

CARS NEWS

Where people, training and technology meet

Summer Issue, August 2008

**Positive
Feedback**



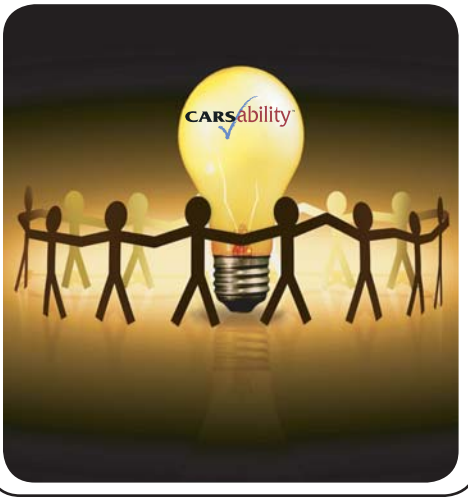
**on
CARSability!**

How could CARSability be made even better?

An evaluation of CARSability is now underway and participants are being contacted to submit their feedback.

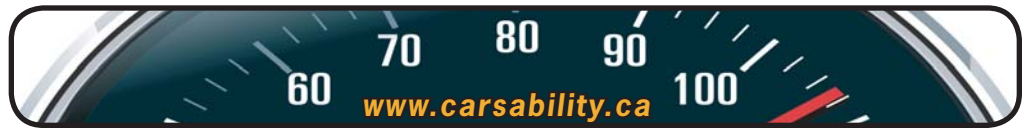
Thanks to the very positive and helpful comments received from the focus groups held this spring, we've been able to add new features.

Thanks to all of you who have taken the time to participate!



SPOTLIGHT ON SKILLS

Skills drive the motive power repair and service industry. This edition of CARS News highlights ways in which industry-related skills are assessed, promoted, built and rewarded across Canada.



CARSability Gathers Momentum

Awareness and uptake of CARSability as the Cadillac of HR assessment tools is growing, as word gets out to the far corners of Canadian industry. Web traffic stats confirm that users have adopted CARSability as a 24/7 tool, with usage confirmed all hours of the day, seven days a week in all parts of Canada. More than 2,087 users at more than 3,493 shops have signed on for assessments.

CARSability has also attracted considerable attention from the US followed, to a lesser degree, by overseas viewers.

True to its promise of user-responsiveness, the online self-assessment tool has added new features, expanded contents, increased user-friendliness and behind the scenes technical upgrades that users have asked for.

(continued on page two)

CARS Promotes Industry to Parents

Educators and industry sector councils, like CARS, are keenly aware that parents are the key influencers when it comes to the career path choices that students make. Reaching out to parents audiences to provide them with information on the wide range of occupations that today's youth can choose from, 45 related to motive power repair and service alone, has proven illusive to date. Parents do not, as a rule, attend student targeted career fairs.

In an effort to find new ways to open the career exploration dialogue with families, CARS recently participated in a pilot project with the Toronto District School Board, the Canadian Plastics Sector Council and the Canadian Aviation Maintenance Council. In May, the three sector councils were invited to participate in sector council villages at Crestview Public School and North Bridlewood Jr. Public School.

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Canadian Automotive
Repair and Service

Service d'entretien et de
réparation automobiles du Canada

www.cars-council.ca

The Canadian Automotive Repair and Service (CARS) Council is Canada's leader in training development for the motive power repair and service industry, one of the largest and most important components of the Canadian labour market.

As a national, not-for-profit sector council, CARS undertakes research and activities to support the professional development needs of this exciting industry.



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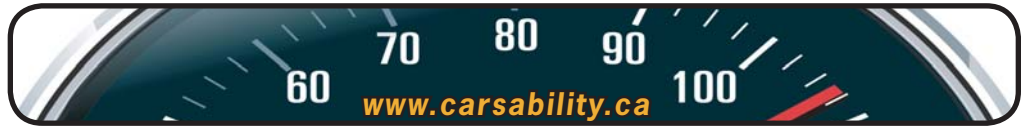
Corporate Website: www.cars-council.ca

Youth Website: www.carsyouth.ca



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*The opinions and interpretations in
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CARSability Gathers Momentum

(continued from page one)

New user-friendly features include:

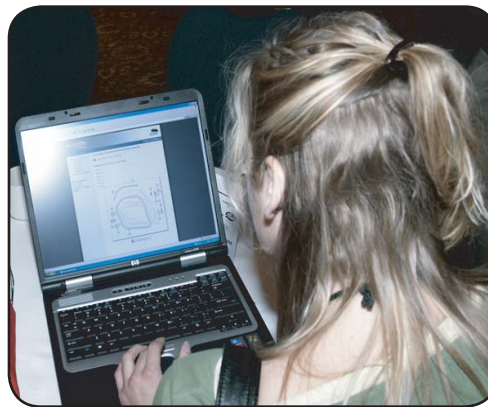
- the ability to create a new account
- prompts for the retrieval of forgotten usernames and passwords
- the option to indicate if a corporate username and password has been created for the user
- alerts notifying members of assessment changes
- help buttons
- an elegant error handling page
- Members' ability to reset passwords from the public section
- a full list of assessment occupations accessible through the sidebar menu



Modifications on the behind the scenes technical end have increased loading speed and database access by reducing page sizes.

