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Please use the Q&A to post questions to the speakers. The second half of the event has been reserved for Q&A.
Community Colleges and Employer Partnerships

Technical Instructions: Catherine Imperatore
Association for Career and Technical Education
Community Colleges and Employer Partnerships

Moderator: Sue Liu, Senior Policy Advisor
Department of Education, Office of Vocational and Adult Education
Today's Remarks:

Roberto Rodriguez, Special Assistant
White House Domestic Policy Council

Georgia Yuan, Department of Education Deputy Under Secretary

Dr. Brenda Dann-Messier, Department of Education, Assistant Secretary for Vocational and Adult Education
Community Colleges and Employer Partnerships

James Stone, Director
National Research Center for Career and Technical Education
NRCCTE Partners

- University of Minnesota
- Cornell University
- NOCTI
- University of Louisville
- ACTE
- SREB
- State Directors
- FHI360
- Clemson University
Community Colleges and Employer Partnerships

Dr. Brenda Dann-Messier
Department of Education
Assistant Secretary for Vocational and Adult Education
Today’s Presenters:

Annette Parker, AMTEC

Caren Caton, Toyota Motor Engineering and Manufacturing North America, Inc.

Mark Manuel, Bluegrass Community Technical College
The Role of Intermediaries: The Origins of AMTEC

Annette Parker, CEO
AMTEC
(AMTEC is supported by a National Science Foundation grant)
AMTEC
National Center of Excellence in Advanced Automotive Manufacturing
“Industry – Education Collaboration”
Agenda

* Overview of AMTEC
  - Mission, Vision, and Goals
  - Organizational Structure
  - Collaboration & Innovation
* From the industry point of view - Toyota
* From the community college point of view – BCTC
  - What is different?
  - Challenges
* Questions & Answers
What We Were

**Organization:** An organization seeking to be NSF ATE National Center of Excellence that consist of community colleges and auto industry partners with a common, vision, mission, and goals inaugurated in April of 2005.

**Vision:** A recognized collaboration of colleges and companies working to strengthen the competency and global competitiveness of the automotive workforce.

**Mission:** Create and sustain an innovative, responsive, and standards-based workforce education development system that meets industry skill requirements.
AMTEC National Center

Goal 1 - Create business/industry partnerships in delivering core technical education that meets the high priority needs of automotive manufacturers and suppliers.

Goal 2 - Increase secondary to postsecondary transition and from postsecondary to employment to meet industry needs.

Goal 3 - Implement a collaborative support system to sustain and replicate the AMTEC model.

Goal 4 - Create and sustain the program with assessments, credentialing and continuous improvement.
AMTEC Leadership

Annette Parker, NSF Principal Investigator & Executive Director

AMTEC Strategy Board

Caren Caton
Toyota Motor Manufacturing & Engineering

Willy Kaulfersch
Ford Motor Company

JoAnne Pritchard
General Motors
## AMTEC Leadership Team

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<tr>
<th>College Partner</th>
<th>Community College</th>
<th>Industry Partner</th>
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<tr>
<td>Bo Garcia</td>
<td>Lansing Community College</td>
<td>GM Delta Township</td>
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<td>Gary Saganski</td>
<td>Henry Ford Community College</td>
<td>Ford Motor Company</td>
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<td>Federico Zaragoza</td>
<td>Alamo Community College District</td>
<td>Toyota Motor Manufacturing Texas</td>
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<td>Jeff Arnold</td>
<td>Danville Community College</td>
<td>Goodyear</td>
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<td>John Gajewski</td>
<td>Cuyahoga Community College</td>
<td>Ford Brook Park</td>
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<td>Mary Ann Hyland-Murr</td>
<td>Jefferson Community &amp; Technical College</td>
<td>Ford Kentucky Truck Plant and LAP</td>
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<tr>
<td>Mark Manuel</td>
<td>Bluegrass Community &amp; Technical College</td>
<td>Toyota Motor Manufacturing Kentucky</td>
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<td>Mike Forrester</td>
<td>Spartanburg Community College</td>
<td>BMW</td>
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<td>Mike Hudson</td>
<td>Pellissippi Community College</td>
<td>Aisin Automotive and Denso</td>
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<td>Sam Collier</td>
<td>Gateway Community &amp; Technical College</td>
<td>Toyota T-TEN</td>
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<td>Terry Huber</td>
<td>Ivy Tech Southwest</td>
<td>Toyota Motor Manufacturing Indiana</td>
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<td>Beverly Hilderbrand</td>
<td>Gadsden State Community College</td>
<td>CARCAM Regional Center</td>
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<tr>
<td>Joe Petrosky</td>
<td>Macomb Community College</td>
<td>CAAT Regional Center</td>
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Gaining Consensus & Collaboration

1. We used a method called a “DACUM” with “DELPHI”

2. Everyone realized that good education and training—
   • is good for all of us;
   • is good for our workers and our students;
   • is good for the United States!

