



COLLISION INDUSTRY
CONFERENCE

Talent Pool Committee Update

PRESENTED BY:

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Talent Pool Committee Goals

We are committed to working together with all facets of the collision repair industry to reach the following outcomes:

- ❑ Create an environment of collaboration among the collision industry that is focused on training, recruiting, hiring, and retaining future generations of collision repair industry employees
- ❑ Minimize competition between segments of the industry and work together to portray the collision repair industry as a safe and viable industry for a career and to make it the reality
- ❑ Incorporate new technology and the constant evolution of technology into the collision repair industry as a whole, from training and recruitment to ongoing education and certification
- ❑ Provide the industry with straightforward and useful resources for training, recruiting, hiring, and retaining future generations of successful collision repair employees

Industry Surveys at a Glance

ASE

- Focuses on the supply side with an end goal of creating an entry-level collision repair school accreditation program

I-CAR

- Gathering industry input to guide the development of the fourth generation of collision repair curriculum for Career & Technical schools. Meetings and workshops with employers and educators, as well as a survey, are being utilized for input. The goal is to define the basic entry-level knowledge and skills graduates of Career & Technical schools need to become valuable employees

CREF/I-CAR

- Showcases what strategies and compensation competitors use. Resource for trade schools curious to know how shops view their programs and what skills shops want in graduates

TPC Student Survey

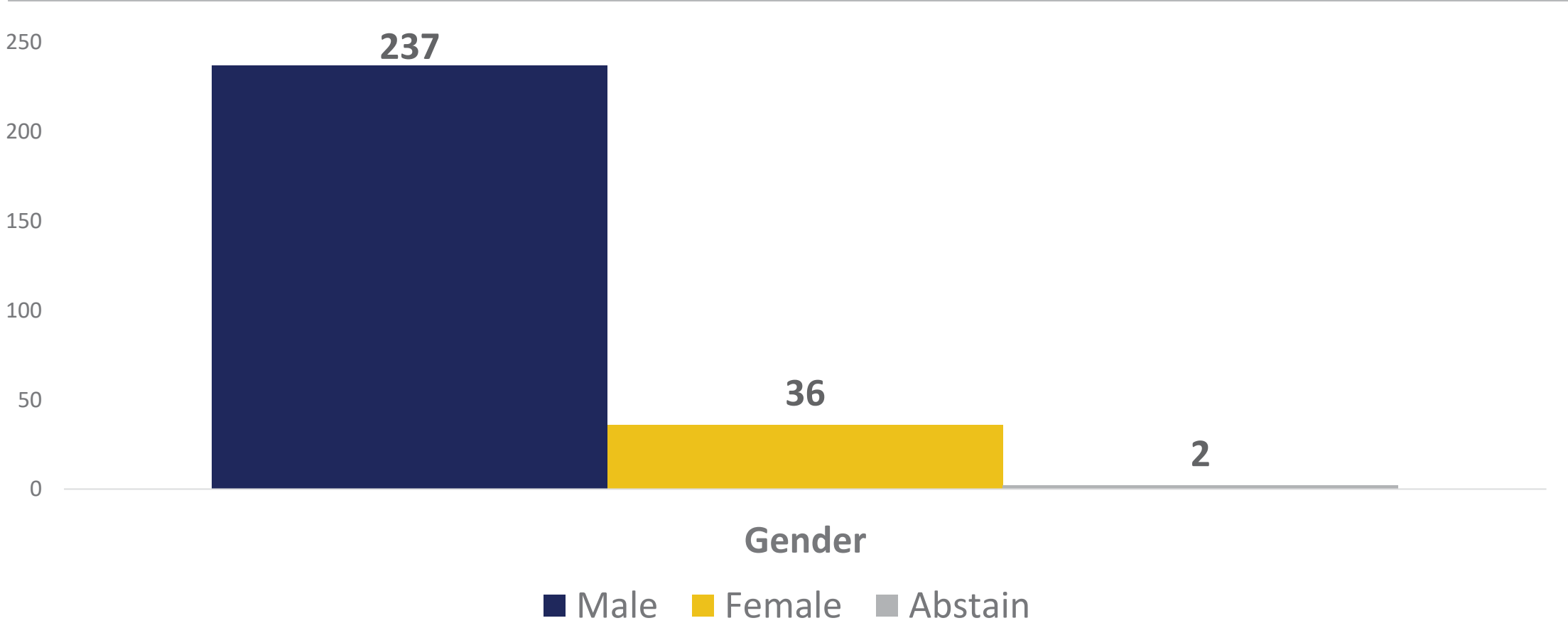
Purpose

- ❑ To gather insights on today's students reasons for focusing studies on collision repair industry and what their ideal future employer has to offer as they enter the workforce

