



Knowledge Community

creating a culture of participation

Presentation by the
Education/Training Committee

November 3, 2010

Committee Members



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



Knowledge Management*

The effectiveness of communities of practice

The ability to....

- Share Knowledge
- Share Technique
- Share Technology

*an empirical study (Report)

By Masoud Hemmasi & Carol M. Csanda



Communities of Practice

a method to promote organizational learning...

1. A recognized domain of interest that the group members share an interest in and commit to,
2. Relationships between group members that allow them to engage in joint activities, share information and help each other, and
3. The development of a shared practice that consists of shared resources, experiences, stories, tools, etc.*

*Etienne Wenger (1991)



Communities of Practice

a method to promote organizational learning...

- Are self directed
- Led by members of the group, rather than by management, or committee hierarchy
- Built following prescribed methodology that includes definition of objectives through a community charter
- Community members use document-sharing, con-calls and web-conferencing for exchanging information.



National Auto Body Council

In-Language Community (draft)

- **Vision** – Full inclusion of multi ethnic groups into the auto collision industry with equal access to training, services and products
- **Mission** - To provide the collision industry with value added services from within in order to facilitate equal access to training, services and products



National Auto Body Council

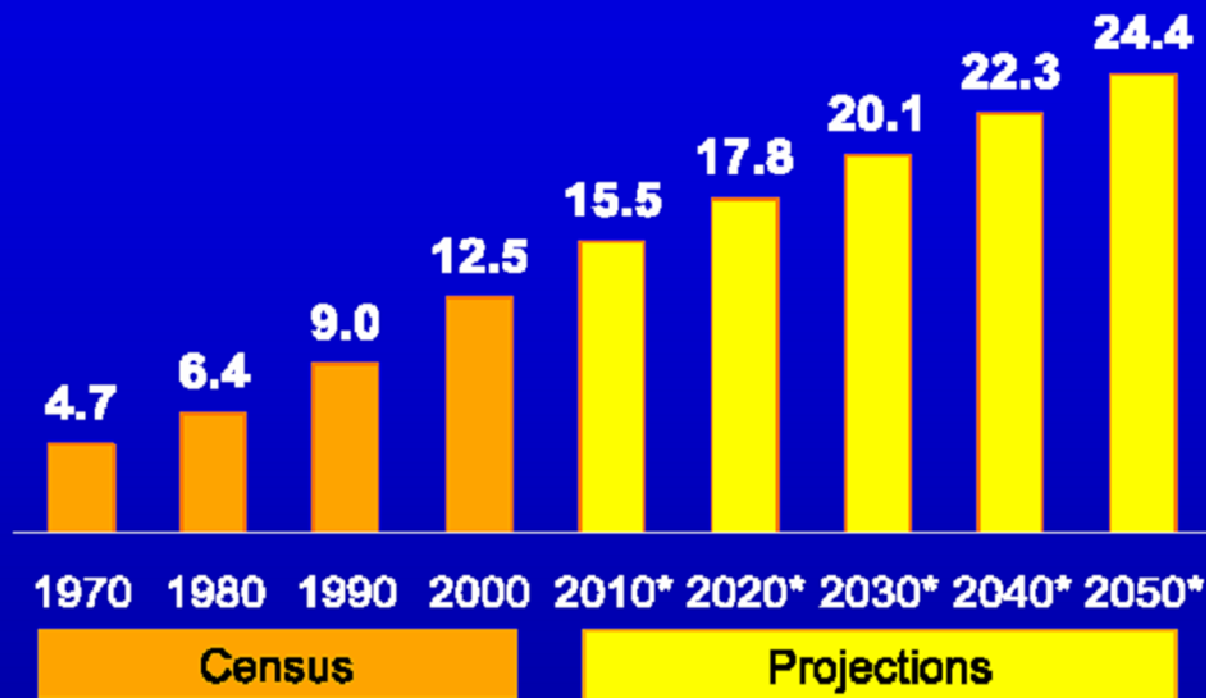
In-Language community (draft)

The percentage of non English speakers in the country is growing. The Hispanic community population was 12.5% in 2000 and is projected to increase to 15.5% this year. In order to meet the needs of the customer base as well as current and future collision industry employees we have to be prepared to include them and communicate. Doing so will result in better trained technicians, better & quicker repairs and lead to enhancement of the image of the collision industry.

