APPLICATION FOR APPROVAL OF NEW EDUCATION PROGRAM
(to be submitted in duplicate)

I. District: Santa Barbara Community College
   Name of College: Santa Barbara City
   Contact Person: Melvin J. Elkins
   Phone Number: (805) 965-0581

   Name: Asst. Dean, Occupational & Career Ed
   Date of Application: 12/1/78

II. Program Descriptive Material:

A. Program Name: Associate Degree Automotive Apprenticeship Program

B. CID#: 5345

C. Program goals (mark all applicable boxes):

   [X] AA or AS Degree
   [ ] Transfer
   [ ] Special Education (Handicapped)
   [X] Occ. Employment
   [ ] Certificate (UnitsReq'd)
   [ ] Entry Skill Training
   [ ] Skill Upgrading
   [ ] License Preparation

D. If program requires approval of licensure board, supply evidence of
   compliance. California State DAS preliminary approval.

E. Date Program will be initiated if approved: January 15, 1979

III. Objectives of Program:

A. What are the objectives of the proposed program? (Append extra pages as necessary)

   To offer automotive optional training for apprentices. NADA, EDD, and Santa
   Barbara City College are working cooperatively to train certified mechanics in
   a three-year period (see Attachment).

B. If program has not appeared in Academic Master Plan, explain reasons for
   proposing it at this time.

   Proposal from Department of Labor and NADA was not made until after the last
   Academic Master Plan was developed.

C. Courses Included in Program:

   1. Attach list of all courses in the proposed program, including an expected
      sequence or learning pattern (such as the recommended course sequence from
      the catalog). Give title, course number, units and hours per week (lecture
      and laboratory). Indicate new courses to be included in the program.
      See attached Exhibit A.

   2. Attach course descriptions for new courses.
      See attached Exhibit G.

FORM CCC-EP-1 (Rev. 2/76)
IV. Establishment of Need:

How has the college established need for the proposed program? Report on one or more of the following as appropriate. Respond to as many as possible.

A. Report interdistrict attendance agreements, actions and comments of area or regional councils, inter- or intra-district advisory groups, advisory committees, or similar bodies testifying to the need for the program. Attach minutes of appropriate meetings. (See Attached Exhibit C, D, E-1, E-2 and D.)

B. Show summary results of job market analysis, surveys or other evidence of employment possibilities for graduates of the proposed program. NADA willingness to provide 24 apprenticeship stations (See Exhibit C).

C. What are the indications of student interest in the proposed program, and how were they determined? (particularly appropriate to non-occupational programs)
   Not applicable.

D. Describe service to other disciplines which this proposed program will provide.

V. Estimated enrollment:

A. Estimate initial enrollment. What changes in the initial enrollment are anticipated as this program becomes fully operational?
   The Automotive Apprenticeship Program will accommodate 24 students with work experience stations, automotive specialty courses, and support courses.

B. Will this program have a significant effect on existing enrollments? If so, explain.
   This enrollment will increase overall campus enrollment only by .003 percent.

VI. Articulation:

A. What articulation provisions have been made or are in process with other educational institutions?
   Not applicable - articulation has come with S.B.C.C. working with local NADA and EDD (See Exhibit E-1 and E-2).

B. What related programs, if any, already exist at your college?
   Day and evening Automotive Mechanicé Program.

C. What programs with similar objectives are offered or are planned at other regional schools and colleges?
   None in the Tri-Counties area (Ventura, Santa Barbara and San Luis Obispo).
VII. Capital Outlay Program:

A. Will this proposed program require any additional facility or major equipment outlays (also consider effect on library or learning resource center)?

Present facilities. Capital equipment in Automotive Program allows us to offer apprenticeship option at no significant added expenditures.

B. Have these needs been identified in the facility master plan? If so, in what manner?

Not applicable.

C. What sources of income will be used to cover the above costs?

Combination of resources.