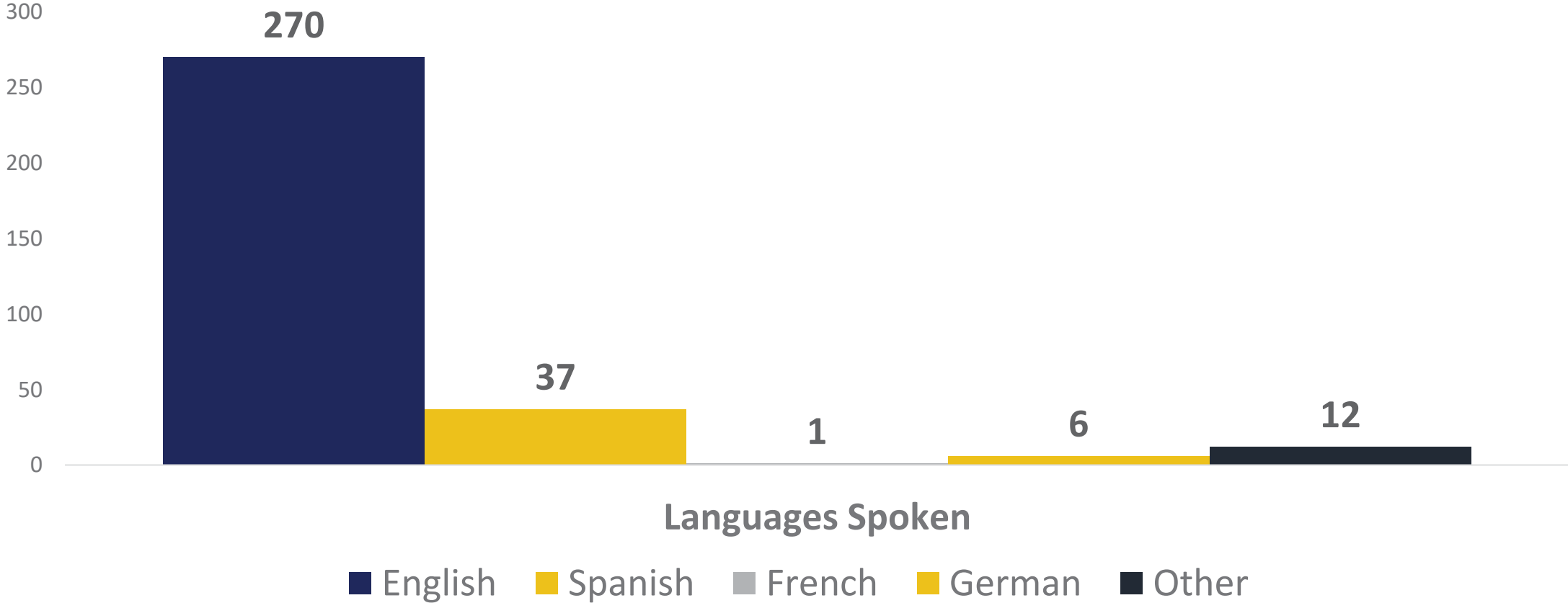
Overview

- ❑ Surveyed 275 high school and college/technical students who attended a CREF career fair across United States between Fall 2018 thru Spring 2019
- ❑ Ages range from 15 to 45

