

# **PENNSYLVANIA COLLEGE OF TECHNOLOGY**

## **FORD-ASSET**

### **FORD PARTNERSHIP**

In 1996 the Pennsylvania College of Technology and Ford Motor Company joined in a cooperative effort with the Ford, Lincoln and Mercury Dealers and selected students to bring the Ford ASSET (Automotive Student Service Educational Training) program to the Williamsport area.

Pennsylvania College of Technology fully supports the implementation of the Ford ASSET program and commits to provide instructors, educational supplies, and well-equipped and maintained classrooms and laboratories.

Our instructors each have Masters degrees in Vocational education, are Master certified in all (8) A.S.E. categories, have L1 certification, and are certified by Ford Motor Company in all of the Ford STST classes they teach.

### **FACILITY**

A large (42,000 sq. ft.) building dedicated to only Automotive Service and Collision Repair. Ford ASSET has a dedicated lab for specific instruction on Ford products. Another building contains two engine labs (10,000-sq. ft.). A new 7,600 sq. ft. facility, the Advanced Automotive Technology Center, complete with 2 chassis dynamometers for emission training, performance testing, alternative fuels, senior capstone project, and advanced automotive systems repair.

### **ACCOMPLISHMENTS**

In 1994 a Penn College Automotive student placed 3<sup>rd</sup> in National VICA contest.

In 1997 Penn College hosted the State VICA competition.

In 1997 and 1999 the American Automobile Manufacturers Association/American Vocational Association (AAMA/AVA) was awarded to Penn College.

In 1998 Penn College hosted NACAT (North American Conference for Automotive Teachers).

In 1998 Penn College was awarded NATEF (National Automotive Technicians Education Foundation) certification in all (8) of the ASE Automotive Technician's certification categories.

In 1999 and 2000 a Penn College automotive student was the winner in post-secondary automotive category at Pennsylvania State VICA.

# **PENNSYLVANIA COLLEGE OF TECHNOLOGY**

## **FORD-ASSET**

The Automotive Student Service Educational Training (ASSET) program represents a high technology program that requires close cooperation between Ford, Lincoln, and Mercury dealership sponsors, students, and the Pennsylvania College of Technology. All parties must recognize the primacy of the educational experience. Ford Motor Company has provided extensive support to the college in the form of donations, and staff consultations (both of which are on going), Penn College can offer an excellent program where state-of-the-art is the norm. In order to help realize this goal, mutual responsibilities, which are necessary to meet program objectives, are outlined below.

### **STUDENT RESPONSIBILITIES**

1. Maintain a sound academic record with a minimum G.P.A. of 2.0 at the college.
2. Maintain a professional attitude while employed at the dealership.
3. Maintain a scholarly attitude while attending classes at the college.
4. Purchase and maintain his or her own tools. A standard list of tools which are required will be provided to the student
5. Wear Dealer provide work uniforms during school and dealer work periods.
6. Be responsible for all costs associated with tuition, fees, non-Ford provided textbooks, housing, and meals.
7. Maintain a valid drivers license

### **COLLEGE RESPONSIBILITIES**

1. Ensure the academic quality of the ASSET program. Assist students with academic and student support services
2. Provide administrative coordination of the ASSET program. This includes visiting and evaluating students during each dealership experience.
3. Implement a curriculum that will meet Ford Motor Company needs and maintain NATEF standards. The college will keep the dealer informed as to what the student is trained on in the classroom, so that those same skills can be enhanced and applied during the dealership experience phase of each semester.

## **SPONSORING FORD/LINCOLN/MERCURY DEALER RESPONSIBILITIES**

1. Provide the ASSET employee with uniforms. To be worn both on-campus and during the co-op work experience.
2. Provide the student with a work environment where he or she can learn by putting theory into practice in a real work situation.
3. Agree to pay trainee during periods of dealership-coordinated work experience. The pay should reflect the trainee's progress in the program and be consistent with pay for similar jobs in the area. **DO NOT UNDER PAY THE ASSET EMPLOYEE. A FAIRLY PAID EMPLOYEE WILL BE A BETTER EMPLOYEE.**
4. Provide PTS ID and Password
5. Inform the college when the ASSET employee is having problems. The ASSET employee should not be expected to repair components or systems he or she has not worked on in the classroom or college laboratory. It is suggested that an "In-Dealer-Coordinator" be assigned to work with the student.
6. Dealer agrees to terminate employment in the event the ASSET employee drops out or fails to graduate from the program.

It is assumed that when an ASSET employee accepts admission into ASSET, and when the Ford/Lincoln/Mercury dealer agrees to sponsor him or her, all parties accept the above responsibilities.