☐ State Bonds
☐ Available Local Bond Funds
☐ Permissive Tax (Const. Act)
☐ State/Local Operations
☐ Federal
☐ Other (describe) \[NADA\]

VIII. Staff:

Will additional staff be required for this program to become fully operational? (if yes, specify)

Hourly or part of contractual load. Estimated (for Auto courses and Work Experience only) to be .5 FTE during spring, summer and fall semester sessions.

IX. Evaluation:

What plans does the college have for periodic evaluation of this program, e.g., COPES, SAM, enrollment data, Transfer Student Success Rate, placement-followup?

Use of SAMS in follow-up and determining of majors. Asst. Dean of Instruction - Occupational Education - will do annual program evaluation.

X. Certification of compliance with Title 5:

On December 14, 1978 the Board of Trustees of Santa Barbara Community College District approved the above education program and by my signature I certify that all provisions and conditions of Article 2 of Title 5, Section 55137(b) and of Article 3 of Title 5, commencing with Section 55140 have been considered, and that all factors, taken as a whole, support establishment and maintenance of the proposed educational program.

Superintendent/Chancellor

Dr. David Mertes, Superintendent/President

Date
ASSOCIATE DEGREE APPRENTICESHIP PROGRAM

PARTICIPANTS

A joint effort between Community Colleges, New Automotive Dealers Association (NADA), U.S. Department of Labor, and Bureau of Apprenticeship Standards is being made to develop Automotive Dealers Apprenticeship Programs (ADAP). This program will allow local community colleges and local auto dealers/employers to set up apprenticeship programs for training of automotive mechanics.

SPECIFIC INVOLVEMENT OF PARTICIPANTS

1. Santa Barbara City College will provide the training stations for some 24 Automotive apprentices. This 64 unit A.S. degree program would include 30 units (lecture) of Automotive subjects, 17 units of General Education, 8 units of support courses and 9 units of Work Experience (see attached Exhibit A).

The program would be offered over a period of three years; furthermore, it will be "open entry" whereby "new" students could be taken into the program (at semester intervals) as training slots become available.

The Work Experience component will be conducted by the Instructor/Coordinator assigned to that semester's offering in Automotive Services. The field experience will be conducted at the Auto Agency for which the apprentice had contracted. The apprentice's progress will be monitored monthly by the Instructor/Coordinator and the field faculty cooperatively. (See Exhibit B for Apprenticeship Work Experience Report.)

Santa Barbara Community College will provide (on main campus) facilities and staff during evening hour schedule (7 - 9:50 p.m.) to conduct the program.

2. Automotive Dealers: The Automotive Dealers will provide "on-the-job" training stations for selected apprentices; furthermore, the apprentices would be paid 52% of a journeyman's pay scale and would expect 96% of same at the end of the three year training period.

At present, the local new car dealers have committed themselves to 18 apprenticeship stations within the Santa Barbara Community College attendance district; there are now four (4) dealers who are planning on contracting six (6) stations on or before the spring 1979 semester. As a consequence, there should be 24 apprentices committed for training by the spring 1979 semester.

3. Department of Labor: The Department of Labor has let a contract to provide National and State coordinating assistance to "set up" local community training agencies. This action was taken after National and State statistics indicated the present and projected automotive journeymen were inadequate to serve the present population.

Santa Barbara was chosen as a possible training site because of its central location in the "Tri-Counties area" and its remoteness to Southern California's population centers.

4. Apprenticeship Standards: The California Division of Apprenticeship Standards (CDAS) is involved to insure the management and labor contracts are in compliance with present National and State laws - not excluding implications of equal opportunity.

(continued)
5. Employment Development Department: The local EDD office will screen, counsel, and test local interested parties during November and December 1978. The GATB is administered to determine dexterity skills. Furthermore, a High School Diploma or GED is required to meet minimum standards for selection to the Automotive Apprenticeship Program.

EDD will refer all qualified candidates to the local dealerships for interviews (see Exhibit C).