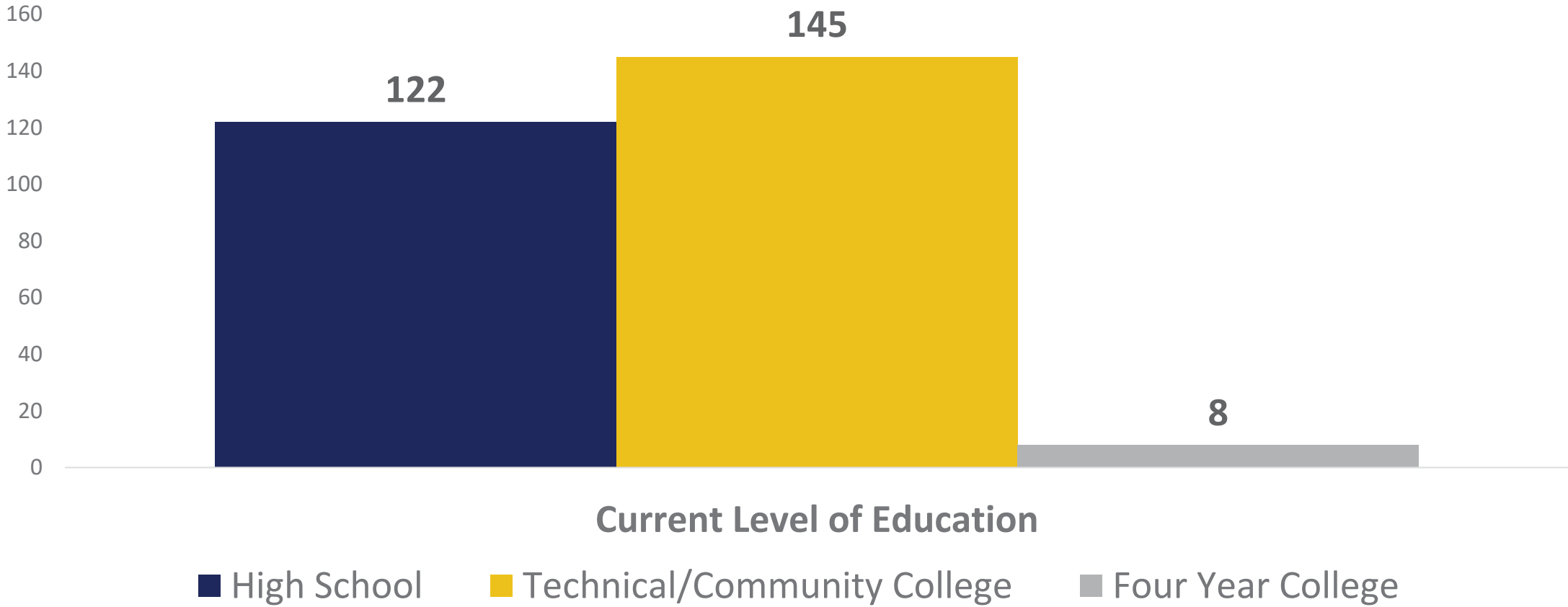
TPC Student Survey Results



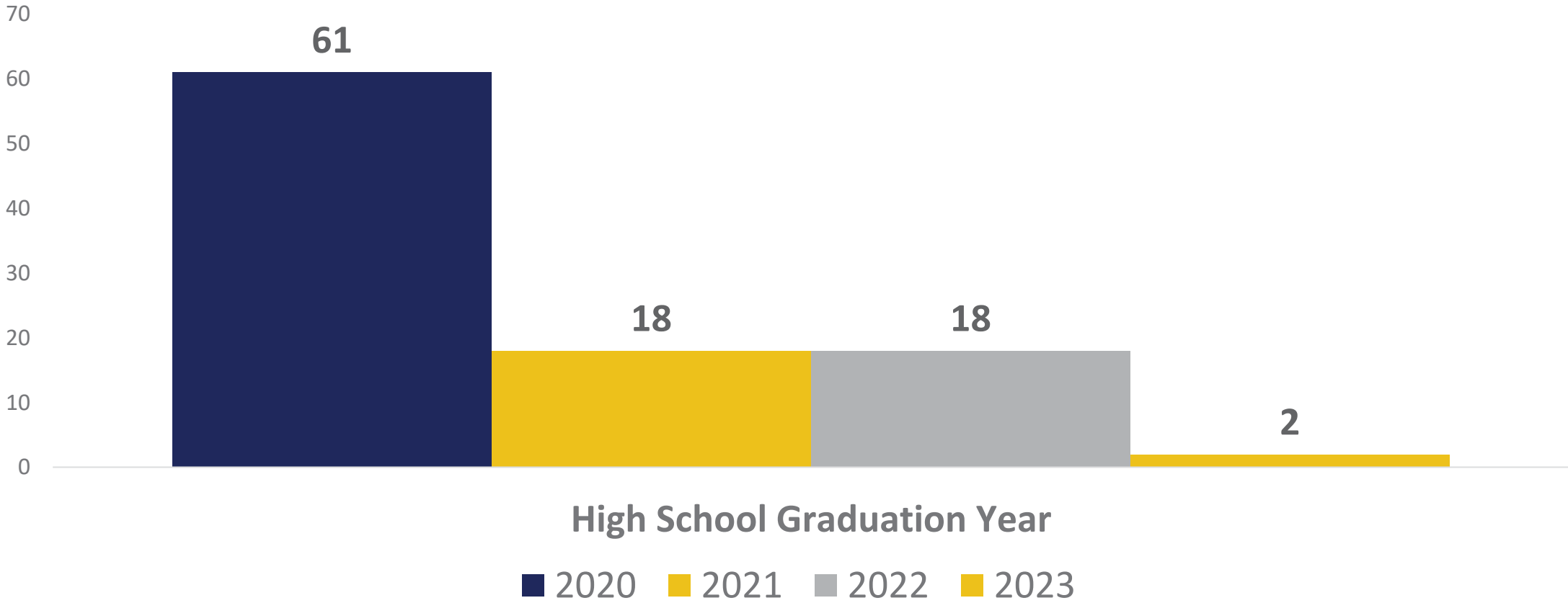
TPC Student Survey Results



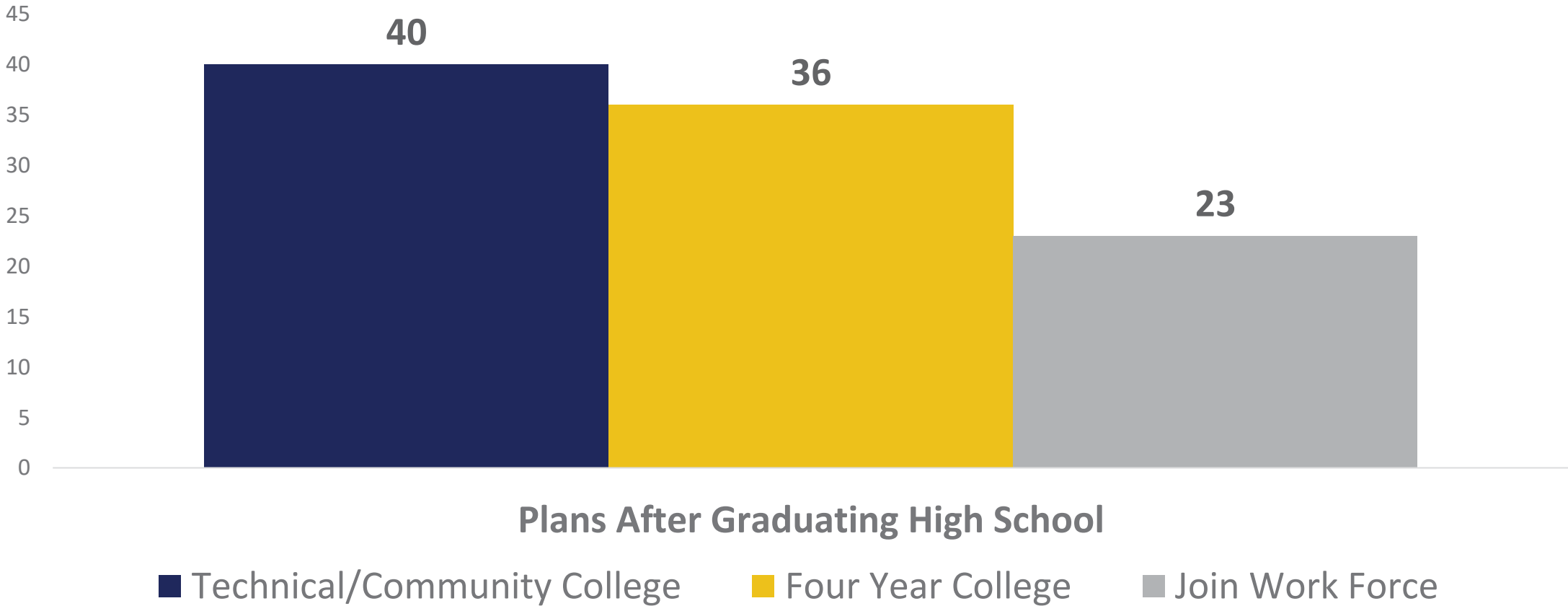
TPC Student Survey Results



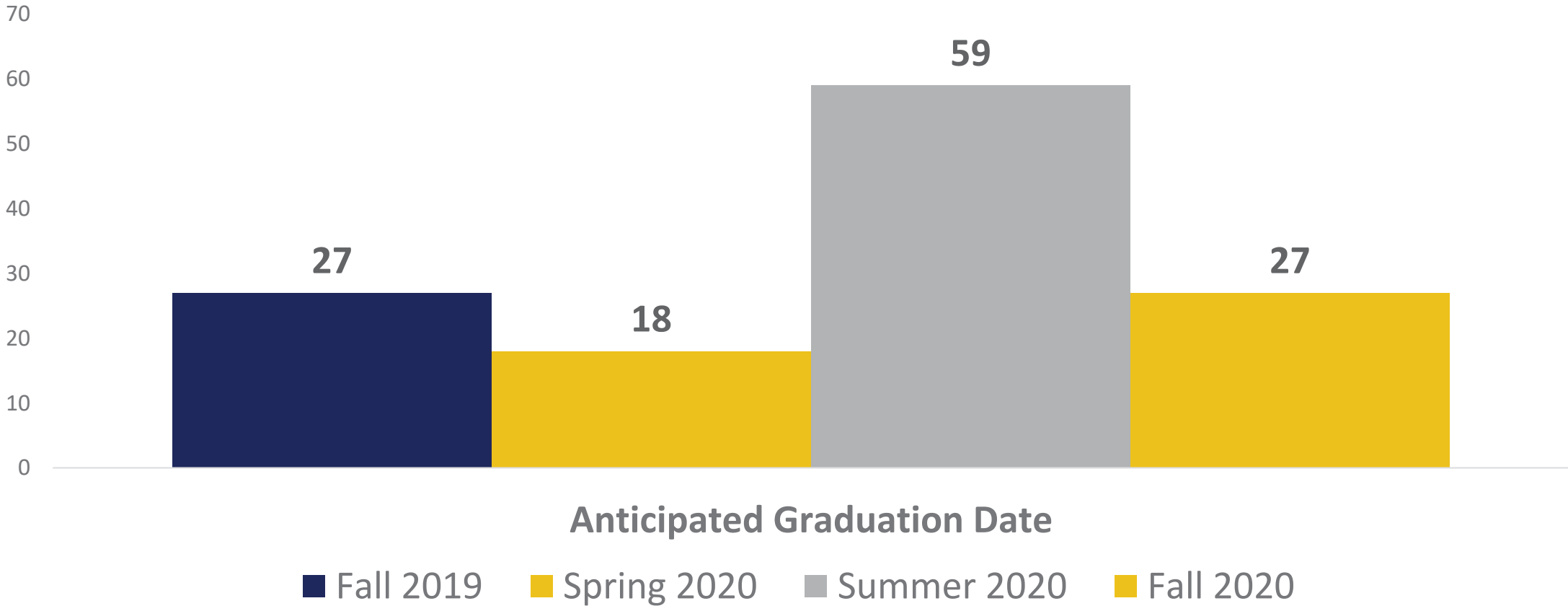