To find out more about CARSability assessments and their ability to enhance your professional development, go to:

www.carsability.ca
or contact Colin McCarthy
905-767-5897
colin@carsability.ca



Corporate client improvements include:

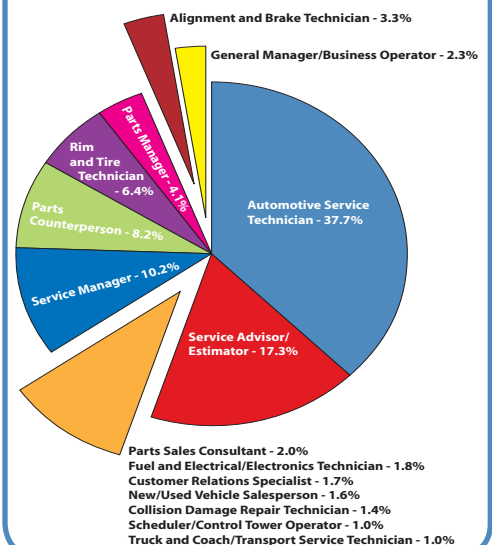
- a very flexible branding system
- adding shops via central corporate management
- the distribution of tokens to shops via central corporate management
- the removal of members by shop administrators
- improved alerts to keep shop members on track

Updated assessments offer:

- clarification on the level of difficulty of individual questions
- users access to help on how to fill in assessments.
- improved results pages that include incorrect answers
- the ability to have assessments emailed to an employee or job applicant

How industry is using CARSability

% of CARSability assessments per occupation - April 24, 2008



Spotlight on Skills

Trans-Canada News

CARS News is pleased to introduce a new section highlighting the activities of other champions of the motive power industry from across Canada. To have your success stories or events featured in the fall Trans Canada News section, please submit your articles and photos to dagmar@carscouncil.ca.



**Automotive
Sector Council
of Nova Scotia**

Essential Skills work in the Auto Industry

The spring of 2008 brought new motivation and enthusiasm to a select group of seven automotive employers from Cape Breton, Nova Scotia.

The NS Automotive Human Resource Sector Council, in partnership with the Department of Labour and Workforce Development, launched an exciting industry pilot program - Small Business Automotive Essential Skills.

Employers from Master Muffler Limited, Sydney Esso, Paul Brown Front End Shop, Ralph Ivey Auto Repair, W.E.T. Auto Sales, Merit Muffler Brake & Wheel, recognize the importance of developing specialized knowledge and skills to support their business operations in an ever-changing economy.

"We have a hidden jewel in our industry. We now have access to training... customized to fit our automotive business requirements," said Skip Harris, owner of Merit Muffler Brake & Wheel and program participant. "...as a class, we discussed important topics that we all deal with on a daily basis."

These enterprising employers learned about delegating effectively, offering enhanced customer service with improved communication, as well as expanding their computer skills in MS Word and Excel.

Further to essential skills learning, the Cape Breton employers developed a stronger industry relationship. "We came together as competitors...and left as friends with a new regional automotive industry team. We're borrowing great ideas from each other" says Wayne McLean from Ralph Ivey Auto Repair.

By far, this program proved to be a great success. Participants are now planning their next program, and other NS independent automotive businesses are incorporating Workplace Education directly into their business for the benefit of their employees.



For more information, please visit:

www.AutomotiveSectorCouncil.ca

or contact

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Clean Air Foundation to lead national scrappage program

On June 4th, 2008, the Honourable John Baird announced that the Clean Air Foundation has been chosen to lead a new national vehicle scrappage program that will take effect in January 2009. The Clean Air Foundation will partner with other not-for-profit, private and public organizations to tangibly prevent emissions, improve air quality and protect the climate by getting old, higher-polluting cars permanently off the road.

