



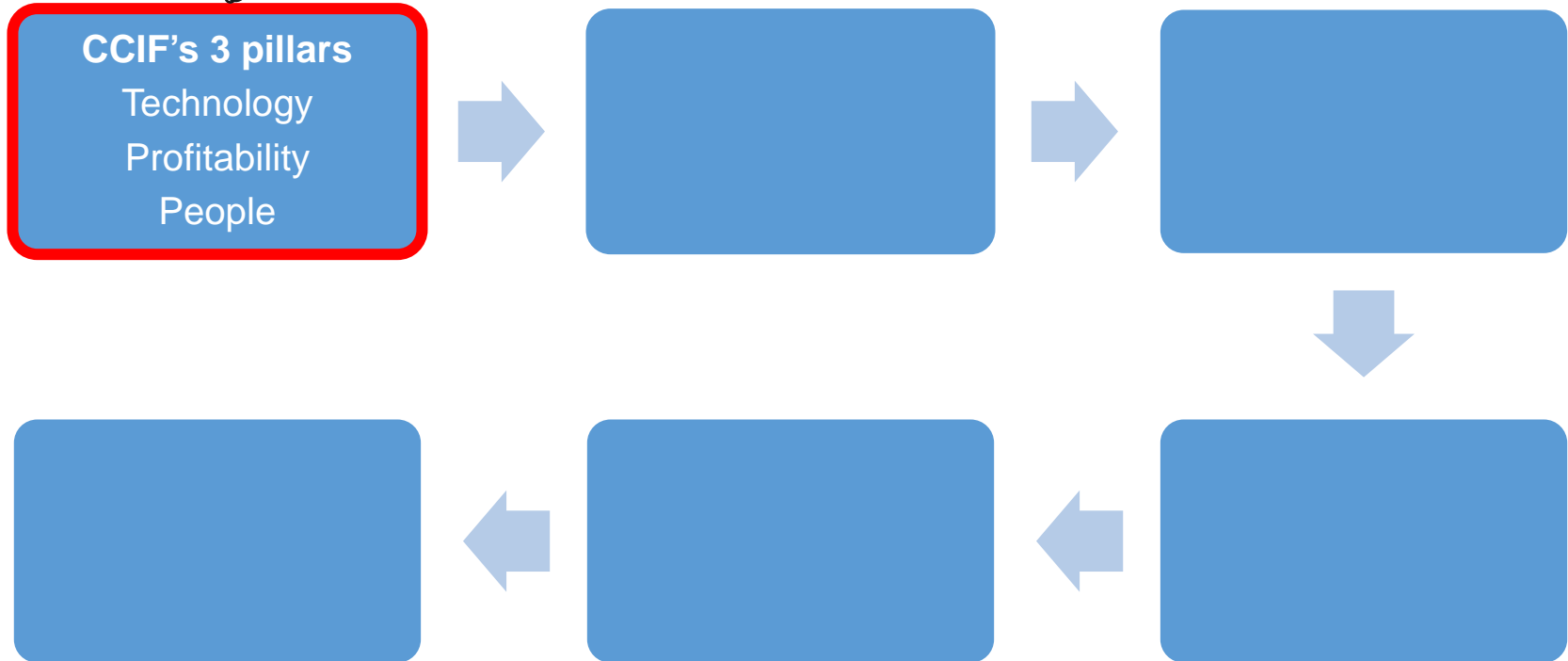
# The Education-Industry Connection

Patrice Marcil

NA Customer Experience Director

Axalta Coating Systems

# Road map



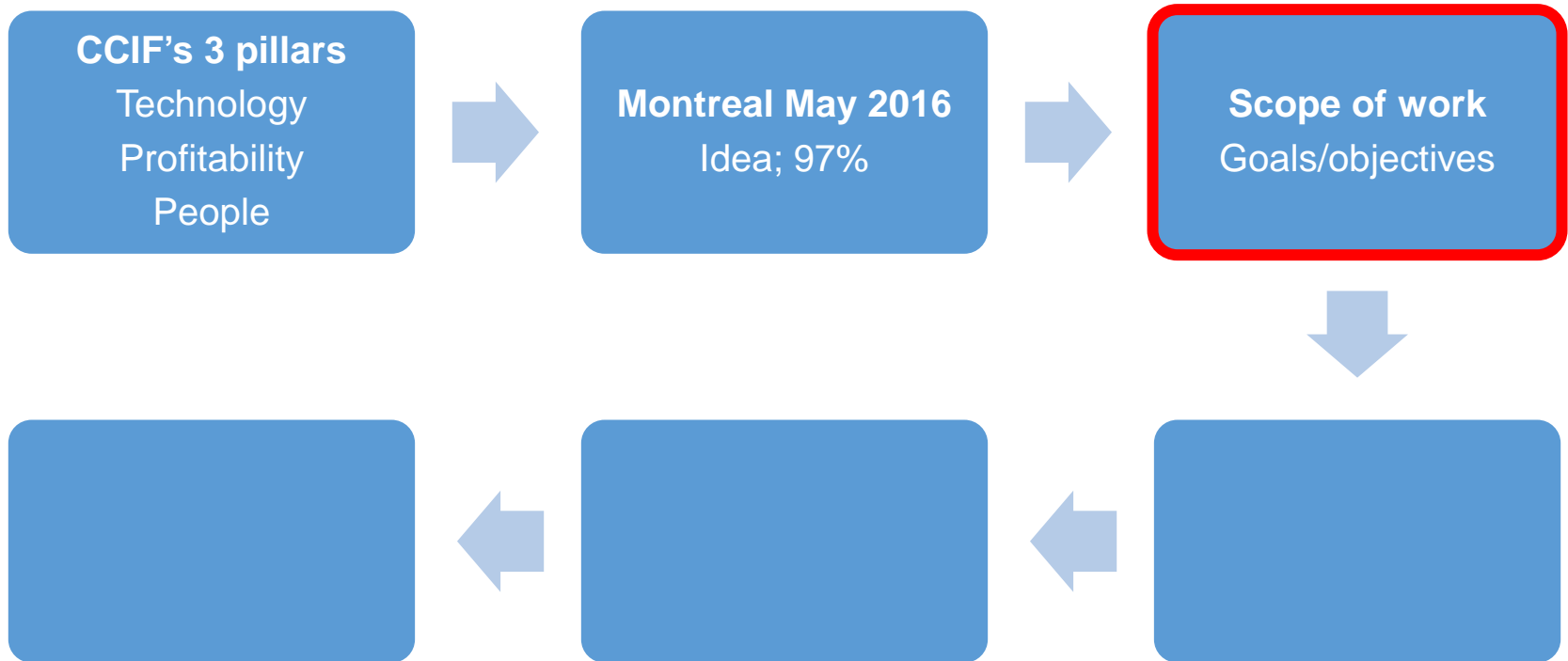
# Road map



Do you believe the industry should contribute more to the development of training programs and to the development of teachers?

**97% Yes**

# Road map



# Objective

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- The objective of this initiative is to engage the Collision repair industry, through the CCIF in collaborating in the recruitment, development and retention of it's workforce for the future. It is not to criticize on the actual situation or paint a negative picture of the education system.
- This industry is unique with all players involved during the entire repair cycle, it's high consolidation level and nationwide MSOs and Franchises

We will;

- Create a workgroup to lead this project and report on progress to the industry through CCIF
- Contribute to the development of our workforce
- Collaborate with education professional in a constructive and efficient way
- Do our part

# Proposed scope

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## Purpose:

- The purpose is to provide the Collision repair industry with highly engaged entry level workforce possessing basic skills required to perform a defined role in a safe, professional and efficient manner. This will allow a platform to further develop trade sensitive skills through continued education that are directed to meet the requirements set by today's Collision repair industry needs.

## Scope:

- Provide education bodies with clear descriptions on the Collision Industry roles and skills required for each of these roles to ensure a safe, professional and efficient repair.