TPC Student Survey Results



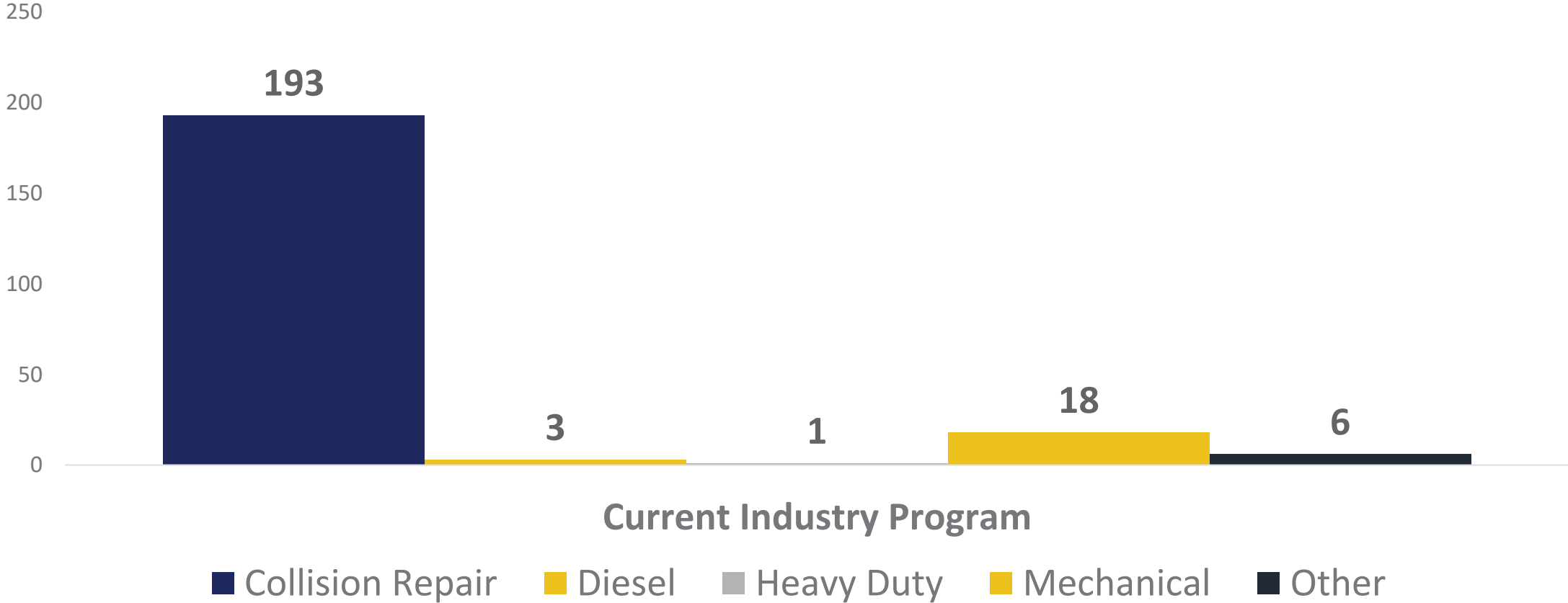
TPC Student Survey Results



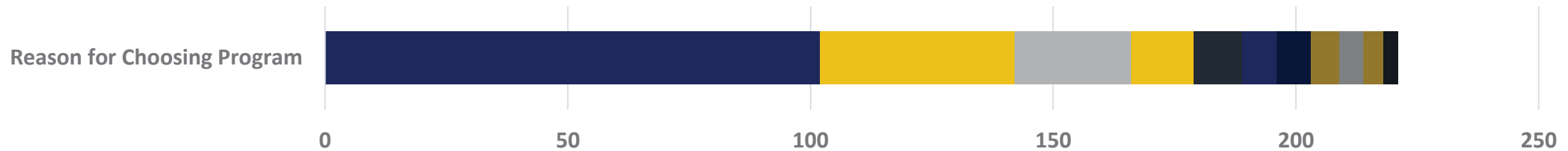
TPC Student Survey Results



TPC Student Survey Results



TPC Student Survey Results

