



**Automotive Training
Standards Organization**

Submitted to
Industry Training Authority

February, 2008

Automotive Training Standards Organization
Service Plan 2008/09 - 2010/11

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INTRODUCTION

The Automotive Training Standards Organization respectfully submits to the Industry Training Authority this Service Plan for the fiscal years 2008/09 - 2010/11.

With little relief of the current labour shortage in sight, and the continuing outflow of experienced workers, interest in training and skills upgrading in the automotive sector remains high. The need for new and upgraded training programs is greater than ever before, and shop owners and other leaders in the automotive field are recognizing that their support is essential for the prosperity and growth of the industry.

The Automotive Training Standards Organization has, as one of its main purposes, the responsibility of ensuring that the training materials and curriculum match the needs of today's workers and employers. This is accomplished through review and revision of existing training programs, as well as the creation of new programs. In 2007, the Automotive Training Standards Organization worked with industry in reviewing and upgrading several apprenticeship programs:

- Automotive Service Technician - Completed NOA alignment and created exam bank
- Glass Technical - Initial forums
- Service Advisor - well into the process with the keen support of industry
- Motorcycle Mechanic & Outdoor Power Equipment - Initial contact with various industry members
- Auto Trim and Upholstery Technician - Initial forums

In addition to the work on the above programs, the Automotive Training Standards Organization began the process of implementing the new program standards for:

- Parts Person
- Logistics and Distribution

Some of the major Automotive Training Standards Organization's other activities included:

- The Organization had established a website very early on in its existence, and the re-vamping of this website was one of the first steps in the new plan. Various website developers were interviewed and evaluated and the chosen specialists worked closely with the Automotive Training Standards Organization's staff for several months. The resulting website was launched on October 27, 2007. The web developers continue to consult on a monthly basis to analyze the metrics so that the website can be modified as necessary to meet the needs of all stakeholders. The organization was able to retain the original web address: [www. autoapprentice.com](http://www.autoapprentice.com)

- Operational Audit

Full Service

Since the inception of the ITO model wherein ITO's move through progressively more responsible phases in organizational development and responsibility, it has been a focus of the Automotive Training Standards Organization to work towards the attainment of the final phase (Full Service).

This past year the Organization worked with the ITA, through its auditors, PriceWaterhouse Coopers, to evaluate its readiness to move into Full Service. A great deal of time was devoted to preparing for the audit, meeting with the auditors and providing data for evaluation. Finally, post-audit recommendations were considered and changes made where necessary.

The process was a learning experience in itself, and provided the opportunity for the Organization to reaffirm the validity of its chosen governance model. (Carver Model)

The Automotive Training Standards Organization was granted Full Service status effective April 1, 2008, and is committed to ensuring that the expectations of this designation are fully realized throughout the coming years.

Other activities included:

- Promoting the new website, and familiarizing the industry with the Organization's new name, through a mail communication that included the Automotive Training Standards Organization's new brochure. The mail out was made to 4200 industry members.
- Supporting ACE-IT and SSA programs through site visits and personal contacts.
- Promoting automotive trades through participation in various conferences, skills competitions, and via speaking engagements, and maintaining a presence at trade and career fairs.
- Increasing the Organization's profile through strategically placed articles in various trades publications and through press releases.

- Consulting with training providers in the development and implementation of alternative delivery models for Automotive Collision Repair Technician and Automotive Service Technician.
- Participating as part of a National Steering Committee in the national sector council of Canadian Automotive Repair & Service's (CARS).

The Automotive Training Standards Organization also met with individuals and groups in the following automotive trades to assess their training requirements and establish priorities:

- Automotive Machinist
- Recreational Vehicle Technician
- Tire Repairer
- Automatic Transmission Service

To further promote and reinforce the existence and function of the Automotive Training Standards Organization, a marketing consultation was engaged to analyze the Organization's current situation and to develop a comprehensive marketing plan that would support the accomplishment of its goals. Working closely with the Organization's staff, the marketing specialist produced a plan that was not only immediately implementable, but also adaptable for the Organization's future activities.

As confirmed by ongoing consultations within the automotive industry, a review of the ITA's expectations, and in considering its own Vision and Mission, the Goals as outlined on the next page do not represent a substantial change from previous years. In the Goals, Strategies and Performance Measures section of the Plan, each will be discussed at length, along with applicable changes to strategies and performance measures described.

