



OAKLAND
COMMUNITY
COLLEGE

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VEHICLE BODY TECHNOLOGY ADVISORY COMMITTEE MEETING

September 18, 1997

Present: Todd A. Bass, Rochester Hills Collision, Inc.
Phil Crockett, Manufacturing and Technological Services, OCC
Brad DePalma, Allstate Insurance Co.
Rick Driscoll, Automotive Body Specialist, OCC
Victor Fowler, Ferris State University
John Gagliano, Collex
Tony Hildebrandt, Faculty, OCC
David Hollinger, Oakland Technical Center - Southeast Campus
Sally Kalson, Coordinator of Cooperative Education, OCC
Daniel R. Manthei, Oakland Technical Center - Northwest Campus
Mac Morrow, Morrow Collision (retired)
Dr. Carlos Olivarez, Dean, Academic and Student Services, OCC
Doug Riddering, Counselor, OCC
James Rogers, Collex
Dr. Diann Schindler, Campus President, OCC
Scott Sheeran, Oakland Technical Center - Southeast Campus
Ruth Springer, Secretary, OCC
Randy L. Stier, Automotive Color Supply Co.

1. Welcome and Introductions

Dr. Carlos Olivarez welcomed the group and thanked them for coming. He asked the members to introduce themselves.

2. Auto Body Business Plan

Dr. Olivarez asked Mr. Rick Driscoll to review with the group the OCC Auto Body Business Plan which he had prepared. Mr. Driscoll presented the following issues which are addressed as part of the business plan:

- Who are our customers?
- What are their needs?
- Employment outlook
- Steps toward NATEF certification
- Facility/Equipment needs
- Marketing strategies
- Funding requirements and strategies

3. Our Customers and Their Needs

In response to the first question listed above, Mr. Driscoll stated that the customers of the Auto Body Program are students and industry.

The needs of students may be summarized under the headings of career training and personal development. A survey of students taking Auto Body classes during Fall 1997 showed that 46 percent wish to pursue a career in the industry, and 32 percent intend to pursue a degree or certificate from OCC.

The needs of industry are: trained and certified entry-level employees; training of the current workforce in new technologies and procedures; I-CAR certification; and ASE certification.

4. Discussion of I-CAR Curriculum

Mr. John Gagliano commented that he has been disappointed with the training received at I-CAR classes. There is no testing, and nothing is required of the students other than their attendance in order to receive a certificate at the end of the course. He feels it is a weak training program, but insurance companies are using it because it is the only program in existence which provides a standard of training for the industry. He would like to see OCC develop a standard of training so people would know that if students complete an OCC course, they have received good training.

Mr. Driscoll stated that he likes the I-CAR curriculum, but it does not provide the students with hands-on experience in the subject matter.

Mr. Hollinger agreed, saying that he has gone through all the I-CAR classes. They are good and have helped to fill a void in attempting to update the industry. The curriculum is excellent and would be great for any training institution to have. However, only the welding class has hands-on training. The rest of the classes have no hands-on component. People working in a shop do not want to sit in class for several hours and listen to someone talk.

Dr. Olivarez reported that OCC has purchased the advanced I-CAR curriculum for use in the Auto Body classes.

Mr. Gagliano commented that this would be an opportunity for OCC to assist the industry by using the I-CAR curriculum in a hands-on training program. Once OCC has developed a complete training program based on the I-CAR curriculum and including hands-on experience, representatives of Allstate, State Farm, and other insurance companies could be invited to come and see what OCC is doing. This would give them a chance to acknowledge OCC's program as meeting the requirements for technician training which must be met in order for a shop to do work for the insurance companies. Mr. Gagliano believes AAA and the other insurers would acknowledge the program once they see that OCC is committed to providing a quality program.

Ms. Sally Kalson reported that General Motors Truck and Bus plant is concerned about the lack of people going into this field. Perhaps a sponsor such as General Motors would be able to assist in the process.

Mr. Dan Manthei pointed out that the first step has to be the establishment of a quality program. He believes that if the program is there, students will pour into it. He knows of students who are paying out-of-state tuition to study in places like Wyoming or Colorado. He is sure they would come to OCC if a quality program was available.

Dr. Diann Schindler commented that the matter of providing hands-on experience to supplement the I-CAR curriculum may be difficult for OCC because of the cost of facilities and equipment. So Ms. Kalson's comment regarding the assistance of industry is important. OCC will need partnerships with area businesses which can provide internships that would allow students to get the hands-on part of their training.

The group spoke of the importance of marketing and recruitment. Mr. Manthei stated that if OCC was able to attract a quarter of the students taking auto body classes at the Oakland Technical Centers, this would be sufficient to keep the program going. There are also people working in the industry as helpers who would like to be trained and move up to become painters. The first step is to obtain and implement the I-CAR curriculum. However, the concerns about facility and equipment are real. Mr. Manthei believes industry would be willing to place equipment at OCC on consignment.

Mr. Gagliano pointed out that there is a frame straightening machine in the Auto Body Lab now on loan. He believes that one could be obtained every six months from different suppliers. However, there is not enough space in the facility to accommodate what needs to be done.