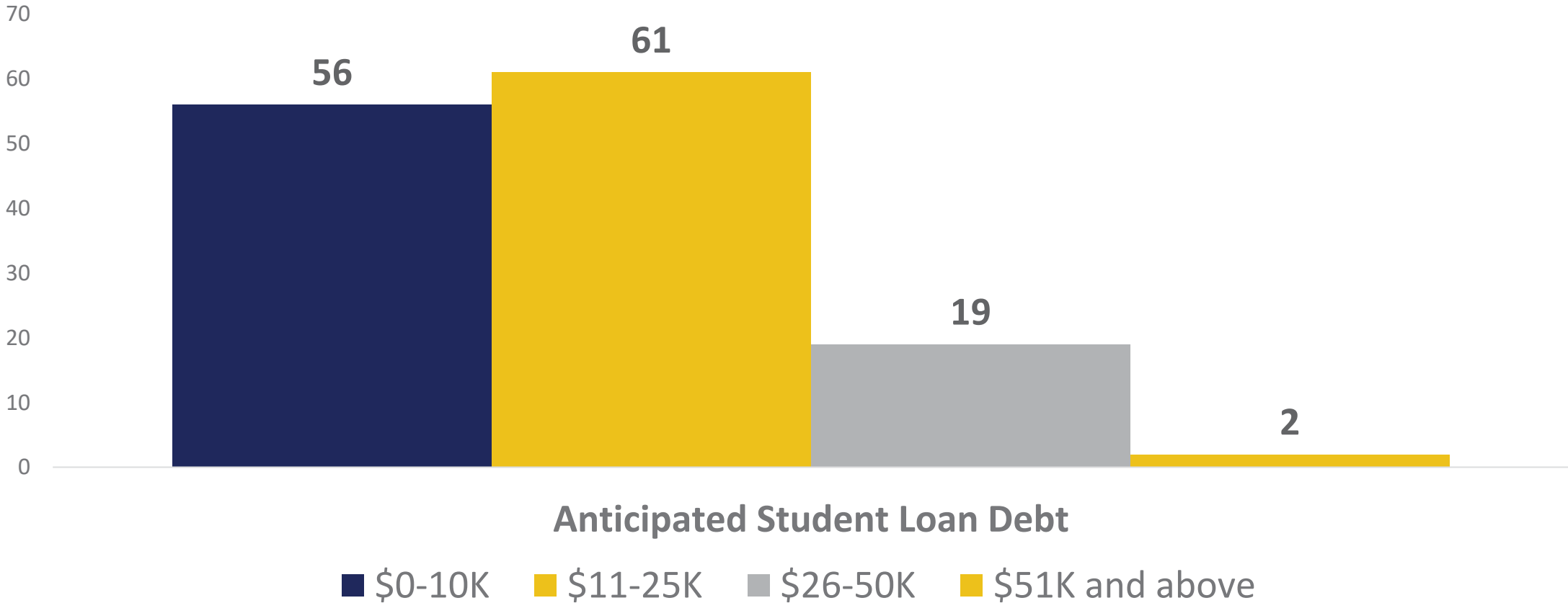


	Reason for Choosing Program
■ Love working on cars	102
■ Opportunities for career advancement after employment	40
■ Looked like fun	24
■ Other	13
■ Number of job openings	10
■ Had a parent/relative who was in the industry	7
■ Pay top level technicians receive	7
■ Didn't know what else to do	6
■ Starting pay for collision industry employees	5
■ Had a friend in the industry	4
■ Challenge working with new vehicle technology	3