Automotive Training Standards Organization Goals

2008 - 2011

1. Review existing programs and create new programs as required, ensuring that high standards are maintained and established, and that national standards are met and/or exceeded.
2. Educate employers to the benefits of apprenticeship sponsorship and support, and in employee retention techniques.
3. Increase the number of apprentices entering and completing automotive apprenticeship programs.
4. Increase the number of youth in automotive trades.
5. Increase the number of apprentices in automotive trades from under-represented sectors.
6. Remain current with government initiatives with regard to immigrants in trades to identify opportunities to increase the automotive industry's workforce with qualified immigrants.

ORGANIZATIONAL OVERVIEW

The Automotive Training Standards Organization (formerly the Automotive Industry Training Association) was incorporated in 2005 and since that time has undertaken its responsibilities, as outlined in its constitution, to:

- Identify current and future skills and training needs
- Design and develop training programs and strategies
- Establish occupational and program standards
- Design challenge exams in cooperation with training providers
- Develop an annual training plan
- Market/promote programs to employers

Since that time, it has become obvious that a major thrust of the Organization must be made in the area of education, that is the education of:

- employers in need for support of apprenticeship, and in how to attract and retain good employees
- the public as to the full scope of the trades within the industry and the employment opportunities available
- parents and school counsellors with regard to the suitability of automotive trades training for young men and women
- under-represented sectors (Aboriginals and women) as to the advantages of training and employment in the various automotive trades

The Automotive Training Standards Organization is accountable to employers and apprentices in carrying out its duties, as well as to the Industry Training Authority. It is guided by a twelve-member Board of Directors with Board members drawn from various backgrounds within the automotive industry. Using the Carver Model of Governance, the Board provides guidance to, and oversight of, the Organization. The Board provides strategic direction and monitors the activities and performance of the organization against its goals. Directors perform their duties in the best interests of the Organization as a whole and do not act for any particular sector within the industry. The Board has established a Financial Standing Committee, as well as Human Resources, Service Plan and Recruitment Sub-Committees. Board committees are established and conducted in accordance with the Governance Policies and Process of the Board.

The Automotive Training Standards Organization is comprised of and governed by the following individuals:

Chief Executive Officer:	Lloyd Stamm
Board of Directors:	Glenn Vollhoffer (Chair), Ford Canada
	Sean Thompson (Vice-Chair), Honda Canada
	Lloyd Stamm, (Secretary-Treasurer)
	Bob Clarke, Automotive Industry Consultant
	Curtis Edwards, Jim Pattison Toyota
	Judy Jobse, Richport Ford Lincoln
	Rob Lang, Richmond Motorworks
	Jim Perkins, Metro Vancouver
	Glen Ringdal, New Car Dealers Association
	Bob Wilson, Kirmac Collision
	Bruce Winn, Winn Automotive

While endeavouring, through various contacts and activities, to firmly establish the existence and function of the Organization in the minds of stakeholders in particular and the public in general, it became clear that the name "Automotive Industry Training Association" was somewhat misleading. After much deliberation and consultation with the Board, it was decided to change the name to ***Automotive Training Standards Organization***. This legal change of name was made effective July, 2007, and indications are that the change has supported recognition of the Organization's true purpose.

The Automotive Training Standards Organization is located in Burnaby, BC

FULL SERVICE

The following matrix is a crystallization of the ITO Policy ITO6001 V-19.Oct.06 Core Responsibilities for the Full Service phase of the ITA's Industry Training Organization Model, along with the Automotive Training Standards Organization's response. Naturally it is assumed that as this is a new phase for an ITO and for the ITA, there will be adjustments made as necessary.