Hispanics in the United States



Percent Hispanic of the Total Population in the United States: 1970 to 2050



U.S. CENSUS BUREAU

*Projected Population as of July 1

4

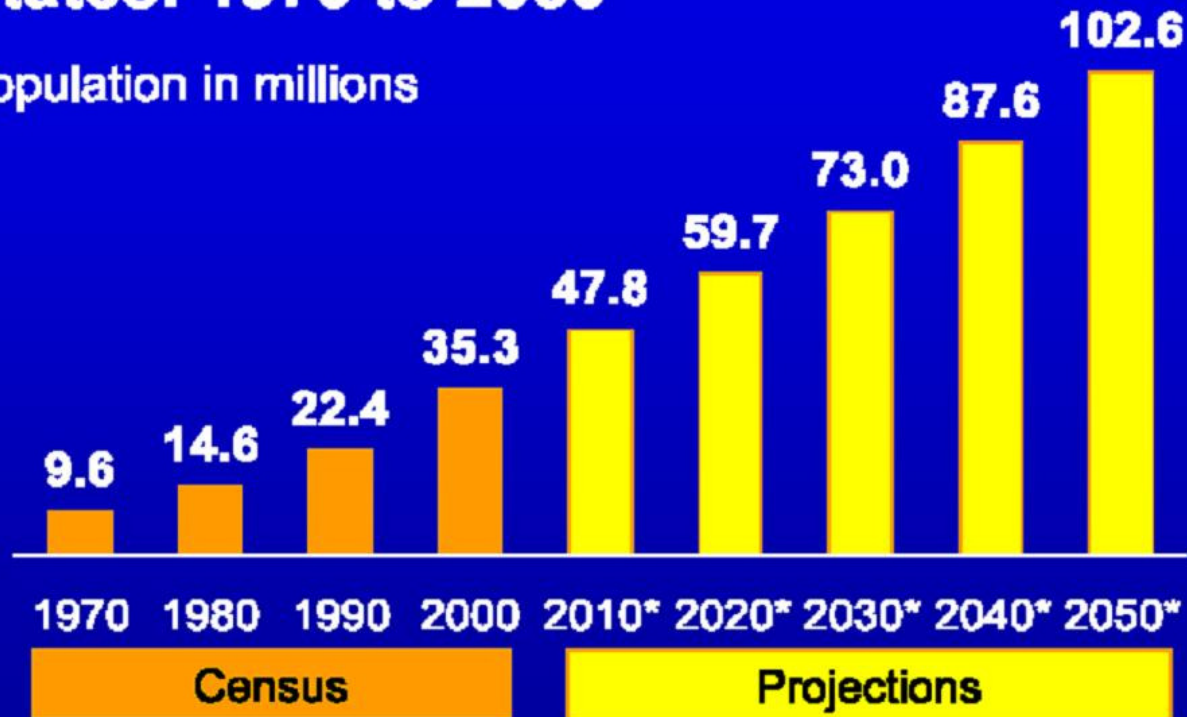
Source: U.S. Census Bureau, 1970, 1980, 1990, and 2000 Decennial Censuses; Population Projections, July 1, 2010 to July 1, 2050

Hispanics in the United States



Hispanic Population in the United States: 1970 to 2050

Population in millions



*Projected Population as of July 1

USCENSUSBUREAU

Source: U.S. Census Bureau, 1970, 1980, 1990, and 2000 Decennial Censuses; Population Projections, July 1, 2010 to July 1, 2050



In-Language Community

Karen Fierst

Al Estorga

Javier Avalos

Felix Cano

German Mejia

Denise Pena

Gene Lopez

Chuck Sulkala

Chris Decker

George Avery