DEVELOPMENT OF PROGRAM

During 1977-78, John Ingram and staff, Mel Elkins, Anthony Rogers and Penelope Longbottom (Field Service Representative for NADA), and a local Automotive Dealers' Advisory Committee (see attached Exhibit D) have been working to develop curriculum and to develop and define available Work Experience stations in the community. The local automotive dealerships have been very supportive of the concept of the Santa Barbara Community College District being one of the three pilot programs in the State.

The Santa Barbara City College's Automotive Services staff strongly supports the idea of offering a "new option" to our present comprehensive program. We believe our present contract, hourly certificated, and Automotive teaching assistants can provide the necessary evening (lecture) offerings for the Automotive Apprenticeship Program.

EMPLOYMENT OPPORTUNITIES

Because of tighter laws governing emission standards, the complexity of the newer automobiles, and because of the number of automobile units sold during the last few years, we find both immediate and long-range need for more and better trained automotive mechanics.

AUTOMOTIVE ENROLLMENTS

Even though this apprenticeship program would provide opportunities for a new community clientele, we find that since our present Automotive Program is so oversubscribed we could not serve the apprentices through our present offerings. The Automotive Services Program would need to develop ten 3 unit lecture-type Automotive Apprenticeship courses over a three-year period to satisfy this speciality Automotive Program criteria.

TERM OF APPRENTICESHIP PROGRAM

The term of the Apprenticeship Program shall be no less than three years in duration. Furthermore, the apprentice is required to enroll in no less than 2,000 Work Experience training hours/year and to complete coterminously no less than 250 hours (lecture) of technical and general education classes.

PROGRAM IMPACT ON CAMPUS

Statistical data covering the last two years indicates several cancelled classes or low enrollment in the General Education offerings; e.g., English 18, Technical Writing; Math 40, Applied Math; English 5 and 6, certain Social Science, and certain Humanities classes. Therefore, it seems that this Automotive Program option would be an asset to the campus.

Furthermore, since the Apprenticeship Automotive classes are limited to lecture/demonstration type activities, there will be no congestion of vehicles in the Automotive quad area.

(continued)
PLANS FOR FURTHER CURRICULUM DEVELOPMENT

The Automotive Department would like to develop the Apprenticeship course curriculum on an "as needed" basis; i.e., develop Automotive course curriculum only one year in advance. This would mean that if we were to offer the A.S. Degree Automotive Apprenticeship Program in the spring 1979 semester, campus program approval and course outline approval for A.S. 20 "In-Service Auto Mechanics" would need to be sanctioned during the fall 1978 semester. Furthermore, all Auto courses; i.e., A.S. 23, 24, and 25 (for 1979-80 implementation) should receive campus approval during the spring 1979 semester.

MJE: ms
### ASSOCIATE DEGREE IN SCIENCE - APPRENTICESHIP AUTOMOTIVE PROGRAM

#### Spring 1979
- AS 20 - In-Service Auto Mechanics 3
- Eng. 1 or 5 - Eng. Composition 3
- Apprentice Experience 1

#### Summer Session 1979
- AS 21 - Auto Heating and Air-Conditioning 3
- *Math 40 - Applied Mathematics* 3
- Apprentice Experience 1

#### Fall 1979
- AS 22 - Auto Tuneup and Smog Controls 3
- Eng. 18 - Technical Writing 3
- Physical Education 1
- Apprentice Experience 1

#### Spring 1980
- AS 23 - Auto Brakes/Front End 3
- IT 1-2-9 or Welding 1 2
- Apprentice Experience 1

#### Summer Session 1980
- AS 24 - Auto Fuel Systems 3
- Humanities Requirement 3
- Apprentice Experience 1

#### Fall 1980
- AS 25 - Auto Electric Systems 3
- Amer. Inst. Requirement 3
- Physical Education 1
- Apprentice Experience 1

#### Spring 1981
- AS 26 - Auto Eng. Servicing 3
- Natural Science 3
- Apprentice Experience 1

#### Summer Session 1981
- AS 27 - Auto Parts/Service Dept. Management 3
- Bus. Adm. 3 - Bus. Math 3
- Apprentice Experience 1

#### Fall 1981
- AS 28 - Auto Power Train/Drive Systems Theory 3
- AS 29 - Auto Power Train Drive Overhaul 3
- Apprentice Experience 1

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*Should contain metric system.