ITA REQUIREMENTS FOR FULL SERVICE	AUTOMOTIVE TRAINING STANDARDS ORGANIZATION'S RESPONSE
1. Prepare and implement annual ITO service plan	Currently produces a ServicePlan annually.
2. Produce an annual report	Already produces a Year-End Report Will produce a full annual report/brochure for 2008
3. Approve Program standards for assigned training programs in accordance with ITA program standards specifications	Creation of a Board Committee to review and recommend to the Board for approval (new or revised programs)
4. Act as primary point of contact for employers/sponsors and apprentices/trainees for assigned programs	As currently, work closely with ITA's Customer Service to streamline responses to apprentices and employers
5. Undertake program development and implementation activities	Currently undertakes program development Work with ITA systems to coordinate implementation (currently doing so)
6. Forecast training demand for assigned programs	As currently, consult with industry, institutions, LMI, and work to develop strategies to streamline forecasting systems
7. Conduct activities to increase employer and apprentice/trainee participation	Expand current communication and marketing activities as part of a planned strategy
8. Participate in the development of the ITA annual Service Plan	Currently do so upon ITA invitation
9. Consult with all key stakeholders with an interest in the assigned industry training programs	Currently do so. See item 7 above
10. Register apprentices/trainees in conjunction with the ITA	Pending ITA systems change
11. Conduct apprentice/trainee assessments - approving credit for prior learning and work experience - approving eligibility for credential challenge - conducting practical assessments Assessing and reporting logbook completion progress	Provision already made in organizational plan for an Assessment Officer - job description in place Upon Full Service funding prepared to hire an assessment officer

12. Coordinate and manage Red Seal product development	Automotive Training Standards Organization's CEO currently works closely with ITA's Director, Red Seal Programs - Will continue to do so as per ITA's position
13. Designate (approve) training providers	ITA - Pending
14. Participate in ITA strategic initiatives (youth programs, aboriginal etc.)	Currently committed to these initiatives See Goals 4 and 5 of this Plan
15. Prepare and recommend to ITA annual training purchase plan for assigned programs, including relative levels of investment by program type (e.g. foundation, apprenticeship, youth, aboriginal, etc.)	Comprehensive plan requiring research and documentation through various consultations is essential before recommendations formulated

STRATEGIC CONTEXT

The Automotive Training Standards Organization is guided by a Vision and Mission as established by the Board of Directors and in accordance a set of core values that were defined by the Board.

Vision

That the British Columbia automotive industry is assured of the training required to provide the most competent and productive workforce in Canada.

Mission

To support the British Columbia automotive industry with the training and credentialing that effectively matches the supply of appropriately skilled workers with industry needs.

The Automotive Training Standards Organization will remain current in identifying immediate and future training needs in the automotive industry in British Columbia, and will establish, administer and promote automotive industry trades training in response to those needs in a timely fashion. In addition, programs will be developed with the highest standards and in close consultation with Industry to ensure accuracy and relevancy.

The Automotive Training Standards Organization will continue to develop annual training plans and marketing programs to ensure that all stakeholders in the Province are fully cognizant of the Organization's activities and responsibilities.

Further, the Automotive Training Standards Organization will continue to be accountable to employers and apprentices and the Industry Training Authority for the standards and outcomes of ITA approved automotive training programs.

Planning Context and Strategic Issues

The mandate of the Automotive Training Standards Organization remains unchanged, and that is to function as an effective industry sector coordinating agency by identifying industry training needs, aligning industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 providers.

While the Industry Training Organization Model has evolved somewhat since its inception, the basic premise remains the same, and the Automotive Training Standards Organization follows that model. The Organization's raison d'etre has not changed, and that is to ensure that automotive trades training in the Province is of the highest standard and easily accessible to those wishing to enter an automotive trade, as well as to those already employed in this sector who wish to upgrade their skills and training. In addition, the Automotive Training Standards Organization is constantly working to ensure that employers are supported with trained workers sufficient to meet their needs.

Risks and Opportunities

In reviewing current labour market conditions, and through on-going dialogues with stakeholders, it is evident that the factors affecting the Automotive Training Standards Organization's initiatives remain largely unchanged from a year ago. Labour market predictions at that time referred to increasing demand for workers, and this has proven to be the case. Therefore, the planning context that dictates the Organization's priorities and planned activities remain essentially the same.

The following charts outline six risks and opportunities originally identified by the Automotive Training Standards Organization at its inception, and which continue as challenges for the Organization. That is not to say that progress has not been made - performance measures from last year indicate otherwise, but the challenges remain to be vigorously addressed with tenacity and ingenuity.

