



**COLLISION INDUSTRY**  
C O N F E R E N C E



# **Education & Training Committee**

*Presented by:*  
**Gene Lopez**  
**Jeff Peevy**

# **CIC Education & Training Committee 2018**

## **Members**

- Beth Rutter
- Bob Keith
- Bob Medved
- Brandon Eckenrode
- Brandon Thomas
- Domenic Brusco
- Dusty Womble
- Fred Iantorno
- Gene Lopez
- George Avery
- Jeff Peevy
- Julian Davis
- Matt Boyles
- Mike Jones
- Nick Notte
- Patrice Marcil
- Paul Gage
- Richard Beckwith
- Richard Perry
- Robert Lynch
- Roger Cada
- Ron Reichen
- Tim Ronak
- Todd Hesford
- Tom Stephens
- Tony Molla



# Education & Training Committee 2018



# Task Force One



## OEM Roundtable



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# Task Force Two

## Industry Credentials

- Definition(s)
- Develop categories
- Identify current credentials by roles
- Provide to industry as reference



**Understand & Promote the Value of  
Credentials**



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# Task Force Two

## Understand & Promote the Value of Credentials

### Example:

#### Point of Interview/Hiring

- **Credentials minimize risk of hiring**
- **Credentials with experience**
- **Resulting in**
  - **Loss of down time**
  - **Reduced training costs**
  - **Better employee retention**



# Task Force Two



## Definition(s) being developed

- Held by an individual, not a company
- Based on specific roles and established around the knowledge and skill requirements to be successful in that role.
- Knowledge and/or skill requirements must be confirmed through various forms of testing
- Can be verified by the third-party organization that provides the credential. This may come in the form of verifiable certificates or diplomas, or a process to verify credentials by providing organization.
- Has specific requirements to maintain/renew (if no renewal is required it will be listed, but identified as not requiring renewals)



# Task Force Two



## **Credentials Categories** (for individual achievement)

- **Certificates** – Not to be confused with certifications, but an achievement document awarded once a specific set of requirements are met. Certificates are generally provided for shorter, less demanding requirement criteria.
- **Technical Designations** – Recognition for fulfilling training requirements, generally for technical staff
- **Professional Designations** – Recognition for fulfilling training requirements and testing. Offers letters to identify and often used professionally within industry with an individual's name.
- **Certifications** – Recognition for successfully completing a required test and often combined with work experience requirement. Includes hands-on skills-based testing.
- **Product Certifications** – Recognition for successfully completing training and possible hands-on assessment for the proper use of a product line.
- **Equipment Certifications** - Recognition for successfully completing training and possible hands-on assessment for the proper use of an equipment system.
- **OEM Certifications** - Recognition for successfully completing training and possible hands-on assessment for the proper repair techniques on a specific brand and/or model of vehicle. May be available only for individuals within a network.





# Task Force Two

**13 Roles  
Identified**

**62 Credentials  
Identified**

**Certificate**

**1**

**Professional  
Designations**

**5**

**Technical  
Designations**

**9**

**Certifications**

**12**

**Product  
Certifications**

**35**



# Task Force Two

## Roles Identified

- **Customer Service Representative**
- **Office Manager**
- **General Manager**
- **Estimator**
- **Parts Manager**
- **Production Manager**
- **Non-Structural Technician – Steel**
- **Non-Structural Technician – Aluminum**
- **Structural Technician – Steel**
- **Structural Technician – Aluminum**
- **ADAS/Safety Systems Technician**
- **Electrical/Mechanical Technician**
- **Refinish Technician**



# AUDIENCE RESPONSE QUESTION:



Please indicate which stakeholder group you represent:

1. Repairer
2. Insurance
3. OEM
4. Supplier
5. Salvage
6. Consultant
7. Education
8. Associations
9. Trade Press
10. Other

Leave this area for  
the response results



## AUDIENCE RESPONSE QUESTION:



Do you believe requiring role-based, verifiable credentials would improve next generation recruitment/industry perception?

1. Yes
2. Somewhat
3. No

Leave this area for  
the response results



## AUDIENCE RESPONSE QUESTION:



Do you believe requiring role-based, verifiable credentials will improve the public's perception of our industry?

1. Yes
2. Somewhat
3. No

Leave this area for  
the response results



## AUDIENCE RESPONSE QUESTION:



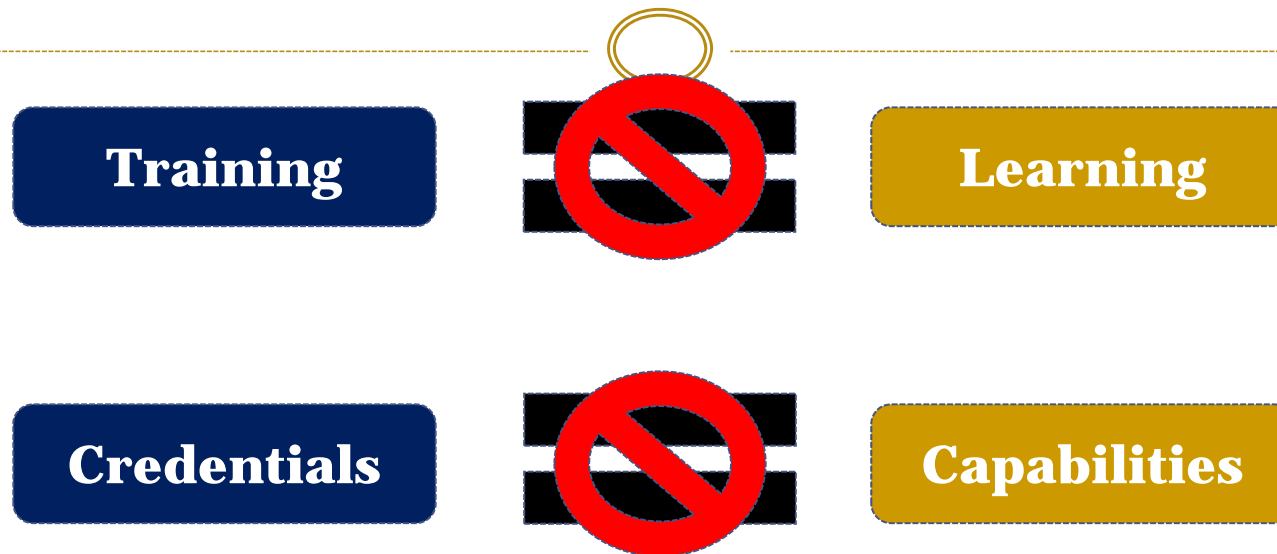
Do you believe requiring role-based, verifiable credentials will improve the industry's perception of itself?

1. Yes
2. Somewhat
3. No

Leave this area for  
the response results



## Task Force Two



**Failures are the result of our industry's lack of understanding and acceptance that drives a process breakdown.**



# Task Force Two



## Next Steps

- **Complete credential identification**
  - **ID OEM credentials**
  - **Others**
- **Finalize information**
- **Complete document & make available**





# Questions & Comments ?



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