

# AUTOMOTIVE

An idea to meld two existing programs



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# WHY?

Why reconsider Auto Body in some aspect at LCCC?

## Community Support

The proposal to close the Auto Body program resulted in intense industry support. While this support doesn't override the data and information about changes in industry and enrollment challenges that resulted in the closure decision, it does indicate there could be an area where Auto Body might fit as part of, rather than a whole, program.

## Maintain Exceptional Faculty

Rob Benning, Auto Body Faculty, has always been an exceptional faculty member in his unwavering support of students and ensuring their success. His devotion to excellence in the program is seen in the annual grants he writes for tools and the maintenance of ASE and I-Car accreditation. His connection to students and alumni was made even more evident in their many emails this spring to keep him as part of the LCCC family.

## Continue to serve industry

The data and changes in the Auto Body industry are strong to support the closing of the program, however, there is still a need for well-rounded technicians that come with basic skills and can be trained on-the-job in aspects of auto body

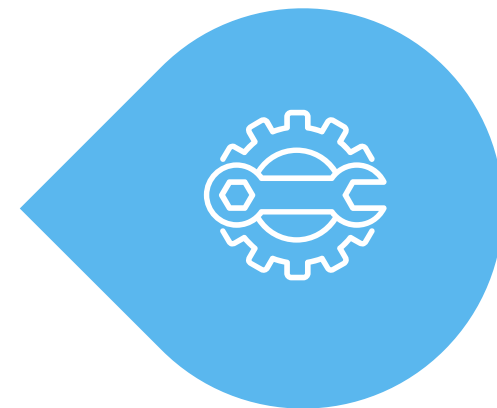
# IDEA ROADMAP

A four-part plan



## Program Proposal

Modify the existing Automotive Technology program to incorporate aspects of the Auto Body program.



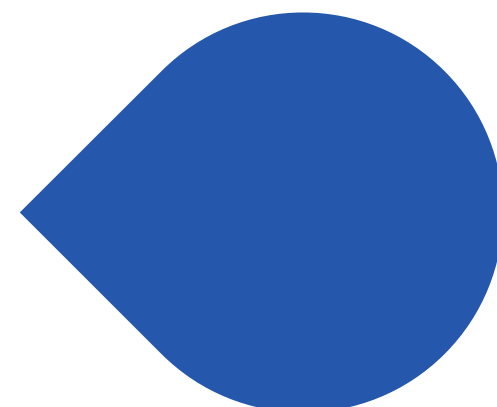
## Equipment and Funding

Utilize One Time Funds to modify the existing Automotive Technology area to incorporate some aspects of tools and equipment from Auto Body.



## Faculty

Maintain the Auto Body faculty through retraining, creative course load assignment in a transition year, and programmatic growth in Automotive.



## Marketing and Recruiting

The College commits to working with the Automotive faculty to develop and implement a robust marketing and recruiting plan starting in fall 2021 to build a cohort of 30 students in fall 2022.

# PROGRAM MODIFICATION

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Modify Automotive Technology for re-launch in fall 2022

## Auto Body Influence

The new Automotive program should include some aspects of Auto Body based on industry input. These will be new classes and combined courses with existing Automotive Tech offerings (examples: tools and equipment would now cover both parts of the industry).

## Second Year Credit Diploma

Modifications will continue for fall 2023 with the option for AAS Trades and Tech students to earn an advanced credit diploma in the Automotive program over two additional semesters.

## Research

Research must continue this summer to identify industry needs and student desires to build a combined program. This research should include surveys, advisory committee meetings, and industry research.

## Diverse Course Offerings

In order to reduce the overall faculty workload in automotive and offer two cohorts, existing classes must be combined, and new courses added to the program from outside automotive including Soft Skills and Safety.

## Fall 2022 Scheduling

The new automotive program will be launched in fall 2022 with two cohorts of 15-18 students each. The program offerings should meet the timing needs of students (morning/afternoon/evening) and a spring and fall start.

# EQUIPMENT & FUNDING

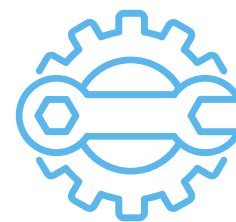
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Consolidate and update Automotive program



## Facilities

The expanded Automotive program will reside in a remodeled Automotive Tech space. This remodel will require the removal of walls, new ventilation, and more, to accommodate aspects of Auto Body



## Equipment

The new program could incorporate one paint booth, the mixing booth and existing tools, but to grow to 30 students by 2022, new tools, trainers, and vehicles must also be considered.



## Financial Support

The College could utilize resources available due to the Pandemic including One Time Funds that would support this proposal. The cost is high as the movement of the paint booth alone will exceed \$100,000.



## Timeline and Limitations

Physical changes to the Automotive Tech space must be completed without impacting the school year as there are 19 students who have applied for fall 2021 in Automotive Tech. Programmatic modifications must be completed and launched by October 1, 2021.