CHANGING TECHNOLOGIES

The evolution of technologies continues to affect all businesses, but nowhere is it more evident than in the trades, and especially the automotive trade. For example, in the last twelve months, largely in response to environmental issues, hybrid cars and fuels have taken the spotlight.

For training materials to remain relevant, constant monitoring and revision is necessary, as is a continuing dialogue between industry and program developers.

Post-journey person training also takes on new importance, as does the methods for delivery of new and upgraded curriculum.

The issue of changing technologies remains a challenge for the Automotive Training Standards Organization.

STRATEGIES

Certainly reviewing and up-dating current curriculum, as well as the creation of new programs, is still of the utmost importance for the Automotive Training Standards Organization. This is an on-going undertaking that ensures British Columbia's reputation as having highly qualified automotive technicians remains intact.

In order for training material to be relevant to a particular trade in a climate of changing technologies, it is essential that program development is accomplished based on input from industry. The Organization has established an effective process of consultation that it will continue to utilize in the coming year.

It is also important that journeypersons have their training upgraded as well, and this will be another focus of the Organization in 2008-09. Employers must be educated as to the importance of post-journey person up-grading for both the employer's sake and that of the employee.

The Automotive Training Standards Organization Board of Directors has established the Human Resources Sub-Committee, to develop strategies of educating employers in the importance of supporting their employees in various ways to both maintain a good quality of service and aid in the retention of good employees.

SUPPLY MARKET CHALLENGES

Labour market projections have not changed significantly over the past year. It is expected that there will be a 5.5 to 6 percent increase on average across the automotive trades. The workforce in these trades is decreasing due to a number of factors which include retirement (sometimes early retirement in order to avoid learning the new technologies), and a declining birth rate in the Province.

Another factor that continues to plague the industry is the misperceptions surrounding employment in the automotive trades. Often youth, and young women in particular, are prevented from investigating the employment possibilities within the automotive industry, because their parents and counsellors hold these misperceptions.

As well, youth are often attracted straight from high school into construction work as they can immediately make a good wage without any further education or training.

STRATEGIES

Strategies the Automotive Training Standards Organization employed last year with regard to changing the public's perception of the Industry have met with some initial success, and this year will see the Organization continuing with these methods, namely: expanding awareness of the Organization's functions and responsibilities, working with secondary schools, especially counsellors and technical teachers, supporting the development of different delivery of training models, and work towards increasing apprentices from under-represented sectors.

The Organization will continue to work with secondary institutions to support them in efforts to prevent students from being lured into non-credentialed occupations that offer short-term wage advantages.

A print campaign is being planned in an effort to reach the public with the message that the automotive industry is a viable option for employment of youth, both men and women.

To educate employers on the importance of hiring apprentices and methods of retaining them, the Organization's Human Resources Sub-Committee will be developing effective and easily implementable strategies. These strategies will be delivered in a variety of methods: workshops, online, mail campaigns and on individual basis where appropriate.

ECONOMIC FACTORS

The construction trade in its current boom situation continues to attract not only youth directly from school, but individuals from other trades who are enticed by the high wages.

In this type of situation, when the boom is over, tradespersons are often reluctant to return to their original trades.

As has been apparent in the past when the strong demand for labourers in construction trades levels out, youth often do not want to return to a training situation where they would be making a lesser wage than they have been earning.

Another factor that remains a challenge is that of the disparity between wages of technicians in rural and urban areas. Technicians who have done some of their training in an urban centre often do not want to return to the rural area because of the higher wages.

STRATEGIES

The Automotive Training Standards Organization will continue to work with Secondary schools to help ensure that youth fully understand the long-term effects of their choices, and to see that they are provided with all the options and benefits with regard to automotive training well before the apprenticeship stage .

The Organization will continue to work with employers so that they can employ methods, other than monetary, of attracting and retaining employees. These strategies will be developed by the Human Resources Sub-Committee.

IMMIGRANT LABOUR FORCE

Immigrants may yet become a viable source of skilled labour for the automotive industry. Over the last year, this has become a hot topic (mainly due to the acute shortage of workers) and governments are responding in various ways. There is, however, no quick fix as a great deal of planning and coordinated effort is required to see immigrants actually ready to take their places in the workforce.

Industry must also assist these efforts and be prepared to adapt to the needs of, and provide support to, the immigrant workers who eventually reach the employer.

