

**TOYOTA T-TEN ADVISORY COMMITTEE - MINUTES**

**Thursday, November 4th, 2021 \* 2:00-3:30pm**

**Zoom Online**

**Members Present:** Kerrie Keese (Vice Chair), Vancouver Toyota; Darren Clark, Wilsonville; Adam Fogg, Toyota Motor Portland Region; Jeff Harbaugh, Toyota Motor Portland Region; Brian Hebert, Toyota Motor Portland Region; Devin Henry, Dick Hannah Toyota Kelso; Jay Herst, Southern Oregon; David Powell, Gresham Toyota; Dave Rupert, Gladstone Toyota; Jill Saunders, Toyota Motor Portland Region;

**Members Absent:** Aric Savage, Ron Tonkin Toyota (Committee Chair); Paul Lee, Toyota; Scott Michael, Toyota of Portland; Rick Murray, Royal Moore Toyota Scion; Brian Maloney, Toyota Motor Portland Region; Mike Moffit, Vancouver Toyota Motor; Dan Morton, Kuni Lexus of Portland; Ben Norris, Beaverton Toyota; Scott Sandford, Toyota Motor Portland Region; Steve Schumacher, McMinnville Toyota; Don Waters, Wilsonville Toyota; Jim Waters, Beaverton Toyota; Tyler Woodhouse, Dick Hannah Toyota

**Clark College:** Tonia Haney, TTEN Coordinator and Instructor; Mike Godson, Instructor; Dannie Nordsiden, Instructor; Hernan Garzon, Student Recruiter and Retention Specialist; Wende Fisher, Advising; SueAnn McWatters, Program Specialist – Advisory Committees

SueAnn McWatters called the meeting to order at 2:04pm and introductions were made.

**MINUTES OF PREVIOUS MEETING**

The minutes of *April 22nd, 2021* were presented for approval: Dave Ruppert made a motion, Brian Hebert seconded and was passed unanimously.

**NEXT MEETING DATE**

The committee will next meet on **Thursday, June 9th, 2022 at 1:00pm via Zoom Online.**

**OFFICE OF INSTRUCTION ANNOUNCEMENTS**

Armetta Burney made the following announcements:

The college just hired a new Vice President of Instruction named Paul Wickline. A new Vice President of Student Affairs named Michelle Kruse has also been hired.

Starting winter term, the campus will be considered a fully vaccinated campus. Either you have a vaccination or been approved for an exemption. Since the start of the term, there have been 31 COVID cases, not transmitted on the campus.

**STUDENT PROGRESS UPDATE**

*2nd Year Cohort*

Tonia shared a current list of 2nd year students as well as their ASE levels. Every student is eligible for graduation as soon as they have finished their core courses. This was the first full cohort of COVID based students and they are doing very well.

*1st Year Cohort*

The program started with 18 students but has dropped to 17 students. They are a very strong group.

**RECRUITING UPDATES**

Hernan Garzon spoke on presenting to five different high schools already. So far, they have generated about 190 leads. Out of those 190 leads, there are about 100 yes leads that he is currently scheduling interviews and tours. He still needs to present at more high schools. He has a presentation at Tigard High School the following week. He also has a presentation at Kelso High School coming up soon. He briefly talked about the presence of having service managers at these presentations and how helpful it is to have their insight.

He had a conversation with the organizers of the Seattle International Auto Show where they will be displaying the Clark College Auto video. He also shipped out TTEN, HiTECC and Clark College flyers to be distributed at the show.

Brian Hebert asked about the Portland Auto Show and if Hernan had heard any update about from them. Hernan replied saying that he has left a few messages and has yet to hear back.

**INTERNSHIP UDPATES**

Dannie Nordsiden was able to go out and visit the 1st year students in their internships. He found that it allowed students and mentors to really get to know each other better. Many of the students are off the lube racks and are with mentors.

Winter internships will start after the 1st of the year on January 6th.

The program ran the professionalism course for automotive. Dannie asked for feedback on any improvements or changes that the industry might like to see.