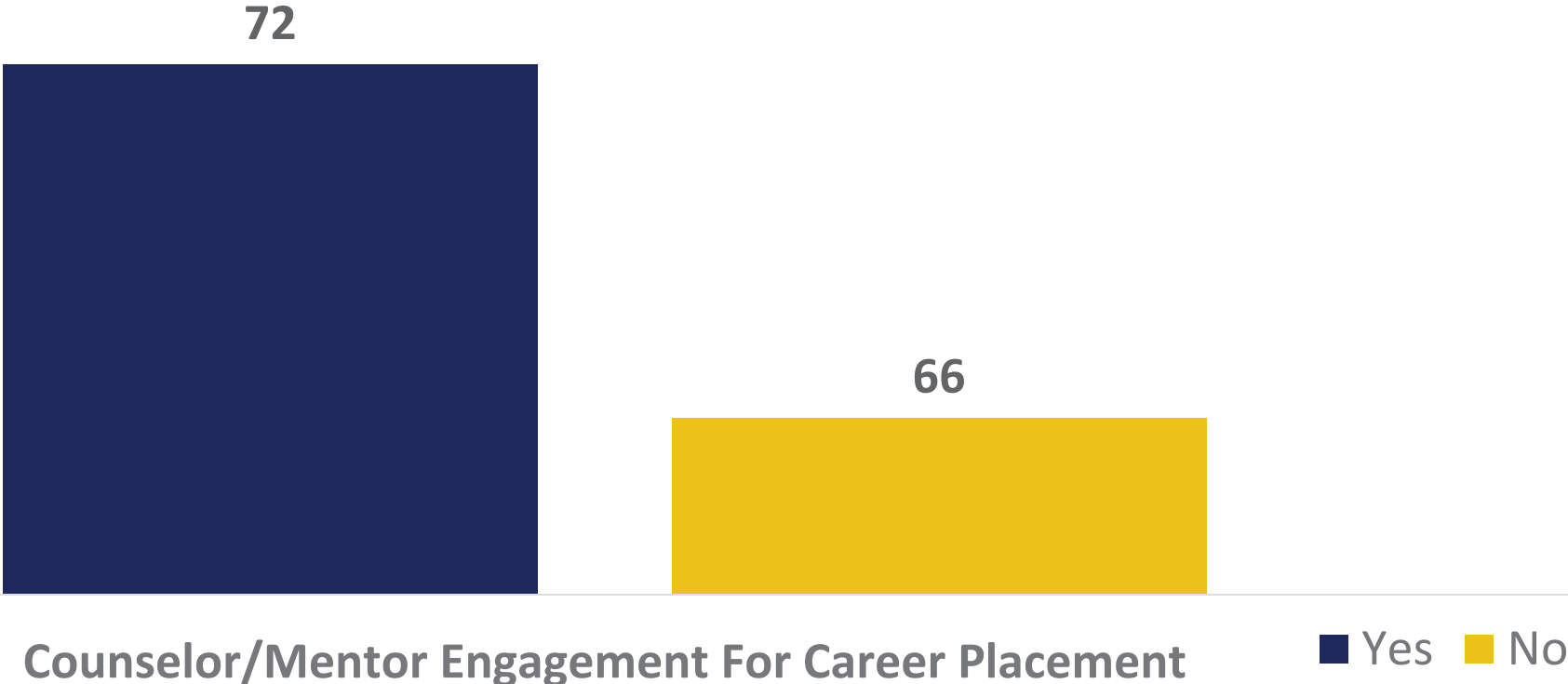
TPC Student Survey Results

- "After retiring from the military, I have chosen the auto technician, welding, and collision repair industry to learn the trades. I want to put all of them together for building a drift car to raise money for autism awareness."
- "I have a great desire to paint and own my current shop. My 1 year old daughter is my greatest motivation to go through school and make something of myself!"
- "Want to have a good job with something I love. Want to rebuild a childhood car in memory of my grandparents."

TPC Student Survey Results



TPC Student Survey Results



TPC Student Survey Results

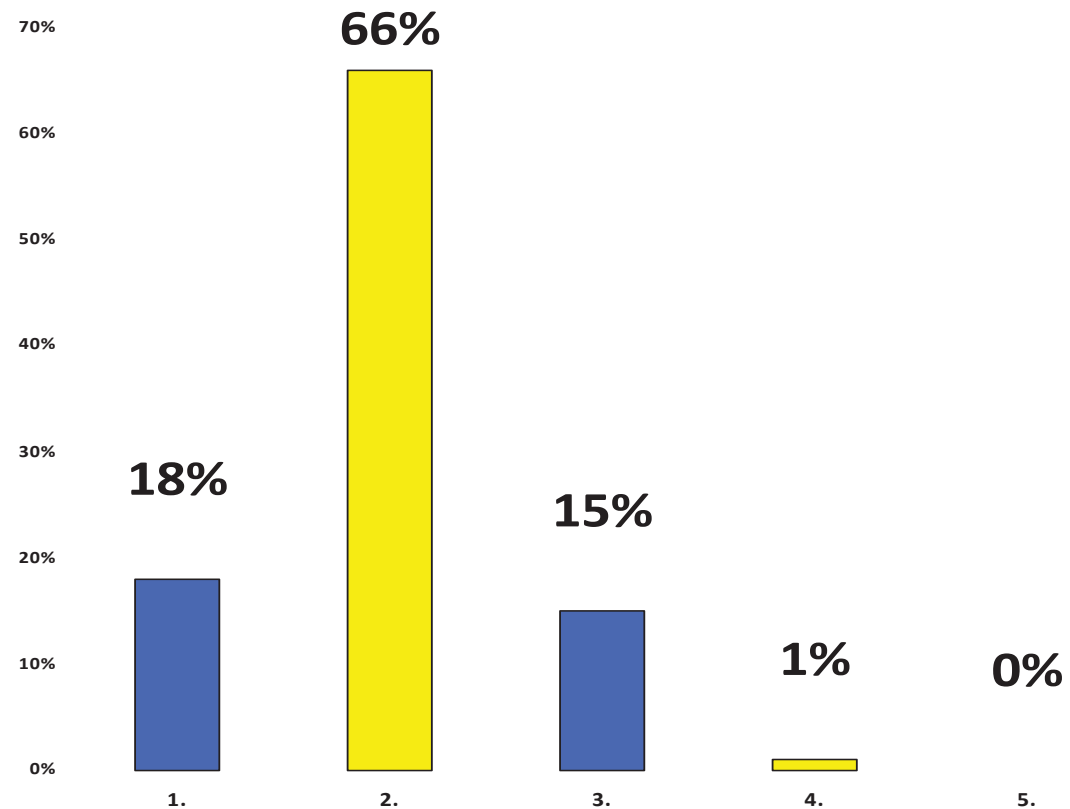
**Student's Top Factors
When Considering
Future Employers**

