



# Education & Training Committee

July 30, 2009

# Committee Members



Gene	Lopez	Seidner's Collision Centers
Dusty	Womble	Roger Beasley Collision Ctr
Farzam	Afshar	Verifacts Automotive
John	Bosin	EDM Davis LLC
Rod	Enlow	CCAR
Fred	Iantorno	CIECA
Bob	Keith	CARSTAR
Scott	Kruger	I-CAR Education Foundation
Tony	Molla	ASE
Jeff	Peevy	I-CAR
Richard	Perry	Chief Automotive Systems
Rick	Tuuri	Audatex, a Solera Company



The next 30 years

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# Responding to an Industry Need



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# I-CAR...

A not-for-profit training organization developed by the collision repair inter-industry for the collision repair inter-industry.



# Acknowledgement of Management

- I-CAR belongs to the collision repair industry
- It must stay engaged with the industry
- It must solicit and receive comprehensive direction from the industry segments served
- It must confirm interpretation of feedback is accurate
- It must respond to feedback precisely to provide for the needs of the industry



# Acknowledgement of Management

- And that this response must be
  - Timely
  - Relevant
  - Efficient
  - At the lowest cost possible
  - Effective



# Acting Upon the Acknowledgement

- Industry Segment Advisory Councils (ISACs)
- Industry Association outreach efforts
- Surveys
- Regular review of customer issues
- Systematic gathering and review of feedback





# Acting Upon the Acknowledgement

- International Advisory Committee
- Field Reports: Continuous industry interaction
  - Key industry contacts
  - 1000+ volunteers
  - 320 industry instructors
- Gold Class Professionals and Platinum Individual Advisory Council



# Gathering Feedback



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# Inter-Industry Surveys

- Student post-class survey
  - 6754 responses
  - Class satisfaction
  - Instructor satisfaction
- Owner/manager/industry leader surveys
  - 885 responses
  - Course content
  - Concept interest
  - Satisfaction with I-CAR
  - Identification of strengths and weaknesses

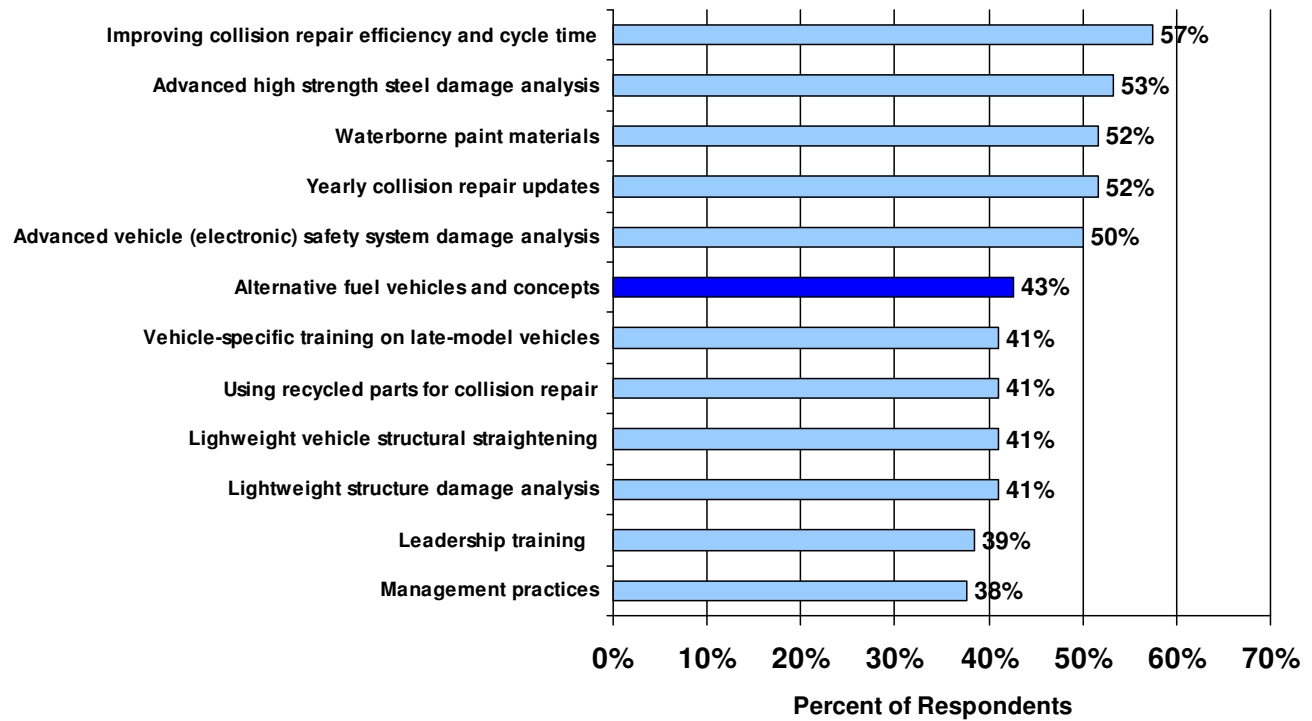


# Inter-Industry Surveys

- I-CAR volunteer and instructor surveys
  - 318 responses
  - Satisfaction with I-CAR
  - Identification of strengths and weaknesses
- Service level satisfaction surveys
  - 110 responses
  - Training Manager
  - Customer Care experience
- Other surveys
  - Gold Class Professionals and Platinum Individual program satisfaction and perceptions survey