STRATEGIES

The Automotive Training Standards Organization will continue to monitor activities surrounding the accreditation of immigrant workers. The issues are complex and are being wrestled with at all levels of government, and the Organization will be ready to become involved where appropriate. The Organization has been working with the ITA and will continue to do so in areas of competency-based and prior learning assessments.

Again, through the strategies devised by the Human Resources Sub-Committee, the Organization will help employers in supporting immigrant automotive workers.

TRAINING OPTIONS

The provision of automotive trades training options for rural apprentices in British Columbia remains a challenge for training providers across the Province, and the need for alternative training options has never been greater.

Lifestyle choices continue to impact the kind of training individuals are seeking, as does the hardship for employers losing employees for weeks at a time under the traditional apprenticeship training system.

Training institutions must be encouraged to develop new models and to embrace the resultant changes to their own employment practices. The traditional classroom model of instructor led learning from 9:00 a.m. to 3:00 p.m. and additional prep time for instructors still remains the norm, however, other options for apprenticeship training must be explored and offered by institutions.

Employers must also buy into the new training models as they emerge and must support their apprentices as the training dictates. Indeed, employer-supported training should be the current practice, but all too often an apprentice is left on his/her own, and training falls by the wayside. The automotive industry cannot afford to overlook the needs of apprentices, and alternative training options are key in this regard.

STRATEGIES

The Automotive Training Standards Organization has been working with Vancouver Community College in developing online training for the collision trades. The Organization will continue to encourage the further development of online training, while investigating complementary delivery options such as mobile classrooms.

In addition, the Organization has been working with the British Columbia Institute of Technology in getting the Alternative Model of Automotive Training up and running.

Once again the Organization recognizes the importance of educating employers around issues of employer-supported training. Through strategies developed by the Human Resources Sub-Committee, the Organization will work to ensure that employers understand the need to support both traditional and alternative models of apprenticeship training.

SERVICE AND STANDARDS MAINTENANCE

The Automotive Training Standards Organization has had since its inception a strong commitment to maintaining high standards of service and superior results in all its undertakings.

Despite the fact that the Organization's initial projects were conducted with the limited resources of only two staff for 8 months of the past year, it has not failed to live up to those standards. Two more employees were taken on during the year, an Administrative Coordinator in December and a Program Development Coordinator in January, and while that certainly helped to ease the pressure, it is obvious that a further commitment to increasing staff is required.

In addition, the Organization was granted Full Service status in January and there are new responsibilities associated with that designation that will impact the organizational/staffing structure. As the responsibilities of full service unfold into the new year, staffing issues will take on an even greater importance.

STRATEGIES

The Automotive Training Standards Organization will continue to produce a high level of service and program development through its continued dialogue with industry and the judicious selection of competent personnel who are not only qualified, but who are also dedicated to the Organization's Mission and to the automotive industry in general.

A highly successful strategy for ensuring the relevancy of apprenticeship training programs has been the close working relationship the Organization maintains with industry's employers, through forums, the Sector Council, and individual contact.

The Organization will continue the development of relationships with training providers through PACs and other committee involvement, and will monitor outcomes to ensure curriculum and training materials are being utilized as they were designed to be used and that uniformity of content is maintained.

Further service and standards maintenance are discussed under the section on Full Service, page 8 of this report.

PERFORMANCE MANAGEMENT FRAMEWORK

The performance management framework in this service plan has not changed since last year's service plan. However, the Performance Measures as defined by the Industry Training Authority have changed somewhat, and the new measures are shown for each goal, along with the actual numbers as provided by the ITA, as collected through their Apprenticeship Information Management System (AIMS).

The Automotive Training Standards Organization's goals and rationale for those goals have not changed from the Organization's last plan as they are in line with previously identified challenges and opportunities that remain valid. These challenges include: effects of technological changes in the industry; economic and demographic effects on labour force supply, effective and timely training options, and the need for relevant and rigorous program standards.

The goals and strategies were established in accordance with the Organization's stated Vision and Mission, and in alignment with its organizational values, and the ITA's service plan.

Performance measures are based primarily on obtainable data from the ITA; however, other sources may be used to determine progress on some goals.

