

COMMUNITY & CULTURE: THE NEW DIRECTION IN FORD TECHNICIAN DEVELOPMENT

COMMUNITY



Alliances

- Boys and Girls Clubs
- TechForce
- Workforce
- ASE Education Foundation

Media/PR

- Social media – Facebook/Instagram/Twitter
- News
- Magazine articles

Military

- Military FAST credit
- Skill Bridge Program
- Career fairs

Government

- Interact with Municipals for funding:
 - Federal
 - State
 - Local

MIDDLE SCHOOL



HIGH SCHOOL



TCEP PROGRAMS & COMMUNITY COLLEGE



CAREER

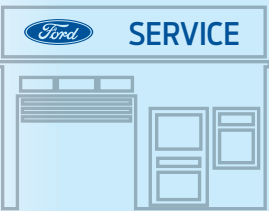


SCHOOLS

Administration/Counselors/
Instructors/Parents/Students



FORD/LINCOLN DEALERSHIPS



FORD MOTOR COMPANY



- Encourage students to learn and explore – become tinkerers
- Introduce trades (auto) as a career choice

- Make in-school student presentations
- Host “Academy in a Box” camps

- Create in-school student presentations
- Support and encourage in-school presentations
- Create “Academy in a Box”

- Develop a passion for learning
- Stay on education path
- Build relationships with local Dealers:
 - Participate in Dealer career fairs
 - Support job shadowing opportunities
- Utilize Ford Training curriculum

- Become member of school advisory board
- Make in-school student presentations
- Host career events/Dealer tours
- Offer job shadowing opportunities
- Offer paid internships/part-time jobs
- Provide support through donations

- Provide Ford/Dealer sponsorship kits:
 - In-school student presentations
- Assist in Dealer-sponsored school:
 - Ford Training curriculum
 - Service information
 - Tools/equipment
 - Parts/components/vehicles
- Support and encourage career events

- Fuel students' passion for Technician trade
- Hone skills in automotive
- Utilize Ford Training curriculum
- Support paid internships/Co-Ops

- Become member of school advisory board
- Make in-school student presentations
- Host career events/Dealer tours
- Sponsor students
- Offer paid internships/Co-Ops
- Provide support through donations
- Offer tuition assistance
- Develop student soft skills

- Provide Ford/Dealer sponsorship kits:
 - In-school student presentations
- Assist in Dealer-sponsored school:
 - Ford Training curriculum
 - Service information
 - Tools/equipment
 - Parts/components/vehicles
- Support and encourage career events

- Onboarding/career planning
- Mentee/mentor programs
- Continued training
- Recognition at all certification levels
- Retention plans
- Enhanced employment benefits:
 - Tool assistance
 - Flexible work hours
 - Relocation assistance
- Competitive compensation

- Best-in-industry Technician training
- Recognition at all certification levels
- Technical support:
 - Service and diagnostic information
 - Special service tools

HOW IT WORKS

FORD/LINCOLN DEALERSHIPS

- Nurture school relationship
- Promote student career planning and work experience
- Effectively onboard, mentor and develop Technicians

FORD MOTOR COMPANY

- Create customized Dealer training plans
- Connect schools and Dealers
- Provide technical training assets and support tools

SCHOOLS

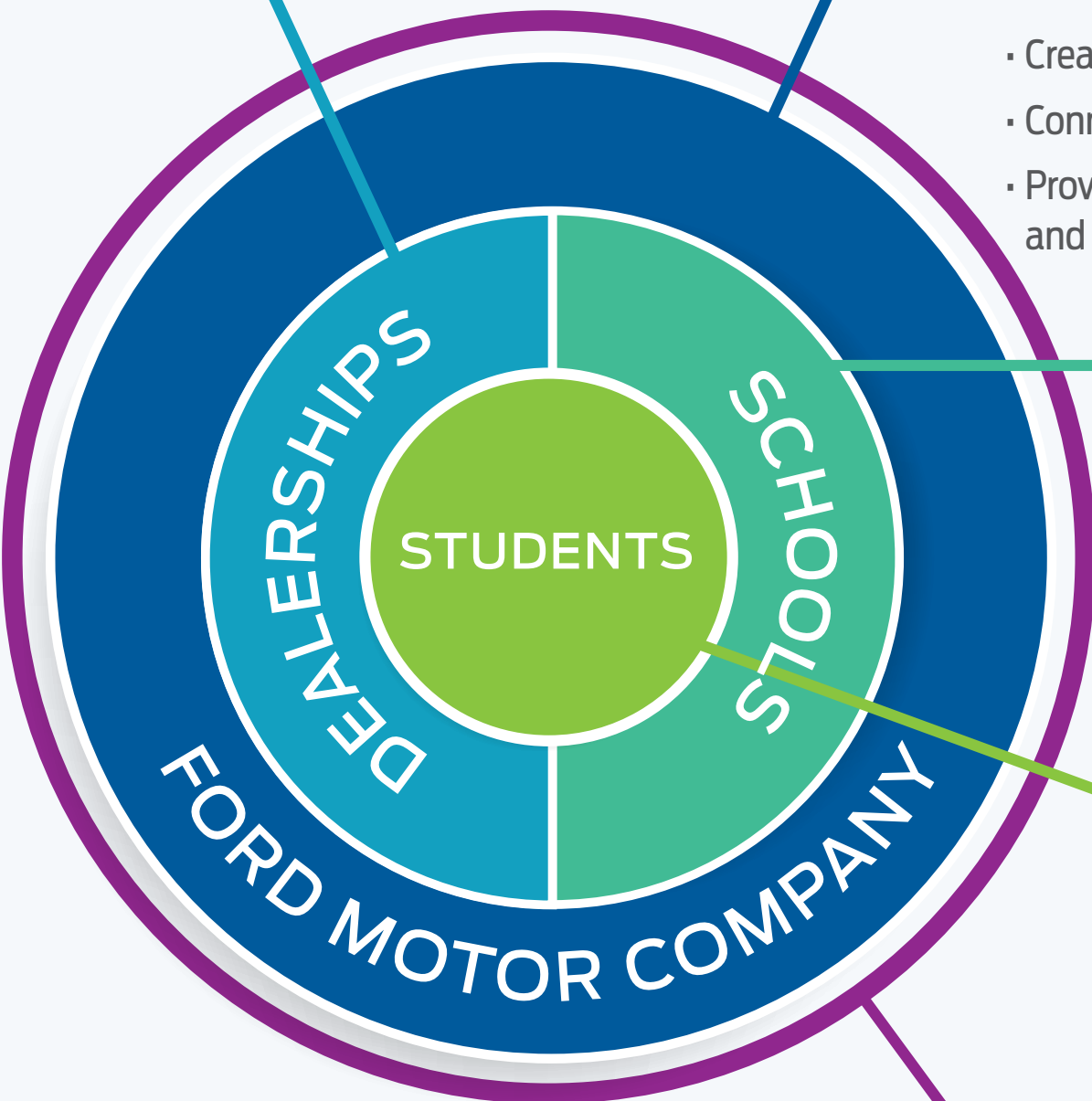
- Build relationship with local Dealers
- Leverage Ford curriculum
- Coordinate training with dealership work experience

STUDENTS

- Develop a passion for learning
- Understand career opportunities
- Stay on training path

COMMUNITY

- Government
- Military
- Media/PR
- Alliances



All 4 Stakeholders Working Together

