

**TOYOTA T-TEN TECHNOLOGY**

**ADVISORY COMMITTEE MINUTES**

**Wednesday, January 18th, 2017**

**1.30pm – 3.00pm \* JSH 112**

**Members Present:** Aric Savage, Ron Tonkin Toyota (Committee Chair); Kerrie Keesee (Vice Chair), Vancouver Toyota; Tom Maguire, Region; Don Waters, Wilsonville Toyota Scion; Grant Lord, Gresham Toyota; Dan Morton, Kuni Lexus of Portland; John Krebsbach, Toyota; Kevin Booth, TTEN Field Consultant; Bryce Baulig, Toyota of Portland; Dave Griffin, Vancouver Toyota

**Members Absent:** Steve Schumacher, Toyota of Portland; Dave Vandelinde, Lexus of Portland; Smiles Dominici, Beaverton Toyota; Rick Murray, Royal Moore Toyota Scion;

**Clark College:** Jason Crone, TTEN Program Lead; Michaela Loveridge, Recruitment & Retention Specialist; Cathy Sherick, Assoc. Dir. of Instructional Programming and Innovation; Nichola Farron, Secretary Senior – Advisory Committees

Committee Vice Chair Kerrie Keesee called the meeting to order at 1.39pm: the Committee Chair arrived shortly after.

Approval of Previous Minutes

*The minutes of May 17 2016 and October 28 2016 were presented for approval. John made a motion to approve the minutes as written, this was seconded by Don and passed unanimously.*

Next Meeting Date

The Committee will meet again on Tuesday 16th May 2017 at 1.30pm

Office of Instruction Updates

Transformation in 2017: Remember the series of Business and Community Learns events on campus are set up to be quick and friendly ‘lunch and learn’ opportunities. FREE and open to the public, the workshops will be scheduled from 11:30 a.m. to 1:30 p.m., and held in the Gaiser Student Center, allowing people to attend on their lunch hour. Food is available in the carts on campus, and guest are welcome to bring their brown bag. Additional information to follow in emails.

•Friday February 24th Millennials in the Workforce

•Friday March 24th Pathways

•Friday May 19th The Power of Completion

\*Note: The advocacy training was very worthwhile, but attendance was low due to weather.

The new Bachelor of Applied Management in Applied Science (BASAM) is up and running. The first cohort of sixteen students has started the program this term. Please continue to share this opportunity with community members and potential students, your outreach is powerful!

The Culinary program facility is now under construction and work is moving at a fast pace to open the program in the fall of 2017. Again, share this opportunity with community members and potential students, your outreach is powerful!

The Growing Our Future 2017 Food Summit will be Friday, February 10, 2017, 8:00 a.m. to 5:00 p.m. at the Clark College Columbia Tech Center, 18700 SE Mill Plain Blvd. Vancouver, WA. This will be an opportunity for the community and business to join the college community in a discussion about the opportunity for an Agronomy/Ecology program at Clark College.

Follow up from Previous Meeting – Discussion of Compensation Plans

Dan provided copies of his dealerships policy. Aric then discussed how there may be issues having complete continuity between all dealerships as regards to a set pay structure as all work somewhat independently: however, it would be possible to come up with general standards. He continued by illustrating how he and Jason had discussed a plan that could be formulated to share with students when they enter the dealership. Despite the quarter system, Aric is hoping to have the set up arranged so that students can spend 3 to 6 months on the express line before school begins to give them exposure to a mentor.

Kerrie commented that she was impressed with the plan set up by Aric, and suggested that the key is outlining the career path options to students so that they can see the potential for progression.

Jason continued that the hope is to not only focus on pay, but also on setting up markers for student success, and aligning the educational goals with the dealership plans. A good compensation plan should be achievement-based, for example certification that ties in with educational objectives. He reiterated the focus on aligning the needs of the business with the goals of the program.

Tom highlighted that a fixed plan for retention is also essential for maintaining the morale and engagement of the student: there may need to be a higher investment in wages from dealers, but that will translate into long term success. Aric noted that a raised wage also means raised expectations from his side in terms of professionalism and productivity from the student.

Don continued that he takes the opportunity to demonstrate to technicians that going into the program yields better results for them in the long term, and highlights that completion of the TTEN track is a quicker means of progression.

Cathy also discussed how the average age of a Clark College student is 27, so technicians should not be deterred about entering College at a slightly later stage.

