

# Program Review Executive Summary

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## Automotive Technology

### Majors Reviewed:

- *Automotive Technology Management, B.S.*
- *Automotive Service Sales and Marketing, A.A.S.*
- *Automotive Technology, A.A.S.*
- *Automotive Technology: Ford ASSET, A.A.S.*
- *Automotive Technology: Honda PACT, A.A.S.*
- *Automotive Technology: Mopar CAP, A.A.S.*
- *Automotive Service Technician, Certificate*

2015/2016



Opportunities for Automotive Technology Management (BAU), Automotive Service Sales and Marketing (AK), Automotive Technology (AU), Automotive Technology: Ford ASSET (FA), Automotive Technology: Honda PACT (AH), Automotive Technology: Mopar CAP (CG), and Automotive Service Technician (AM) continue to increase as the demand for technicians persists across the industry. Support for these majors from industry partners is strong and continues to grow.

Upon completion of the Engine Repair Center renovation in Summer 2016, all lab spaces will have been recently constructed or renovated. Equipment needs are mainly in the area of technology upgrades that reflect industry trends. Industry relationships result in important donations of lab vehicles that provide students with hands-on experience with current technology. The “live work” labs are helpful in providing students with learning opportunities across a good mix of manufactures and real world projects. These labs are also an excellent resource for teaching valuable customer service skills.

These majors have dedicated and active industry advisory boards as required by accreditation. The Automotive Technology Management (BAU) bachelor’s degree is accredited by the Association of Technology, Management, and Applied Engineering (ATMAE). The BAU major, which was reaccredited in 2016, is one of only a few automotive degrees accredited by ATMAE. The associate technician degree majors are accredited by the National Automotive Technicians Education Foundation (NATEF). The last reaccreditation for these majors was 2014.

The Penn College Motorsports Association (PCMA) is the automotive-based student club on campus. The club enjoys strong membership and has actively worked with the local chapter of the Sports Car Club of America to host autocross events. The PCMA has recently purchased a Honda that the members are preparing as a club car for the autocross. Additionally, PCMA has partnered with the local Favors Forward Foundation to address vehicle-related needs for community residents who are facing hardships.

**Recommendations**

- Increase donations of or purchase other late model OEM vehicles.
- Revise curriculum based on a review of outcomes assessment to include course sequencing.
- Increase OEM program enrollments through purposeful recruiting and marketing.
- Increase secondary school interactions through continued visitation/presentations, on-campus events, and increased communication.
- Examine student preparation and explore strategies for increased student success in the technical coursework.
- Continue expansion of PC Now for automotive courses with high school programs of distinction.