## 4 Action Items

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### 1. Roles in a Collision Center

- What are the roles in today's modern collision centers
- Knowledge and skills required for each roles

### 2. Instructor Development

- Identify development needs & constraints
- Define possible programs

### 3. Workforce Retention

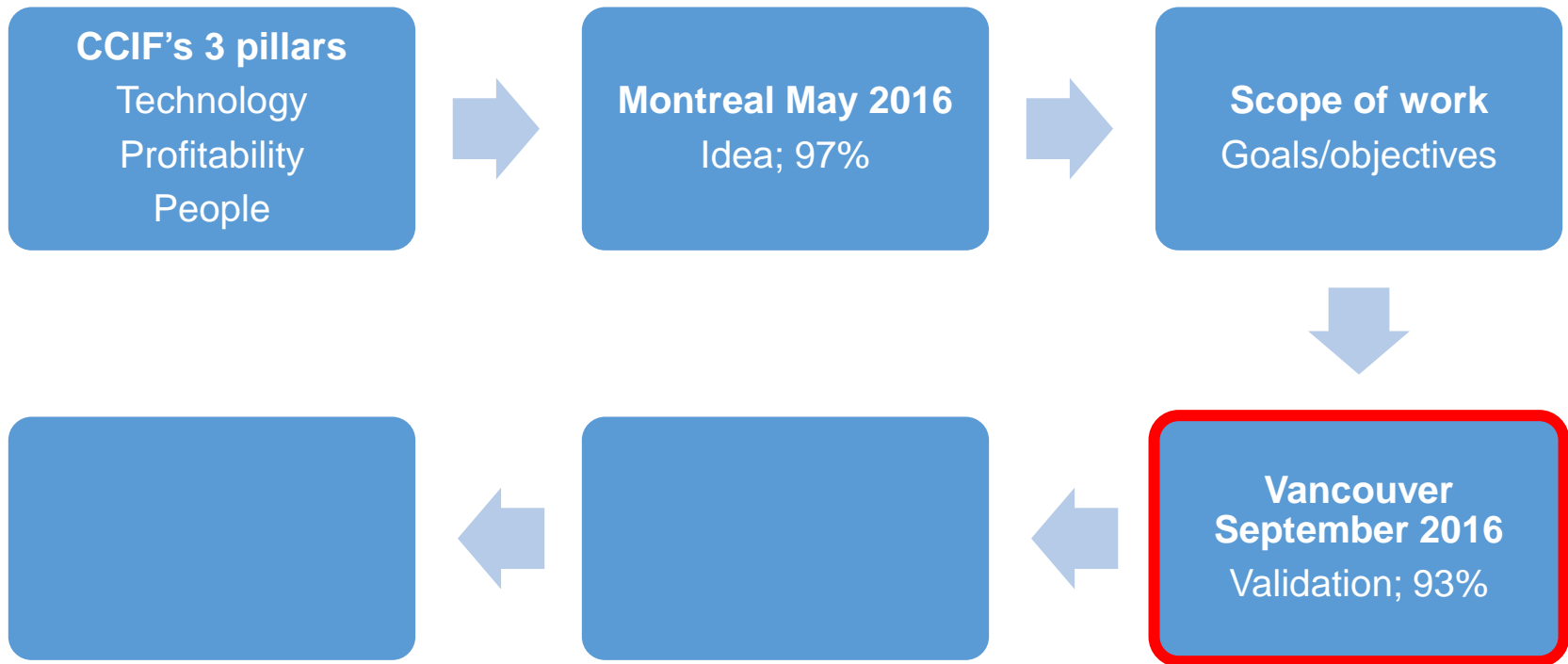
- Identify initiatives, outcomes, constraints and ROI