## **DEALERSHIP BENEFITS FROM ASSET**

During the two (2) years in which the student is involved in Ford ASSET, he or she will be receiving the same type of training as the professional Ford technician who attends the Ford training center.

The student is also required to take an additional nineteen (19) credits, including math, written and oral communication, and general electives.

The student will receive ASSET certification in 30 product service training classes needed toward meeting the dealership's training standard requirements.

Some of these certifications will change from year to year as the training standards change.

When looking at these ASSET certifications, please keep in mind that the Daily Cost, to the dealership, of sending one of their technicians to school is approximately:

\$ 92.72	Paid to tech to attend school
371.82	Total labor lost because the tech is in school
325.44	Average price of parts lost with tech in school
<hr/>	
789.98	Total + benefits, travel, etc.

The dealership's cost of sending an ASSET student/employee to school is the price of his/her uniforms and the wages that you pay him/her when working at the dealership. THE MAJOR INVESTMENT IS PAID BY THE STUDENT, WHILE THE DEALERSHIP'S INVESTMENT IS MINIMAL.

**SEVERAL DEALERSHIP GROUPS PROVIDE THE STUDENT WITH SOME FORM OF FINANCIAL ASSISTANCE.**

IF YOU WOULD LIKE MORE INFORMATION ON HOW TO FINANCIALLY ASSIST YOUR ASSET TRAINEE, CALL CHRIS VAN STAVOREN AT (570) 326-3761 EXT. 7436.

## EMPLOYEE RETENTION

### Why ASSET employees leave the Dealership after Graduation

1. Trainee is used primarily to perform non- productive work:
  - a. Porter
  - b. Janitor
  - c. Painter
2. Work assignments do not reinforce classroom training
3. Trainee assigned to his own work area and left to his own initiatives
4. Trainee does not learn from other technicians
5. Trainee assigned to lube rack, wash rack, or leaks squeaks, and rattles, for entire co-op.
6. Trainee is placed on a flat-rate pay plan as though he were a productive technician.
7. Not treated as a valued employee by management or other technicians.
8. Trainee views this as a job with low pay and no future.
9. Trainee feels he is not receiving the kind of training he is paying for (tuition).
10. Management views ASSET as a source of cheap labor.

### Why ASSET employees remain with Dealer employer after Graduation

1. Trainee is assigned to perform productive work.
2. Work assignments fully support classroom training
3. Trainee has full support of management and other technicians.
4. Trainee assigned to work with dealer's Master Tech's.
5. Trainee performs a wide variety of tasks.
6. Trainee is paid a competitive hourly wage, with increases based upon productivity and academic performance.
7. Trainee treated as a valuable member of the dealer service team.
8. Dealer management makes sure trainee knows he has a future at the dealership with good earning potential.
9. Trainee feels the training he received during Co-op was high quality and a good value.
10. ASSET is viewed as a resource for trained technicians and employee development.

## **HOW CAN I GET AN ASSET STUDENT?**

1. Select a candidate from one of the local schools, an individual who would be an asset to your business.

Have this candidate contact one of the contact personnel listed below for the Penn College ASSET program.

2. Call one of the contact people listed below and state your interest in sponsoring a student/employee. If we have any ASSET candidates living in your general area, we can have them contact you to set up an interview. You can select the student/employee that would best fit into your organization.

Contact Personnel at Penn College:

John Cuprisin  
One College Ave.  
Williamsport, PA 17701  
(570) 326-3761 ext. 7859

Chris Van Stavoren  
One College Ave.  
Williamsport, PA 17701  
(570) 326-3761 ext. 7436

**PENNSYLVANIA COLLEGE OF TECHNOLOGY**  
**Ford ASSET Program**  
**Estimated Student Cost**

<u>Semester</u>	<u>In-State Tuition</u>	<u>Out-of-State Tuition</u>
1 <sup>st</sup> Semester – Fall 15 credits	\$4740.00	\$5970.00
2 <sup>nd</sup> Semester – Spring 15 credits	\$4740.00	\$5970.00
Semester – Summer 12 credits	\$3792.00	\$4776.00
3 <sup>rd</sup> Semester – Fall 15 credits	\$4740.00*	\$5970.00*
4 <sup>th</sup> Semester – Spring 16 credits	\$ 5056.00*	\$6368.00*
Books	\$ 900.00	\$ 900.00
Tools**	\$ 2,300.00	\$ 2,300.00
Totals	\$26,368.00	\$32,254.00

\*Based on current tuition costs.

Prices include capital fee, computer fee, and student activity fee. Does not include laboratory-instruction fees, room and board or other costs not assessed on a per-credit-hour basis.

\*\*Price for Snap On tools. Students may purchase other brand tools.