (1) the Automotive Training Standards Organization's new brochure outlining the Organization's mandate; (2) a postcard designed to drive individuals to the Organization's website; (3) a brochure produced by the Provincial Government describing the tax credit program; (4) a fact sheet outlining the Federal Government's tax incentive program; (5) a 6-inch aluminum ruler with the Automotive Training Standards Organization's logo and website address.

## Articles & Business Card Ads

In order to reach a broad range of stakeholders with an interest, or potential interest, in automotive apprenticeships, the Organization has been active in placing pertinent articles in appropriate magazines. Over the course of the year a total of 11 articles appeared in 7 magazines or newsletters. The publications included: *Signals* (magazine produced by the New Car Dealers Association), *ARA News*, *Collision Quarterly*, *BC Counsellor* (the magazine for all high school counsellors in British Columbia), *Jobber News*, and *BC Skills Competition Show Guide*. Also, an article is scheduled for publication in June in the Journal of the B.C. Technology Education Association, *The View*.

In addition, to assist in positive branding, business card size ads with the Organization's name, contact information and a few words have appeared in all of the above publications. Finally, arrangements were made to include Automotive Training Standards Organization in *Scott's Government Index Directory* which is on the shelves of all public libraries. A copy is usually found in the "career search" section of libraries.

## **EVENTS PARTICIPATION**

During the course of the last year, Automotive Training Standards Organization's CEO has been involved in various events and/or conferences either as an observer, participant or presenter to promote awareness of the Organization. Some of these events included:

- Attended the Skills Canada BC Provincial Competition in Abbotsford in April.
- During the first quarter, met with several colleges to discuss training options and tour facilities: College of New Caledonia, Northern Lights College, Thompson Rivers University, Okanagan College, Kwantlen University College
- Attended the Skills Canada National Competition in Saskatoon in June and, as a Board Member and President of Skills Canada BC, attended the National Board meeting held in conjunction with the Competition
- Spoke at the Annual Convention of the Automotive Retailers Association held in Kamloops in September.
- Spoke at, and participated in, the annual automotive service technician instructors' articulation meeting in October at Kwantlen University College
- Presented an update on the activities of the Organization to the BC Municipal Fleet Managers Quarterly Meeting in December 2007
- An exam bank development workshop was co-hosted by the Automotive Training Standards Organization and the ITA in January 2008. The workshop was conducted by Julie Perreault of the National Red Seal office in Ottawa. The workshop was well attended by both the Organization's exam bank developers and by representatives from other Industry Training Organizations.

## **SECONDARY SCHOOL INVOLVEMENT AND PROGRAMS**

In addition to the events listed above, the Automotive Training Standards Organization has been active with secondary schools as well. Activities include:

- CEO visited Salmon Arm Secondary School and Kelowna Secondary School who were interested in offering ACE-IT programming
- During the Northern Lights College tour, the former BCIT Secondary School Program building in Dawson Creek was toured and the subject of program continuation was discussed with the hopes NLC would take over BCIT's role in the partnership. Later, NLC and School District 59 came to an agreement to offer an ACE-IT Program
- Mr. Stamm was a member of two panels at the BC Tech Ed Teachers' Conference in Chilliwack.
- At a Delta School District-hosted event held for approximately one hundred automotive students Mr. Stamm facilitated a panel comprised of a Ford ASSET program instructor from BCIT, a representative of the New Car Dealers Association and automotive apprentices from three different trades. Mr. Stamm had made the arrangements for the apprentices to attend the event, which was very well received by secondary students.

## **FINANCIAL REPORT**

Automotive Training Standards Organization  
Balance Sheet As at 03/31/2008

### **ASSETS**

#### Current Assets

TD BANK	842.88
Accounts Receivable	102,000.00
Total Current Assets	102,842.88

#### Capital Assets

Office Equipment	12,068.12	
Accum. Amort. - Office Equipment	(841.81)	
Net - Office Equipment		11,226.31
Computer Equipment	14,950.29	
Accum. Amort. - Computer Equip.	(3,403.23)	
Net - Computer Equipment		11,547.06
Total Capital Assets		22,773.37

**TOTAL ASSETS** 125,616.25

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### **LIABILITIES**

#### Current Liabilities

Accruals - June 30, 2007	4,712.26
Receiver General/GST pd on purchase	(5,055.57)
Total Current Liabilities	(343.31)

#### Long Term Liabilities

Due to /from ARA	0.00
Total Long Term Liabilities	0.00

**TOTAL LIABILITIES** (343.31)

### **EQUITY**

#### Equity

Members Equity	2,946.02
Total Equity	2,946.02

#### Retained Earnings

Retained Earnings - Previous Year	51,882.99
Current Earnings	71,130.55
Total Retained Earnings	123,013.54

**TOTAL EQUITY** 125,959.56

**LIABILITIES AND EQUITY** 125,616.25

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