### 4. School Improvement and support

- Reflect on possible programs, initiatives and partners



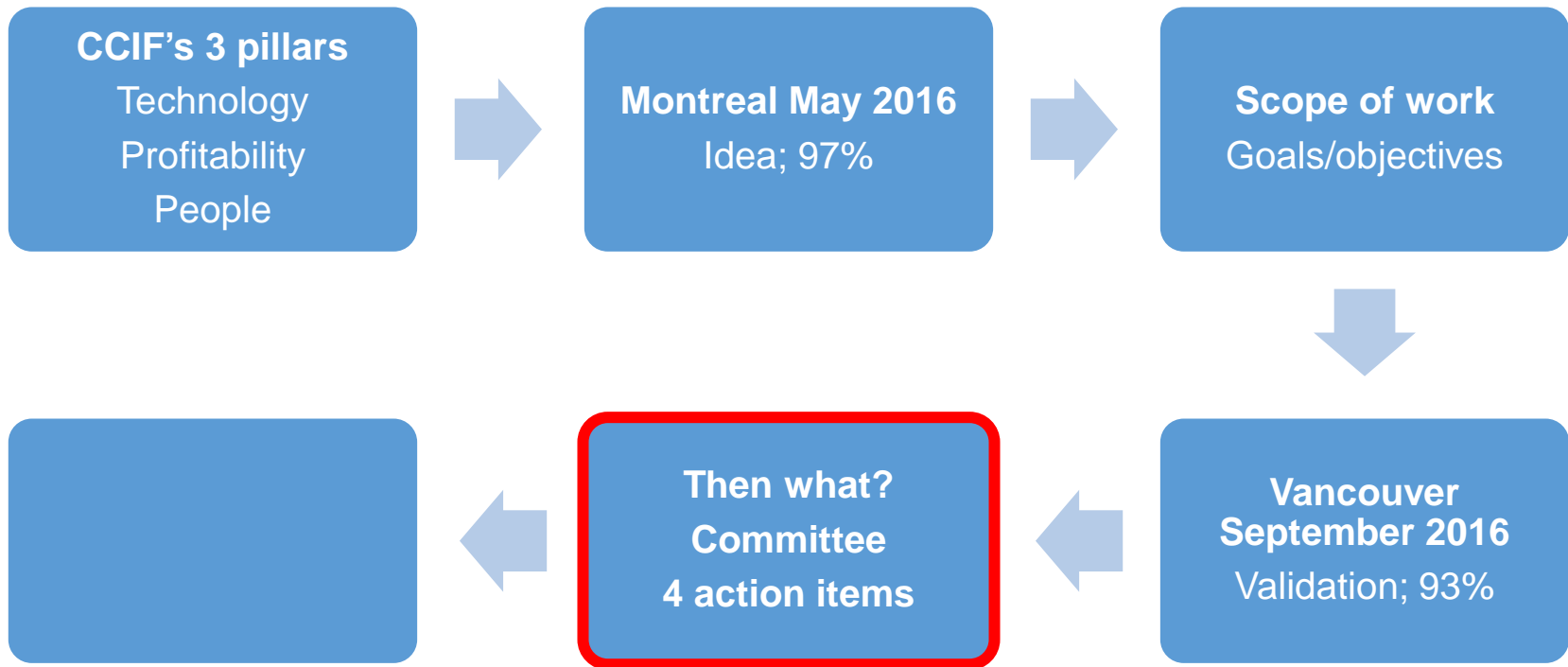
# Road map



Do you agree with the path forward and scope of work for the Collison Industry, through the CCIF, to contribute to the development of training programs and to the development of teachers?

**93% Yes**

# Road map



# Industry – Education connection Committee

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## Repairers;

- Jean Charles Dupuis, Fix Auto
- Analie Quenneville, Fix Auto
- Trista Anger, CSN
- Douglas White, CSN
- Bill Davidge, Carstar
- Dominic Ieraci, Prochilo Brothers

## Industry;

- Anita Zeitler, Crawford Appraisal Mgt Services
- Joe Carvalho, Economical Insurance
- Gary Lin, BWM
- Patrice Marcil, Axalta Coating Systems

## Schools;

- Don MacKay NB
- Claude Viau QC
- Paulo Santos ON
- Scott Kucharychen SK
- Harold Then, AB
- Mark Deroche BC

## AIA;

- Brigitte Pesant, Collision program Director
- Chanel Ghazzawi, Survey/Data assistance

## 4 Action Items

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### 1. Roles in a Collision Center

- What are the roles in today's modern collision centers
- Knowledge and skills required for each roles