# Top 12 Concepts



# Putting Feedback to Work



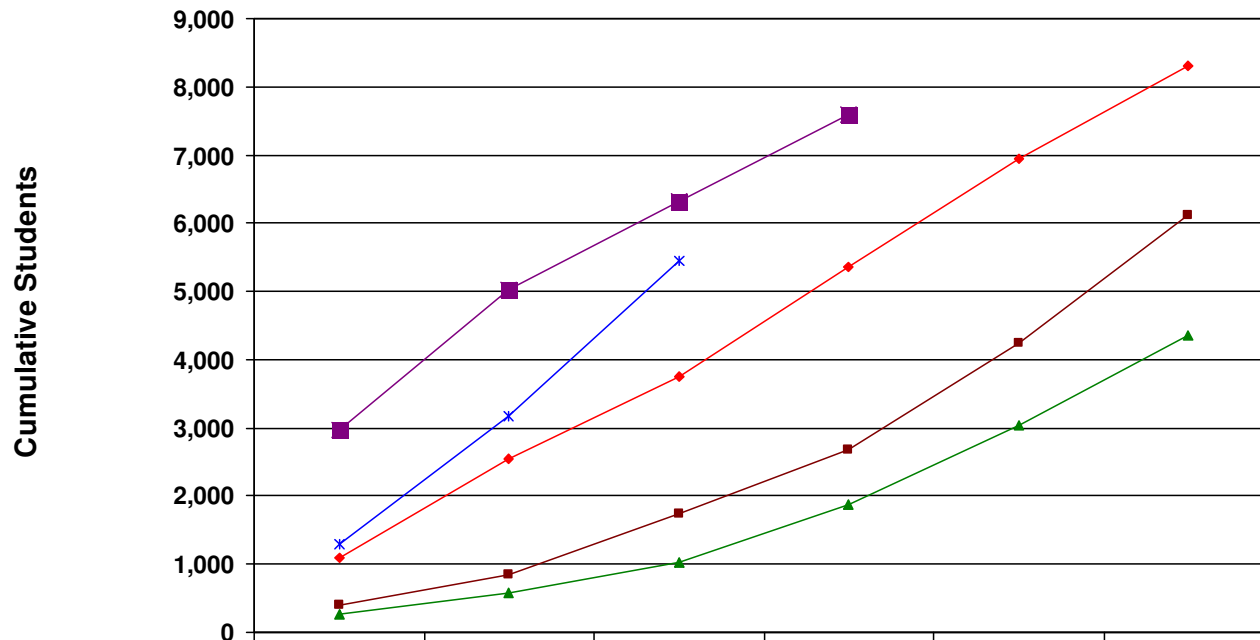
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# Improvements in I-CAR Classes

- Input from ISACs: Success in product launches
  - November 2008 – Hybrid Electric and Alternative Fuel Vehicles (ALT02)
  - March 2009 – Waterborne Products, Systems, and Application (REF07)
  - April 2009 – Overview of Cycle Time Improvements for the Collision Repair Process (CYC01)
- ISAC involvement benefits two new programs being launched on Saturday
  - Collision Repair for Select High Volume Vehicles (POP01)
  - Vehicle Technology and Trends 2010 (NEW10)



# A Look at the Five Most Recent Product Launches



	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
ALT02 (NACE 2008)	1,089	2,535	3,750	5,355	6,953	8,313
SPS07 (NACE 2007)	405	856	1,750	2,678	4,248	6,122
SPS08 (NACE 2007)	279	587	1,022	1,877	3,043	4,355
REF07 (Mar 2 2009)	2,980	5,030	6,310	7,602		
CYC01 (Apr 13 2009)	1,294	3,162	5,442			





# Industry Recognition of Program Quality

- Hybrid Electric and Alternative Fuel Vehicles (ALT02)
  - Very good information. I have recommended this class to everyone in the field I have seen since taking this class. *–Chris Shepherd, technical college instructor*
  - We are very pleased on the information obtained from the class. Having attended the class made a recent repair on a new hybrid easier. *–John Melendez, collision shop owner*
  - I-CAR continues to give me some of the most up to date info I can find and I am often more informed then some of the repairers in my area. Thank you. *–Michael H. Smith, insurance adjuster*