**PROGRAM UPDATES**

*Summer Bridge Program*

Mike Godson spoke on the alignment with Guided Pathways and why it was important to start this program. Many students were unprepared coming into the program, so he found it necessary to help. Mike shouted out Dick Hannah Dealerships. They completely funded the course and paid tuition for ever student that enrolled in automotive. This allowed students to navigate all the systems and get everything set up to be ready by fall term. It was a great first round success.

*Professionalism in Automotive*

Brian Hebert suggested that the students write their cover letters and resumes to put these learned soft skills to the test. This is a great course.

*Cascadia Tech*

The program could not do dual credit with the high schools however, the program was able to create an MOU where students who are working through the ASE accredited high schools can participate in the classes at a reduced cost. It was launched this year at the Cascadia Technical Academy. Tonia has been in touch with the other ASE accredited school which is Aloha High School.

*How are current students doing?*

Kerrie Keesee spoke on the changes put in place have been a much more positive result. Students having no experience have been thriving.

Dave Ruppert also agreed that the new changes have been great, and he has seen a positive impact.

**TMNA/REGION UPDATES**

Jill Saunders stated that they are still planning to move forward with the ASE Recognition Program. Students need to have 2 ASEs for a student to graduate from the TTEN program. Students achieving 5 ASEs are eligible for a TTEN polo. Students that achieve 8 ASEs are eligible for a polo and a jacket. A student that receives all 8 ASEs and L1 are eligible for a mongoose cable, a polo, and a jacket.

She reminded everyone the importance of students being paired with a mentor when they are out at the shops. The TTEN program wants to make sure that students can learn and apply those hands-on skills that they are learning in the classroom. This helps with retention at the stores as well as the retention in the program.

Clark ran a pilot for the hybrid course. Moving forward, the students will be graduating with an 071 and 072 credit. Students will not be considered hybrid certified unless they have the 4 ASEs on that course map that go along with hybrid certification.

Brian Hebert talked about the importance of the TTEN program and gave some statistics on why it is important to find staffing.

Steering Committee for Dealer Council insight and direction setting

* Who:
  + Dealer Council members
    - Russ Humberston Jr. – Beaverton Toyota
    - Jim Colon – Marysville Toyota
  + Region Associates
    - Jeff Harbaugh – Portland
    - Chris Peterson – Central Atlantic
  + TMNA NAQ Executives
    - Kent Rice
    - Howard Abrams
    - Mark Nazario

Current Initiatives

* Promote the Career Path
  + T-TEN.com refresh
  + High school & dealer marketing materials
  + Social innovation scholarship program (leveraging dealer match)
* Build the Talent Pipeline
  + T-TEN/TECS/TECS Elite program enhancement
  + ASE remote testing
  + Dealer grassroots efforts utilizing recruiting in-a-box at PMA level
* Hire & Onboard Techs
  + Recruiting guide/R&R (dealer portal)
  + Virtual recruiting training & assets (dealer portal)
  + OEM tenure exchange

Technician Hiring and Retaining

* New hire tool program
  + Defined set of tools available through national program (target 0-2 years experience)
  + Discounted from Snap-On
* Recruiting/onboarding/retention workshop – pilot January 2022 Portland region
  + Recruit – how to identify and recruit the right technicians
  + Onboard – how to develop smart onboarding strategies
  + Retain – how to work with employees on career planning activities that drive retention

Many new vehicles are starting to become more popular, especially hybrids. In the PNW, hybrid share of vehicle sales outpaces the rest of the country. 8% of the total industry is hybrid vehicles, but the Portland region itself covers 40% of the hybrid industry.

Coming spring, Toyota is producing the first battery electric vehicle called the Beyond Zero (BZ4X).

“We want to be the department store of powertrains.” – Bob Carter. Brian spoke on being available for everyone’s needs.

Brian thanked the college as well as all of the service managers and staff that have worked so hard throughout COVID and continue to push the program and its success.

**OPEN DISCUSSION/NEW BUSINESS**

Tonia Haney spoke on the Advanced Technology course. There was space intentionally created in the class for a revolving content based on the industry needs. Currently, it is being filled with the ADAS systems, but if there are areas/technology that techs are struggling with, the program can develop and place it in this course.

Meeting adjourned at 9:21am.

Prepared by SueAnn McWatters