3. Companies compete with their products…

4. AMTEC’s curriculum and assessments allow community college is deliver a common core transportable credential
AMTEC’s Innovation

Curriculum

- 12 Courses & 63 Modules linked to DACUM – Delphi standards
- Offer as traditional classroom or hybrid on-line
- Includes assessments: pre/post with “test out options”
- Coursework, virtual labs and System Simulator Cell
- Can be offered as AAS, incumbent training, or short certificates
- Endorsed by industry partners

Assessments

- Assessments linked to DACUM – Delphi standards
- AMTEC General Maintenance Mechatronics Assessment
- 12 Topic/Course Level Assessments
- Module Pre/Post Assessments

Career Pathways

- Research based career pathways that identify key success factors that include industry involvement in all phases
The AMTEC Industry Partners Design a Manufacturing System Simulator
The Industry Perspective

Caren Caton, General Manager
Toyota Motor Engineering and Manufacturing North America, Inc.

NAPSC
North American Production Support Center
Common Business Need

- Toyota operates 14 plants in North America
- All plants employ multi-skilled maintenance team members
- Multi-skilled maintenance requires a foundation of fundamental skills
Consistent Outcomes

- How do we achieve consistent results at 14 plants that have common needs?
  - Establish common processes
  - Provide consistent programs
  - Centralize leadership and de-centralize service
Best Use of Resources

• Our business approach:
  ◦ Use minimal resources
  ◦ Eliminate all forms of waste

• How can we use this approach for our common needs?
  ◦ Community College can provide common knowledge and skill for maintenance
  ◦ Toyota training can provide unique knowledge and skill
Customer First Philosophy

What is Customer First Philosophy?

◦ Engage and know your customer firsthand
◦ Listen to grasp their expectations
◦ Confirm through frequent checks

• Establish Trust
  ◦ Identify the common problem to be solved
  ◦ Broaden the base through collaboration
Challenges - - Then

- Trust among partners (industry and education)
  - Building relationships
  - Achieving engagement and consensus
- What is in it for me, my company, my industry?
  - Clarifying the common problem to be solved
  - Demonstrating immediate results
Challenges - -Then

◦ Changing the status quo - - what risks do you take?

◦ Collaborating with competitors

◦ Applying a bold, transformational method to a problem that isn’t broadly perceived as a crisis
Challenges - - Now

- Sustaining the relationships
  - Changes in partners

- Broadening the “circle of trust”
  - Within the industry
  - Within our companies
Challenges - - Now

- Demonstrating results through appropriate process
  - Maintaining interest when results are not immediate
- Keeping the focus on the common problem to be solved
  - Alignment of activity to the common problem
The Community College Perspective

Mark Manuel, Vice President for Workforce & Institutional Development
Bluegrass Community & Technical College
What’s different?

Partnership vs. Client
Industry competencies
Industry recruiting students
Schedules around production
Evaluations on academic and work performance

Challenges

Understanding each other’s needs
Not being the only expert
Open access for others
Different block schedules college
FERPA, sharing info, communication
What’s different?

- Industry specific needs
- Integration of company specific training into program
- Workforce training to Academics

Challenges

- Flexible to meet other industry needs
- Hours of instruction, other students
- Responsiveness, flexibility, accreditation
Q&A

- Type your question in the text box at the bottom
- Click “Send” to All Panelists
Closing Remarks

Dr. Brenda Dann-Messier
Department of Education
Assistant Secretary for Vocational and Adult Education
Two Upcoming Webinars

Aligning Secondary and Postsecondary Education
Tuesday, March 26, 12:30 pm EST

Using Labor Market Information Within a POS Context
Tuesday, March 6, 1:30-3:00 p.m., live at ACTE 2012 NPS
Register at http://bit.ly/zieP4g

To learn more about the NRCCTE and to download this archived webinar, please visit www.nrccte.org.
Thank you for joining us!

To be notified when an archived version of this webinar is posted, or if you have questions about this presentation, please email nrccte@louisville.edu.
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