# Industry Recognition of Program Quality

- Waterborne Products, Systems, and Application (REF07)
  - Program was excellent, relevant to current industry trends, instructor was knowledgeable & kept class attention through use of examples, videos and discussion. Thank you. *–Danielle Kemp, insurance adjuster*
  - The program was great. It will take a little change and training time but great information to know before changing. *–Heather Swithenbank, collision shop estimator*
  - Information was good and on point. *–Dwayne Smith, refinish technician*



# Industry Recognition of Program Quality

- Overview of Cycle Time Improvements for the Collision Repair Process
  - Our entire crew (myself included) attended the new cycle time class, last night. IT WAS GREAT! My guys came into work this morning talking about how they could implement all the things they saw. I have discussed this stuff with them in the past, but for them to hear it from I-CAR seemed to get them to buy in to the ideas. Thank you I-CAR, and thank you to the volunteers that helped make this happen. I look forward to working with you to see the same types of results from future programs. *-Craig Griffin, collision shop owner*



# Industry Recognition of Program Quality

- Overview of Cycle Time Improvements for the Collision Repair Process
  - I recently attended an I-CAR class, Cycle Times, which touched on the subject of lean. It was a great class. If you're interested in improving the time it takes repair a vehicle at your shop, then I would recommend you attend this class. *–Donnie Smith, technical college instructor*



# Industry Recognition of Program Quality

- Overview of Cycle Time Improvements for the Collision Repair Process
  - After having my employees go through the class what a huge improvement and difference in the shop. The shop and techs implemented within the first week and our production has already improved. The Cycle Time class truly put a spark in our facility. Toby Chess connected with the techs on all levels, and the techs have respect for him, he changed both the technical and culture aspect of the way his techs think. It was a win-win situation and class for everyone!” *–Matt Kove, Owner Carmat Collision Center*



# Industry Recognition of Program Quality

- Overview of Cycle Time Improvements for the Collision Repair Process
  - This had to be the one of the best I-CAR classes I have attended. By applying the concept to my training of estimators and the shops we have seen a marked decrease in cycle times. Highly recommend this class to everyone. *–Charlie Johnson, insurance company trainer*
  - This is the best class I have seen I-CAR put together yet...this is relatable to all facets of a facility. *–Robert Taylor, collision shop manager*



# Industry Recognition of Service

- Training Manager
  - I love it. I save nearly 20 hours per month on our company's training evaluation and analysis *–Rose Grenell, corporate training manager MLO collision repair facility*
  - This will allow us to take advantage of what we need as a team for utilizing the I-CAR as a valuable training resource. *– Byron Loney, insurance company claims trainer*



# Industry Recognition of Service

- Training Manager
  - I'm thrilled and can't wait to see more shops get set up. It's a very effective way to do things and answer our questions. It really mainstreams business. *–Chris Knepler, manager MLO collision repair facility*
  - I-CAR did something way right with the new system. It is very easy to use and makes my job getting training done much easier. *–Chip Sims, manager collision repair facility*





# Measuring Customer Satisfaction

Number of Responses		1,315	1,558	998
CSI Measure	Rating Scale*	December 2008	March 2009	June 2009
Instructor Satisfaction	4.00	3.73	3.73	3.79
Class Relevance	4.00	3.30	3.25	3.34
Class helped me to perform job better	4.00	3.29	3.24	3.30
Class material was outdated	4.00	1.77	1.73	1.54
Overall Class Satisfaction	5.00	4.41	4.37	4.51
Student Overall impression of I-CAR	5.00	3.42	3.45	3.39

*\*All rating scales are ascending scales (higher score is favorable) except "Class material was outdated" which is a descending 4-point scale (lower score is favorable).*



# Looking Ahead to an Advanced Program Matrix

Role	Level 1	Level 2	Level 3	Level 4	Level 5
Non-Structural Technician					
<b>Structural Technician*</b>	<ul style="list-style-type: none"> <li>• 3D Measuring principles</li> <li>• Structural Straightening principles</li> <li>• Welding principles</li> <li>• Experience requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Structural part replacement principles</li> <li>• Structural part sectioning principles</li> <li>• Full-frame partial replacement principles</li> <li>• Experience requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced high-strength steel training</li> <li>• Other advanced (knowledge-based) training</li> <li>• Experience requirement</li> </ul>	<ul style="list-style-type: none"> <li>• ASE Structural (B4) Certification</li> <li>• Equipment-Specific training (Alliance)</li> <li>• Vehicle-Specific training</li> <li>• Experience requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Skills-based qualification test(s)</li> <li>• Hands-on vehicle-specific training and/or qualification</li> <li>• Experience requirement</li> </ul>
Painter/Refinish Technician					
Estimator					
Manager/Supervisor					



# Looking Ahead to an Advanced Program Matrix



DACUM



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