Mr. Manthei expressed the hope that, in the future, the basic level courses could be offered at the Oakland Technical Centers, using the basic equipment which is already there. Then equipment for the advanced courses could be obtained and put in the OCC lab.

Mr. Dave Hollinger commented that, in this entire area, the closest community college with a good auto body program is Washtenaw Community College. A great deal of training is given in this area by the automotive companies. However, there is no auto body program at the post secondary level which has quality standards and equipment. The market for the program is there in the high school vocational centers in Oakland, Wayne, and Macomb counties. This was evidenced by the large number of students who came for the Auto Body Career Day held recently on the Auburn Hills Campus. Mr. Hollinger pointed out that the automotive servicing program at Macomb Community College is closely tied with General Motors, and General Motors donates equipment to their program. OCC needs to seek similar ties to industry, such as the automotive companies, body shops, and suppliers. This is the automotive capital of the world. The market and demand are there to support a quality program and a full-time faculty member.

Mr. Gagliano stated that he would like to see Dr. Schindler step up and commit someone to lead the program and to assist Mr. Driscoll with all that needs to be done. There is no way that Mr. Driscoll can do everything that needs to be done to develop the program, in addition to his regular job responsibilities.

Dr. Schindler responded that the first step is curriculum, and Mr. Driscoll and Dr. Olivarez will be working on that. It is not possible right now to hire someone to head up the program, due to funding problems in the College as a whole. Her commitment to the Auto Body Program is expressed by her attendance at the advisory committee meeting. She hears what the group is saying, but there are internal problems within the College that must be dealt with. However, she wants the group to know that she is committed to the program.

Dr. Olivarez stated that the development and approval of the curriculum will take six months to a year. They want to have a plan that will be workable. They may revise the courses one at a time, so as a course change is approved through OCC's curriculum process, they can be sure the equipment for that course will be available.

Dr. Schindler pointed out that, in higher education, they must have proof of the viability of a program in terms of the number of students in the program before the College will agree to spend money on the program. So there must be good student numbers first. She likes Dr. Olivarez's idea of revising the program course by course.

Mr. Hollinger commented that curriculum and equipment must be kept up-to-date. If it takes a year to approve curriculum and equipment, it may be out-of-date by the time it is obtained.

Dr. Schindler responded that curriculum can be written in a general way, so that it can be updated with the latest technology without going through another official curriculum change. Dr. Olivarez mentioned that he is on both the Campus and the College Curriculum Committees, so he is familiar with the process.

Dr. Schindler suggested that, if there is an urgent need for specific training which cannot be met by the normal curriculum development process, it would be possible to work with Mr. Phil Crockett of OCC's Manufacturing & Technological Services (MTS) to develop customized training as needed. OCC's Workforce Development staff, of which MTS is a part, provides customized training for industry, and can also serve as a testing ground for courses which may need to be addressed on a more permanent basis as a part of the College's regular academic curriculum.

Mr. Doug Riddering volunteered to work with Mr. Driscoll to sponsor the curriculum changes and take them through the curriculum process. He will assist Mr. Driscoll in converting the I-CAR curriculum into the language required by the curriculum process.

Dr. Schindler pointed out that non-credit training classes based on the I-CAR curriculum can be conducted now by working with Mr. Crockett of MTS. Mr. Gagliano expressed the opinion that such courses should be planned right away.

Mr. Rogers stated that there would be no problem with holding I-CAR classes at OCC. In the past, the College wanted to charge for holding the classes here, and there is no money in the I-CAR system for the place that houses the classes. However, holding the classes here would be beneficial to OCC, since it would bring in potential students and increase awareness of OCC's Auto Body Program.

Dr. Schindler stated that all the elements are there. Now there is a need to work out what needs to be done to make it happen. She would not be able to make a commitment at this time as to the facility being used without charge.

5. Employment Outlook

Mr. Driscoll pointed out that, according to current employment projections, an annual average of 819 job openings are expected for collision repair technicians in Michigan. An annual average of 322 such job openings are expected in the Detroit area. These figures reflect the I-CAR national survey results that show a 9 percent loss of the workforce each year that need to be replaced.

6. NATEF Certification

Mr. Driscoll reviewed with the group the proposed changes to the Auto Body curriculum to meet the requirements for NATEF (National Automotive Technicians Education Foundation) certification. He pointed out that the Michigan Department of Education auto body repair program standards are defined by the standards set by NATEF. State of Michigan secondary auto body repair programs must be NATEF certified by December, 1999. Post secondary programs are not required by the State to be NATEF certified. However, in order to facilitate articulation with NATEF certified secondary auto body programs, the State suggests that the post secondary program also be NATEF certified.

Dr. Olivarez suggested that a subcommittee needs to be formed to work with Mr. Driscoll and Mr. Riddering on the proposed curriculum. Mr. Crockett and Mr. Tony Hildebrandt will join Mr. Driscoll and Mr. Riddering on this curriculum subcommittee.