The goals as defined within this service plan are:

1. Review existing programs and create new programs as required, ensuring that high standards are maintained and established, and that national standards are met and/or exceeded.
2. Educate employers to the benefits of apprenticeship sponsorship and support.
3. Increase the number of apprentices entering and completing automotive apprenticeship programs.
4. Increase the number of youth in automotive trades.
5. Increase the number of apprentices in automotive trades from under-represented sectors.
6. Remain current with government initiatives with regard to immigrants in trades to identify opportunities to increase the automotive industry's workforce with qualified immigrants.

GOALS, STRATEGIES AND PERFORMANCE MEASURES

Goal 1:

Review existing programs and create new programs as required, ensuring that high standards are maintained and established, and that national standards are met and/or exceeded.

Strategies:

- Continue ongoing meetings/industry consultations to ensure program relevancy response to current conditions
- Continue to build internal operational capacity to handle effective program review, updating and development
- Ensure program satisfaction by conducting targeted surveys
- Continue to align Accredited programs with Red Seal standards
- Work towards having recognized trades become accredited programs

Performance Measure	Targets			
	2007/08 Actual	2008/09 Target	2009/10	2010/11
Number of apprentices (%) in updated programs	20%	93%	96%	98%

Goal 2:

Educate employers to the benefits of apprenticeship sponsorship and support.

Strategies:

- Continue to meet with industry through forums and industry consultations to gather qualitative data in support of apprenticeship sponsorships
- Use the Automotive Training Standards Organization's re-designed Website as a tool to inform employers/sponsors and continue to develop industry communiqués and other media to support education of employers
- Increase presence (branding) within the industry through the use of strategically-placed, informative articles in industry magazines
- Through the Organization's Human Resources Sub-Committee Committee develop and implement strategies to educate employers/sponsors
- Continue to participate in trade shows, career fairs and speaking engagements
- Continue to encourage development and implementation of effective training model options that are more attractive to employers

Performance Measure	Targets			
	2007/08 Actual	2008/09 Target	2009/10	2010/11
Number of apprentices in assigned programs	3641	4000	4350	4700
Number of employers/sponsors offering trainee/apprentice placements.	1820	1850	1900	1950

Goal 3:

Increase the number of apprentices entering and completing automotive apprenticeship programs.

Strategies:

- Continue to develop and implement marketing strategies to improve image of automotive industry trades, dispel misperceptions, and increase awareness in the general population, e.g. through revised website, print campaigns, mail outs and articles
- Continue to meet with industry through forums and industry consultations to gather qualitative data in support of apprentice sponsorships
- Ensure the relevancy and quality of training so that registered apprentices are encouraged to complete their training
- Promote levels credentialing to appeal to Generation Y's desire for positive feedback and recognition
- Continue to support various training delivery models so that apprentices can choose the option that best suits their lifestyle in order to complete the program
- Provide liaison between, and support of, colleges and employers
- Continue to participate in trade shows, career fairs and speaking engagements
- Educate employers in effective methods to retain apprentices. (See Goal 3)
- Encourage youth to enter automotive industry trades. (See Goal 4)
- Promote the automotive trades to under-represented sectors. (See Goal 5)
- Monitor status of immigrants in trades (See Goal 6)

Performance Measure	Targets			
	2007/08 Actual	2008/09 Target	2009/10	2010/11
Numbers of Certificates of Qualifications Issued ¹				
• Apprentices	691	750	800	850
• Challengers	540	575	625	675
	151	175	175	175
Red Seal Pass Rates ²	85%			
• Automotive Service Technician	64%	87%	89%	90%
• Automotive Collision Repair	92%	70%	75%	80%
• Automotive Refinishing Tech		92%	95%	95%

¹ ITA data for fiscal 2007 /08

² ITA data for 2007 calendar year

(Continued from Page 21)				
	Training plan reviewed by ATSO	Training plan developed by ATSO and recommended to ITA	Training plan developed by ATSO and recommended to ITA	Training plan developed by ATSO and recommended to ITA
Develop and recommend annual training purchase plan for assigned program				
Ensure maximum utilization of funded training spaces				
<ul style="list-style-type: none"> • Apprenticeship • Foundation 	84%	86%	88%	90%
	78%	80%	85%	90%

Goal 4:

Increase the number of youth in automotive trades.