**Status;** Data collection completed. **Next;** combine and validate

### 2. Instructor Development

- Identify development needs & constraints
- Define possible programs

**Status;** Data collected via survey, **today's panel discussion**

### 3. Workforce Retention

- Identify initiatives, outcomes, constraints and ROI

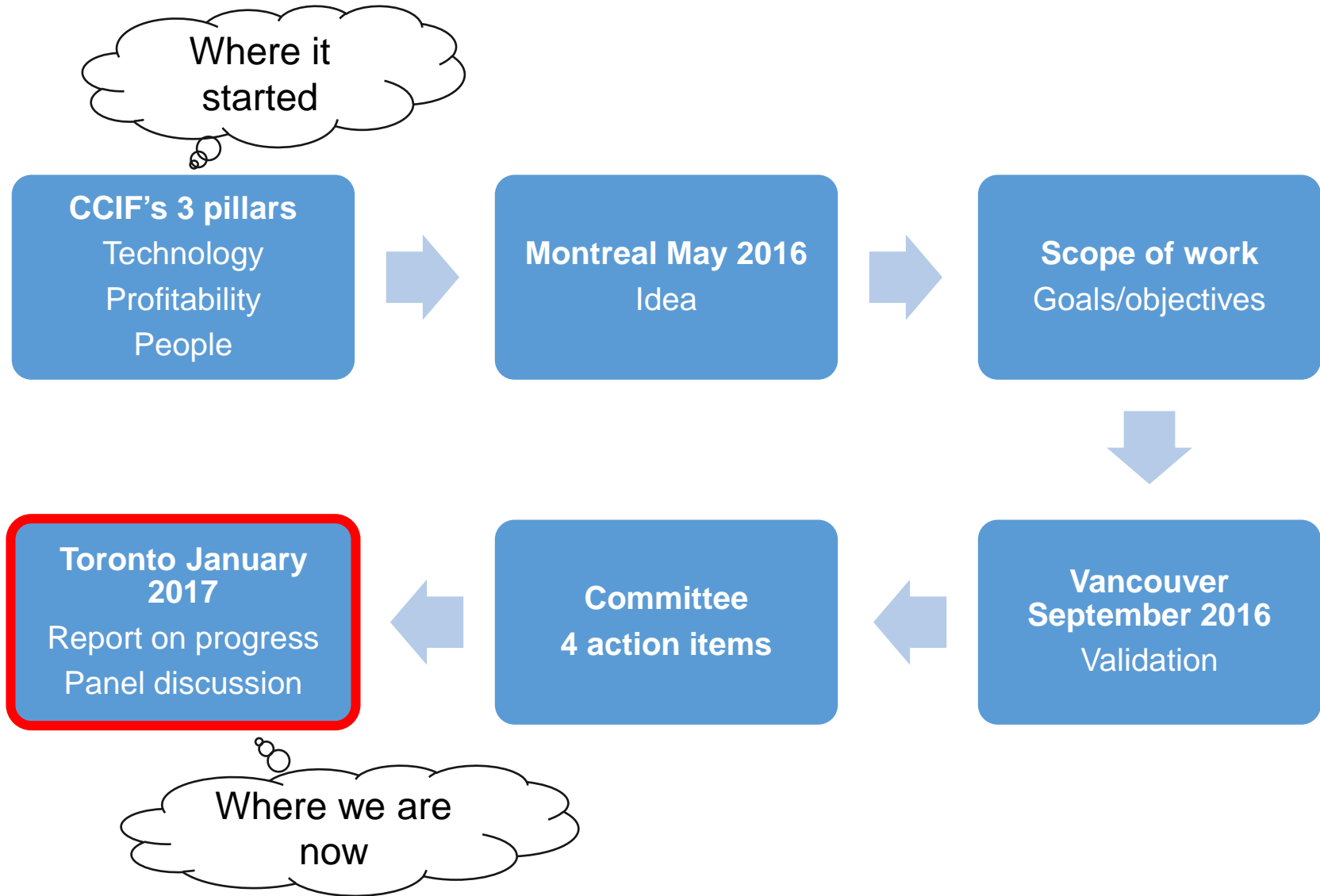
**Status;** Creating survey. **Next;** Distribute to Canadian students (end of Q1)

### 4. School Improvement and support

- Reflect on possible programs, initiatives and partners

**Status;** Data collected via survey, **today's panel discussion**

# Road map



# Panel Discussion

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Objective; Review feedback from survey on

Panelists:

- **Mark Deroche,**  
*Chief Instructor, British Columbia Institute of Technology (BCIT)*
- **Scott Kucharyshen,**  
*Program Head, Saskatchewan Polytechnic*
- **Paulo Santos,**  
*Autobody Professor and Program Coordinator, Centennial College*
- **Claude Viau,**  
*Enseignant en Carrosserie/Autobody Instructor, Centre d'études professionnelles Saint-Jérôme*
- **Don MacKay,**  
*Autobody Instructor/Enseignant en Carrosserie, New Brunswick Community College (NBCC)*