7. Facility and Equipment Needs

Mr. Driscoll reported that OCC's Budget Council approved the purchase of the I-CAR advanced curriculum and manuals, as well as the Mitchell Ultimate Estimating System. In addition, General Motors has donated two Grand Am's, both of which have collision damage. Since they are identical cars, parts from one can be used to repair the other.

Mr. Driscoll listed the remaining facility and equipment needs for the program as follows:

Facility

- Paint to improve appearance
- Improved lighting for better working conditions
- Investigate the addition of a classroom to the Auto Body area

Equipment

- Updated spray booth
- Addition of prep station(s)
- Computerized paint mixing system
- Frame straightening/Unibody repair rack
- Universal measuring system
- Additional computers for:
 - Estimating damage repairs
 - Paint mixing station
 - Student repair time tracking
- Upgrade miscellaneous hand and air tools

Mr. Driscoll asked the group for additional suggestions as to equipment needed in the Auto Body Lab. Mr. Hollinger suggested a vacuum system and above-ground hoists for vehicle inspection, at a cost of \$2500 each.

8. Funding Requirements and Strategies

Mr. Driscoll listed the following funding requirements for the needed improvements listed above:

Facility Improvements

Improved shop lighting, painting, and classroom addition \$35,000

Equipment

Updated spray booth \$40,000
Prep station (each) \$15,000
Paint mixing system \$ 3,000
Frame/Unibody repair rack \$17,000
Universal measuring system \$19,000
Additional computers \$10,000
Upgrade hand and air tools \$10,000

Total anticipated funding \$153,000

Mr. Driscoll listed the following strategies for funding the needed improvements:

Carl Perkins funds for vocational education programs
Capital equipment requests
Consignment agreements from equipment manufacturers, such as Car-Grabber
Donations from industry, such as General Motors, Chrysler, and others

9. Marketing Strategies

Mr. Driscoll listed proposed marketing strategies as follows:

Identify target customers
Brochure/class schedule mailing
Industry and trade advertising
Establish cooperative relationships and articulation agreements with area vocational schools
Offer advanced training seminars for area industries
Continued participation in the OCC Metro Detroit Auto Body Career and Technical Day

10. Video of Other Auto Body Programs

Mr. Rogers showed the group a video he made of a trip taken by Mr. Rogers, Mr. Driscoll, and Mr. Todd Bass to visit the Auto Body Programs at Washtenaw Community College, Breithaupt Vocational School in Detroit, and Ferris State University. The video shows OCC's Auto Body Lab, as well as those of our competitors. OCC has a shop full of people doing things. However, Washtenaw has an advanced technical curriculum and top equipment; they do not do rust repair. Breithaupt has four frame machines and a welding certification area. At Ferris, students provide their own tools. A tool list is sent to students ahead of time. Then a tool show is held with representatives from tool companies so students can buy their tools at a discount. Students repair customer cars. Roll is taken at the beginning and end of the day. If students are not there, they are marked off. This is to help students learn the importance of attendance and punctuality in the real world where they will be working. The video shows a number of things about the program at Ferris State which could well be emulated by OCC's program.

Mr. Rogers stated that he has the complete videos which he took at all three schools. He will provide copies to those who would like them. Mr. Hildebrandt suggested that a copy be given to the Auburn Hills Campus library for students who might be interested in viewing it.

Mr. Hollinger suggested that videos be obtained of a number of good body shops, such as Collex, Fisher Refinishing, and the Chrysler Training Center. This would be good to show to OCC administrators and decision-makers as well. Mr. Riddering suggested that videos of the four Oakland Technical Centers also be included.

11. Conclusion

Dr. Olivarez called the group's attention to the minutes of the follow-up meeting of OCC staff members which was held on June 20, 1997. He asked the group to read those minutes on their own. He explained that, after each advisory committee meeting, a follow-up meeting is held at which decisions are made as to how to carry out the advisory committee's recommendations. Mr. Crockett will be working with Mr. Driscoll on high school articulation.

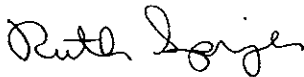
Mr. Riddering asked whether we might also be working on possible articulation with Ferris. Mr. Vic Fowler provided the name and phone number of the person at Ferris who is involved with NATEF certification, and suggested that OCC personnel contact him in regard to the transfer of OCC credits.

Mr. Hollinger suggested that foreign car companies be contacted in regard to donations. He expressed the belief that those companies might be willing to donate in order to become involved in training in the area.

New Advisory Committee Recommendations

18. That OCC develop a complete training program based on the I-CAR curriculum and including hands-on experience. That, once this program is in place, representatives of insurance companies be invited to visit and given the opportunity to acknowledge the OCC program as meeting the requirements for technician training in order to work for the insurance companies.
19. That OCC consider the possibility of offering, in conjunction with Manufacturing & Technological Services staff, non-credit classes based on the I-CAR curriculum and including a hands-on component.
20. That OCC consider making videos of a number of good body shops, as well as of the auto body labs of the four Oakland Technical Centers, to be used in informing OCC decision-makers as to what is needed to have a viable Auto Body Program.

Respectfully submitted,



Ruth Springer

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