In addition, the Clean Air Foundation and its non-profit partners from coast to coast will work together to promote awareness and to transition local scrappage programs into Car Heaven's existing network to establish the new program. "We are thrilled to be leading this program," said Ersilia Serafini, Executive Director of the Clean Air Foundation. "Car Heaven is the most successful scrappage program in Canada and we look forward to working with additional local programs to build on their experience and to enhance this network even more."



www.cleanairfoundation.org

The Clean Air Foundation is a not-for-profit organization dedicated to developing, implementing and managing public engagement programs and other strategic approaches that lead to measurable emissions reductions, to improve air quality and protect the climate. The Foundation currently manages seven public engagement programs - Car Heaven™, Mow Down Pollution™, Keep Cool™, Go Solar, Switch the 'Stat, Switch Out and Cool Shops™.

www.carheaven.ca

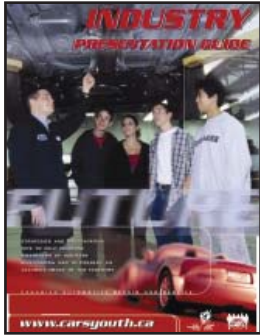
Car Heaven operates across Canada. It offers potential donors a free tow for their retired vehicle (valued at up to \$200), a charitable tax receipt from one of Car Heaven's affiliated charities (minimum \$50), and the guarantee that their old vehicle is recycled in an environmentally responsible manner. Donors may also be eligible to receive \$750 towards the purchase of a new GM vehicle, free transit passes, discounted car-share program memberships and rebates on the purchase of bicycles.



CARS Promotes Industry to Parents (continued from page one)

At both schools, grade 4 and 5 students and their parents were invited to come and discover the wide range of career path options and to get a first-hand taste of the skills and technology related to each of the industry sectors. In preparation for the event, sector councils prepared information packages that included material to be incorporated into an in-class preparatory unit, as well as take home materials for students and parents. Students were given 'passports' in advance that included self-assessment exercises focused on interests and strengths, as well as a section where sector councils added their stamps to indicate student participation in sector council village activities.

Teachers were pleased overall and had glowing comments about the sector councils. They engaged the students, the activities were fun; students asked good questions; one commented that the job they did was "amazing".



This event proved valuable for sector councils in that it sparked some interest, created small new links between industry and education, and got parents talking. More than anything, it demonstrated the key role that dedicated educators play in forging meaningful dialogue in learning communities. Schools are interested in having local employers speak to their students about industry careers and the skills required. CARS Industry Presentation Guide from the Future is Wide Open career information suite has valuable pointers for industry employers who are interested in building relationships with local school communities. The guide has tips for activities, ranging from in-shop displays for customers to taking on students for work experience placements. CARS encourages you to contact a local school and promote your industry.

To order a kit, or to get more information contact Tammy Laurin at tammy@carscouncil.ca.



Charlie Brimley, Executive Director of the Canadian Plastics Sector Council demonstrates the pliability of plastics by skewering balloons.

Trans-Canada News (continued from page three)

Celebrating Car Smart Women

To celebrate National Car Safety Month in October, Car Care Canada is honouring the increasing number of women who are taking charge of the maintenance of their cars through a *Heroes of the Road* Contest. Shops across Canada are being invited to nominate female customers who go the extra mile to maintain their vehicles in good running condition, thereby ensuring driver and passenger safety, reducing the carbon footprint of vehicle emissions, and saving on gas.

Selected Road Heroes and the shops that nominate them will receive exciting prize packages. Nominations need to be submitted by September 15, 2008 to Car Care Canada. To get a nomination form, or find out more about the contest, please contact:

Patty Kettles
Manager, Marketing & Communications
Car Care Canada
800-808-2920, ext. 221
Patty.kettles@carcarecanada.ca



CAF-FCA Survey Explores Apprenticeship Return on Investment

The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) is seeking employers who train apprentices to complete a survey on the costs and benefits of apprenticeship training so an accurate return of training investment can be obtained. The study is part of an overall enhancement of the business case for apprenticeship for its original publication 'Apprenticeship – Building a Skilled Workforce for a Strong Bottom Line'. The motive power occupations included in the survey are: Automotive Service Technician, Motor Vehicle Body Repairer and Parts Clerk.

The cost-benefit results from a similar study in 2006 revealed apprenticeship training to be a worthwhile investment for employers. For the 15 trades examined, for each \$1 invested in an apprentice, a benefit of \$1.38 accrued, on average, to employers or a net return of \$0.38. **In the case of automotive service technicians that cost-benefit ratio amounted to \$1.49, and \$1.56 per dollar spent, once tax credits were factored in. For motor vehicle body repairers these ratios were \$1.63 and \$1.72 respectively.**

For more information on the study, or to participate, please contact:

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