# Q1: Rank the following instructor development needs by order of importance



	Answer	Ranking Average
1	OEM training & support-information and hands on methods for new repair considerations and techniques.	3.6
2	Up to date equipment.	5.2
3	Understanding of current technology available in all areas body, paint and mechanical side of things.	5.4
4	I-Car training (including maintaining platinum status).	6.3
5	Able to connect with students of all ages to ensure they understand special needs or learning styles.	6.7
6	Repairing current vehicles (materials, Boron, UHSS, Aluminum).	6.8
7	Curriculum development training.	6.9
8	Repair software training.	7.9
9	Develop an articulation group across the country (or region) to meet via online,	8
10	Visit modern day collision shops/ have Instructors work with Industry for 1-2 weeks a year.	8.8
11	Industry software training.	8.9
12	Leadership/mentorship/public speaking training.	9.3
13	Tool/Paint supplier training.	9.4
14	Support from Aftermarket manufacturers.	11.8



## Q2: Rank by order of importance the following list of possible programs to support and improve equipment at schools



	Answer	Ranking Average
1	Donations and ongoing support from tool manufactures.	6.13
2	Prepare and submit "Request For Assistance" to major vendors. (3M, Paint Manufacturers, Vehicle Manufacturers, Chief Frame Equipment, Snap On Ect.). The "Adopt a Class Room Campaign".	6.5
3	Source Government funded initiatives to help elevate the compensation for equipment.	7.13
4	Donations and ongoing support from equipment manufactures.	7.13
5	Marketing of opportunities in early years of high school to young men and women.	8.38
6	Donations and ongoing support from body shop supplies manufacture.	8.63
7	Free of charge use of software, equipment, and on going support related to auto repairs.	9
8	Licence free subscriptions.	9
9	Equipment or product supply company form a partnership.	9.88
10	Industry to support with products and equipment-offsite to training facilities available eg. paint manufacturer training centers to control cost of equipment improvement in schools.	9.88
11	Allow sponsors in training facility (i.e. insurance companies).	10.13
12	Donations and ongoing support from auto manufactures.	10.25
13	Make public a "needs list" through newsletters to the community, alumni, and Industry.	10.5
14	Alumni and all stakeholders invited to a fundraising night.	10.88
15	Qualified/engaged instructors from industry involved in many cases where current instructor is not up to date.	11.13
16	Tax receipt transactions.	12.5
17	Industry funded tool grants through application competition.	12.63
18	Invest in clean up of facility.	12.88
19	Raffle of a student built Hot Rod.	17.5

### Q3: Rank by order of importance the following list of possible initiatives



	Answer	Ranking Average
1	Standard list for all training facilities.	3
2	Shop Evaluation form to assess the relevance of current equipment and identify if upgrades are needed.	4.38
3	Meeting with authorities in the school system to help them understand the initiative and the need for proposed changes to be maintained.	5.25
4	Review schools system current process to attract students if a plan exists.	5.63
5	Site audit.	6
6	Specify equipments needed.	7
7	Grant applications.	7.13
8	Quarterly review with a PAC (Program Advisory Council) to assess needs.	7.25
9	Safety audit.	7.25
10	Area employer survey on equipment they would like to see training on.	7.38
11	Goal SMARTEN our needs. (time date, supplier, rebates available or grants from industry).	8.63
12	Work with harmonization.	9.13

# Next steps

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## 1. Roles in a Collision Center

- Finalize and present in Fredericton

## 2. Instructor Development

- Prioritize and further develop top 3 items, present in Fredericton

## 3. Workforce Retention

- Distribute survey to Canadian students (end of Q1)
- Gather data and present in Fredericton

## 4. School Improvement and support

- Prioritize and further develop top 3 items, present in Fredericton
- Ultimately; Develop a presentation package, reach out to education authorities and share our work, our expectations and our passion to contribute.

Are you in favor of the work completed so far by the Collision Industry, through the CCIF, to contribute to the development of training programs and to the development of teachers?



Thank you