

# Ford ASSET Advisory Committee Meeting Minutes

## 1. Call to order

The meeting was called to order at Room D156, Hennepin Technical College, on Thursday, December 05, 2019, at 11:59 am by Brian Friede, acting Chairperson.

## 2. Introductions

### Industry

Mary Randa – Boyer Trucks

Dylan McHenry – Hudson Ford

Chris Seebeck - Ford

Shawn Deans – Ford

Andrew Sprang – Ford

Hesston Christians – Ford

Tom Glansman – North Country Ford

Joe Peterson – Morrie’s Minnetonka Ford

### College

Brian Friede- Ford ASSET HTC

Drew Goddard- Ford ASSET HTC

Susan Markes- HTC

Alison Leintz- HTC

Melissa McGarry – HTC

Austin – 2<sup>nd</sup> Year student

## 3. Approval or Minutes

Shawn Deans made a motion to approve the minutes of the last meeting. Mike Shoemaker seconded. All members present were in favor.

## 4. Student Status

We currently have 19 student in first year and 19 in second year.

Drew passed out a sheet with information on Dealership Student Sponsorship numbers for 2008 – 2019 and thanked everyone for their participation. The list also showed several dealerships who are interested for future.

Was also mentioned that Austin, 2<sup>nd</sup> year student, was on Channel 5 talking about the program recently.

## **5. Program Status**

-Dealers are in a very high demand by students. Very helpful having the dealerships participating in ACE program. Brian would encourage dealerships to participate if they aren't already. Gets students into QuickLane which is then good for recruiting. In our latest class, 18 of the students came from dealerships – we do get the bulk of our students from dealerships. Drew and Brian mentioned that they are lucky they get so many opportunities to talk with the FSEs in the Twin Cities region about the program.

## **6. Career Day**

This year was a great success. Had 12-13 dealers who were able to make it and participate in the event. Had about 90 students attend the event. The race car was a great conversation starter. Some of the dealers brought graduates of the program with them for the day. They were able to have some peer-to-peer discussions with the students. There seemed to be more interaction with the dealers by the students. A really good group from the schools!

Talked about ideas for next year, possible dates, etc. Mike Shoemaker had some thoughts on setting up to have a better flow of students through the dealers.

Some discussion about how the Ford ASSET program here compares to UTI program. Said that ASSET is able to 'fix' problems as a student goes through the semester and at dealers to be able to get them back on track. Austin mentioned that he has been at a dealership since 16 and noted that the dealer spoke to him about ASSET program as opposed to UTI. Said that UTI recruiters came to the dealership on occasion and that it would be beneficial if ASSET could visit to increase visibility.

## **7. Industry Trends (& 9. ASSET Policies)**

Dealers are seeing lack of experience from other schools. ASSET students have more experience by working with dealers and instructors. We really appreciate the engagement of the dealers in letting them work with mentors and realize that it is a huge investment for dealers since they are paying someone who isn't necessarily producing income. Shawn Deans said that it is also an investment in the mentor to make sure he is compensated to make it worth their time in being a mentor. Thank you!

Discussion of how the internships work and what the agreement entails. Drew talked about how at the beginning of the program all students are told about the policy manual/bylaws and how they explain the rules about moving from one dealer to another. Talked about a situation of that happening and how it was handled. Will be even more specific in explaining how the ASSET program & the internships work. It was mentioned that perhaps Ford could draft communication to new service managers at dealers on what the expectations are as well. Hesston will get information from Drew so that Ford can work on that. Brian mentioned that he does try to talk with students that the industry is small, so to speak and

that if techs jump around from dealership to dealership they can get a reputation. Some more discussion about reinforcing simple manners/professionalism and ethics during the course of the program. Drew and Brian asked that dealers please email them a heads up if they hear of issues so that they can step in earlier in the process.

ASSET policies – Drew said that when working with students for recruitment, they don't talk about how much money a student can make so that they don't have unrealistic expectations. Ed Ofstad said it kind of worries him that ASSET policies don't "allow" students to move to other dealerships while in the program. Discussion about ways to handle changes that a student might want and want to be sure to be transparent with dealers and students in those types of situations. Will work with a process to make it happen. Discussion of some of the concerns and how some dealers deal with agreements with students and retention in jobs.

#### **8. NATEF 2 ½ year Review**

-HTC is going through the 2 ½ year NATEF review and need to have 5 advisory members review and sign off on the review. Handed out copies to member and asked everyone to take a few minutes to read and ask questions. .

#### **9. ASSET Policies (see #7)**

#### **10. Additional Items**

Talked about HTC getting rid of some of the older vehicles we have; either Ford takes them back and crushes them or they send to a local facility and get pictures of proof of crushing. Because of liability the vehicles cannot be donated to high school programs.

HTC will be getting three vehicles from Ford shortly - a Fusion and two F-150s. incredible support

Meeting adjourned at 1:11 pm.