- #1 Wages**
- #2 Work-Life Balance**
- #3 Potential for Advancement**
- #4 Insurance Benefits**
- #5 Retirement Savings Plan**
- #6 Tuition Reimbursement**

Audience Response Question:

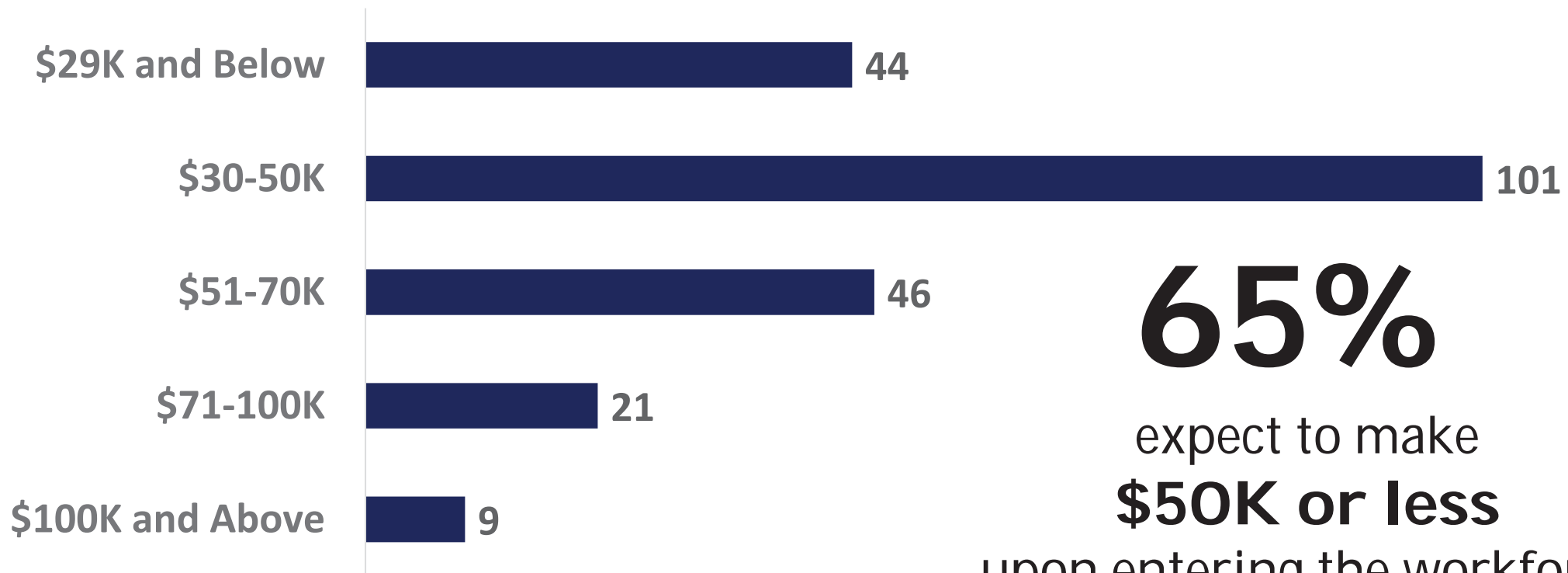
How much are you willing to pay an entry-level technician?

1. \$29K and Below
2. \$30-50K
3. \$51K-70K
4. \$71-100K
5. \$100K and Above



TPC Student Survey Results

Expected Starting Salary



65%

expect to make
\$50K or less
upon entering the workforce

Talent Pool Committee Next Steps

- Utilize industry data and use as catalyst for highlighting potential solutions for barriers
 - Entry
 - Retention
 - Training

- Sub-Committees Finalized
 - Education
 - Marketing
 - Career Pathing and Apprenticeship

- Short and long term goals
 - Aimed at achieving overall committee goals

Thank You!