Aric then detailed more about his current compensation plan: completion of ASEs is rewarded with a higher pay rate per hour. Once students arrive in the dealership, they are offered a 5-year contract that pays them back $20000. For the first year they are paid a $200 per month stipend in addition to their hourly rate. This increases to $250, $300 and $400 across the years, with a $500 per month stipend in year 5. By year 5, he expects the technician to be striving for an L1 certification for a remuneration of $22p/h. This plan is based on a desire to have 3 students in the shop every year, and also to increase the pool of students. The student has the option to leave at any point, and the contract is not necessarily a guarantee of employment. However, it gives the student 5 years of work, and also fosters a sense of loyalty. Jason confirmed that the history of the program has demonstrated that students normally opt to stay with their dealership for an extended amount of time.

Don continued that, with the increase in the number of cars and drivers there needs to be an increase in the number of students and graduates from the program.

Tom mentioned the recent dealer publication that has been circulated in the company which specifically highlights the need for technician recruitment, retention and training. Dealers are asking for increased enrollment in TTEN schools, and are going to the highest levels of Toyota to ask for support in making that happen. He outlined than in approximately 2 weeks, the committee members will receive a letter from him that will ask for increased support from the dealership heads and service managers to put money aside to budget for recruitment and program support. He continued that the Region is probably only at about 40% capacity in terms of TTEN, and the difference will be dealers providing resources for recruitment: the task is not solely on Michaela.

Kevin continued that intake at other Colleges is partly driven by Dealers going into High Schools and creating leads and potential students themselves; many dealers have good relationships with multiple local high schools.

Dan Morton then outlined his plan: the TTEN program is viewed as a component of an overall partnership with the school. Students are put in every department, including the call center or valet, to learn every part of dealership before entering the shop. He emaphised the importance of them having familiarity with all sections of the store before they go into school. Students start at an hourly rate, progressing to a flat rate by the end of the program according to the pay grid. In addition, students are always paired with a master technician except for the one day a week they are placed on Express.

In response to a question form Jason regarding increased pay for ASE completion, Dan outlined that a yearly assessment is carried out to review ASE achievements within the period and pay adjusted accordingly. Aric also commented that this matched his plan: completion of ASEs demonstrates ambition and relates to increased productivity.

Cathy asked the committee if there was a desire to get close to a cohesion amongst the dealers in terms of a plan. Dave expressed the idea that whilst the dollar figure may vary, especially in view of different tax requirements etc., he hoped that a process could be agreed on.

Kevin confirmed that the objective of the group is to get an internship and compensation plan that are aligned. As such, he proposed that the May meeting be devoted to ensuring that a homogenized plan is created.

Action Item: Jason will collect all compensation plans from Dealers and then share with committee members in preparation for May meeting to facilitate drawing up of joint plan for recruitment etc.

Kevin will help facilitate the May meeting so that the committee can focus on specific issues that have been highlighted.

Aric also asked for the breakdown of the course content/ curriculum

Action Item: Nichola will load the curriculum to the Committee web page and notify members when it is available.

Recruitment Plan – Michaela

Michaela highlighted the key points from the recruitment document she has prepared for the program.

The document is based on a targeted recruitment process that starts with surveying the needs of Dealers, assessing technician requirements, number of stalls in the shop etc. In addition, Michaela illustrated the lists of local high schools that she works with to identify potential recruits.

Before meeting the dealer and taking steps to arrange a potential job shadow, Michaela connects with the student and their instructor, as well as meeting with their parents to ensure support is in place.

Michaela highlighted the interest card included in the recruitment plan: these are distributed to students to complete and submit to highlight their potential interest. Last year she collected 760 total lead cards, with about half of those expressing interest.

This year, there are 10 students in place for the 2017 class, with 10 more spots open: to combat inevitable attrition, Michaela is aiming for 22 to 24 students.

Kevin continued that it was important for the Committee to recognize the financial commitment Clark College has put in place to support the program in terms of allocating specific staff.

Don continued that the long term recruitment goal should always be to build a pool of students so there is a constant flow of technicians, and the periods where students are in the classroom are covered.

Aric reiterated that he is always hiring, with 14 Service Advisor slots currently open. He then asked Tom and Kevin, as representatives of the Region, whether Toyota has a written plan with a commitment to recruitment. For example, with the Portland Auto Show approaching, will Toyota plan to attend in a recruiting capacity? Don continued that he hoped Toyota would be able to assist with tangible methods to cultivate brand loyalty with potential students, for example, proving dealers with a budget to facilitate this.

Kevin explained that, despite allocating funds for mainstream advertisements etc., few leads will be generated for Toyota despite the costs involved: and this has typically been the case at Auto shows. He emphasized that real results are seen when the dealers cultivate relationships with the high schools. Michaela offered the committee members the opportunity to accompany her to school visits, and spoke to the effectiveness this can have for students when they have the opportunity to meet managers.

Web Linking

As the meeting had gone beyond the scheduled time period, the discussion regarding potential links between college and Dealer websites will be held at a future meeting.

Aric formally adjourned the meeting at 3.31pm

Prepared by Nichola Farron