# FACULTY

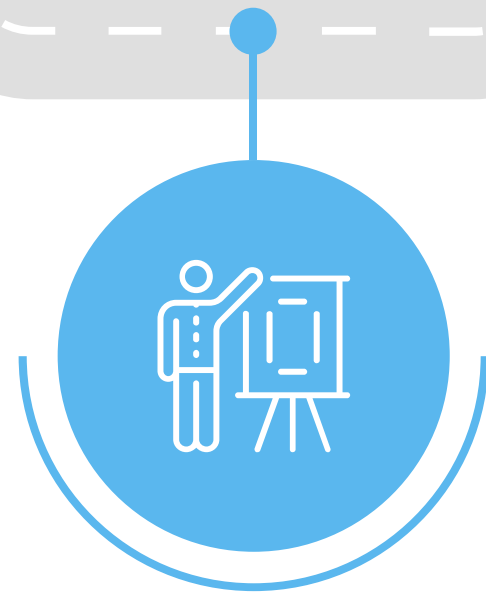
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## Smart growth toward a two-faculty program



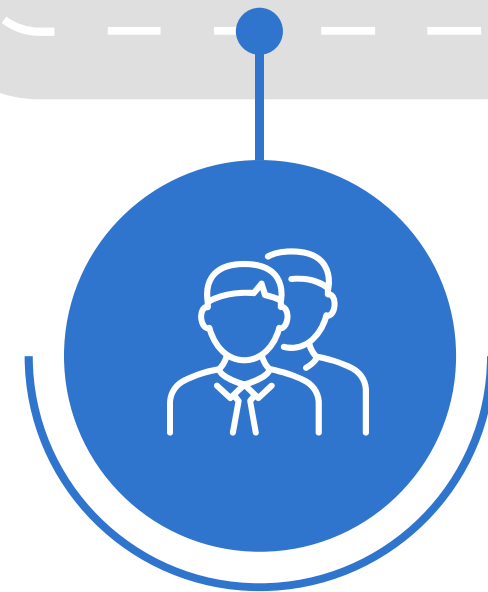
### Retraining

Rob Benning will engage in ASE training to earn certifications to teach in areas of Automotive Technology by fall 2021. Training will be paid from the VPAA budget. Both automotive faculty will continue to work with industry and expand knowledge into new technologies that can be brought to the classroom.



### 2021/2022 Faculty Load

Rob Benning's load in the transition year will be a combination of Automotive Tech and the Soft Skills class courses as well as release for curriculum modifications and facility modification consultation.



### Expanded Auto Offerings

Two faculty in a modified Automotive program will allow LCCC to offer two cohorts, morning and afternoon/evening, and spring and fall starts. This flexibility will allow for growth to at least 30 students a year.



### 2022/2023 Faculty Load

A modified Automotive program with strong enrollment will lead to two faculty with workloads of at least 30 a year (9-month faculty contract) and a more diverse faculty presence from other courses outside of automotive.

# MARKETING & RECRUITING

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Support this plan with robust College marketing and recruiting to start Summer 2021

## Admissions

LCCC Admissions will work with faculty to identify and facilitate events and opportunities for recruiting and travel with faculty (when possible). Opportunities include regional school visits, contests, industry events, etc.

## Industry

Industry must support marketing and recruiting through funding scholarships, sending employees for training, hosting events or contests (example: Puma Steel and the Steel Day Welding Contest), partnering to fund recruiting materials, etc.



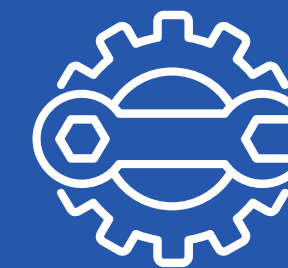
## Marketing

LCCC Marketing will work with faculty and the Dean to develop (and fund) a robust plan including, but not limited to, digital marketing strategies, mailers, posters, website upgrades, etc.



## Faculty

Both automotive faculty must engage heavily in recruiting and serve as the liaison between industry and the College as well as the point of contact for interested students. Faculty recruiting includes, but is not limited to, high school visits, phone calls, emails, student tours, event and industry recruiting, social media posts, contest participation (Skills-USA), etc.



## Goal

By fall 2022, the automotive program will enroll and graduate 30-36 students each year with opportunities for those in industry to return for advanced automotive training while earning an AAS in Trades and Technology.

# AUTOMOTIVE FUTURE

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With your approval, the future is bright!

## Hears industry and alumni support ●

The overwhelming support of Auto Body voiced by members of the industry, students, alumni, and parents is heard and addressed in this proposal in a way that allows the College to meet the requirements of a viable program and provide industry with well-rounded technicians who have a foundation in Auto Body.

The support of Rob Benning is also heard and recognized in this proposal.

## Honors the need for space for new programs ●

This proposal recognizes the need for the space currently occupied by the Auto Body program to be utilized by new program growth such as manufacturing. At the same time, it identifies expansion space near Automotive Tech that, while providing a much smaller space for Auto Body, will allow aspects of Auto Body to be continued as part of a new modified program..

## Opportunity for Two Programs to Modernize ●

Both Automotive Technology and Auto Body are ASE accredited programs and, while maintaining that accreditation consistently over the years, neither program has seen significant modifications in at least 10 years. This proposal will modernize two programs at once and allow the College to jump ahead of other similar programs in the region by offering a new and completely unique automotive transportation program.