Strategies:

In addition to the strategies to build numbers of apprentices/ trainees in general (shown in Goal 3), the following strategies will continue to be used to address the specific issue of encouraging youth into the automotive trades:

- Continue to work with school districts, training providers and employers in the development of automotive ACE-IT Programs in Secondary schools
- Continue to work with training providers and employers in rationalizing Foundation (ELTT) programs in Post-Secondary schools to meet industry demands
- Implement marketing strategies to improve image of automotive industry trades, dispel misperceptions, and increase awareness in the general population
- Use the Organization's website to spotlight recent graduate journey person (embedded video)
- Encourage best practices dialogue among secondary and post-secondary schools using the Organization's website
- Continue to participate in trade shows, career fairs and speaking engagements
- Continue to build awareness of career options in *all* automotive trades, rather than only the high profile trades, through effective communications with Secondary school career councilors and teachers

Performance Measure	Targets			
	2007/08 Actual	2008/09 Target	2009/10	2010/11
Number of registered youth participants in ACE IT and SSA programs	657	700	800	900

Goal 5:

Increase the number of apprentices in automotive trades from under-represented sectors.

Strategies:

In addition to the strategies to build numbers of apprentices/trainees in general (shown in Goal 3), the following strategies will be used to address the challenges and opportunities for the specific group identified.

For Women:

- Continue to build awareness of career options for women in all automotive trades, rather than only the high profile trades, through effective communications with Secondary school career councilors and teachers
- Develop print campaign targeted for female audiences that dispel misperceptions about automotive trades
- Hold a automotive trades panel-style forum for women

For Aboriginals:

- Continue to work with Department of Indian and Northern Affairs and band coordinators to inform aboriginal communities about options within the automotive industry
- Work with the Provincial Aboriginal Strategy to promote the automotive trades
- Continue to work with the ITA's Director of Aboriginal Apprentices to develop strategies to encourage the consideration of apprenticeships in the automotive industry

Performance Measure	Baseline	Targets		
		2007/08 Actual	2008/09 Target	2009/10
Number of women enrolled in automotive apprenticeship programs	143	175	225	300
Number of aboriginals enrolled in automotive apprenticeship programs	Baseline figure not available			

Goal 6:

Remain current with government initiatives with regard to immigrants in trades to identify opportunities to increase the automotive industry's workforce with qualified immigrants.

Strategies:

- Continue to monitor government activities in this area
- Continue working with the ITA in areas of competency-based and prior learning assessments
- Through the strategies devised by the Human Resources Sub-Committee, the Organization will help employers in supporting immigrant automotive workers

Performance Measure	Baseline	Targets		
At this time, the effects of the various activities cannot be measured. When and if the situation warrants, the Organization is prepared to provide assessment services.	N/A			

ALIGNMENT WITH ITA'S SERVICE PLAN 2008/09 - 2010/11

The Automotive Training Standards Organization's stated Vision and Mission, as provided in *Strategic Context*, remain consistent with the spirit of the ITA's purpose, as are the Organization's values. Further, the Organization's goals are supportive of the ITA's goals, as outlined in its Service Plan 2008/09 - 2010/11, in that its activities serve as reinforcement of the larger vision.

ITA's Goals:

- Sufficient and Timely Supply of Skilled Labour, Relative to Industry Needs
- Active and Effective Industry Leadership of Industry Training
- Efficient and Effective Program Development and Delivery
- High Levels of Customer Satisfaction and Stakeholder Engagement

**Automotive Training Standards Organization's****Vision**

That the British Columbia automotive industry is assured of the training required to provide the most competent and productive workforce in Canada.

Mission

To support the British Columbia automotive industry with the training and credentialing that effectively matches the supply of appropriately skilled workers with industry needs.

SUMMARY FINANCIAL OUTLOOK

	Forecast	2008/09
REVENUE		
ITA Core Funding		367,223
Program Review & Maintenance Funding		340,000
Total Revenue		707,223
COSTS		
Salaries and Benefits		459,200
Office Expenses		20,500
Professional Services		6,273
Travel and Meeting - General		60,000
Consulting - General		75,000
Marketing/Communications		54,000
Facilities		22,500
Other		9,750
TOTAL COSTS		707,223



**Automotive Training
Standards Organization**

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