**Program would contain:**
A. 30 Automotive units
B. 9 Work Experience units
C. 17 General Education requirements
D. 8 Support Course units

**NOTE:** A.S. 20 through A.S. 29 are all three hour lecture classes/week. All Apprenticeship Experience classes are conducted at the Dealerships; furthermore, all of the specialty classes, A.S. 20 through A.S. 29, are new courses to this curriculum.
APPRENTICE'S MONTHLY REPORT

APPRENTICE'S NAME: ___________________ REPORTING MONTH/Year: ____________

NUMBER OF MONTHS AT TRADE: ___________ TOTAL WAGES RECEIVED: ___________

CURRENT HOURLY RATE: _____________

NUMBER OF WORK DAYS MISSED THIS PERIOD: _______________ NUMBER OF CLASSES MISSED THIS PERIOD: _______________

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ON THE JOB EVALUATION

THE APPRENTICE SUPERVISOR SHOULD REVIEW THE ABOVE FOR CORRECTNESS AND INDICATE O-J-T EVALUATION BELOW

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WOULD YOU LIKE A CONFERENCE WITH THE RELATED THEORY INSTRUCTOR? ___________________________

HAVE YOU COUNSELLED WITH THE APPRENTICE ABOUT ANY DEFICIENCIES? ___________________________

COMMENTS:

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SUPERVISOR'S SIGNATURE

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RELATED INSTRUCTION EVALUATION

IS THE APPRENTICE PUNCTUAL? _______ IS CLASSROOM PERFORMANCE SATISFACTORY? _______

GRADE: __________________________

WOULD YOU LIKE A CONFERENCE WITH THE O-J-T SUPERVISOR? ___________________________

COMMENTS:

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INSTRUCTOR'S SIGNATURE

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# IMPLEMENTATION SCHEDULE

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<thead>
<tr>
<th>TIME (WHEN)</th>
<th>OBJECTIVE (WHAT)</th>
<th>PARTICIPANTS (WHO)</th>
<th>ACTIVITIES (HOW)</th>
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<tbody>
<tr>
<td></td>
<td>1. ASCERTAIN DEALER INTEREST</td>
<td>Local Dealer Association</td>
<td>Officers and other influential members of the local dealer association are polled to determine need for the program in the community and willingness to participate.</td>
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<td>2. PROGRAM PLANNING AND RESEARCH</td>
<td>Community College, Participating Employers</td>
<td>After indication of local need and support for the program the association contacts the ADAP coordinator. The ADAP coordinator researches local implementation information. Meeting of local association representatives and the ADAP coordinator to plan implementation process.</td>
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<td>3. ENROLLMENT OF PARTICIPATING DEALERS</td>
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<td>Officers of the local association call a meeting of the general membership. The ADAP coordinator presents the program to the general membership and enrolls participants.</td>
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<td>4. COORDINATION WITH B.A.T.</td>
<td>B.A.T.</td>
<td>The ADAP coordinator arranges meeting with the local B.A.T. representative. Meeting is held to plan implementation and registration procedures for the participating employers.</td>
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<td>5. ACADEMIC PROGRAM DEVELOPMENT</td>
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<td>Officials of the association arrange for a meeting with administrators of the local community college. Meeting to begin processes necessary to gain ADAP curriculum approval and program acceptance by the college.</td>
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<td>6. APPOINTMENT OF AN ADVISORY COMMITTEE</td>
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<td>Dealer members are selected from the membership of the local association. College members are selected from college’s faculty &amp; staff.</td>
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<td>7. RECRUITMENT COORDINATION</td>
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<td>The B.A.T. representative and the ADAP coordinator jointly arrange a meeting with the state employment service. Meeting to establish procedures for recruitment, aptitude testing and referral of candidates.</td>
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<tr>
<td>Bill Baldwin</td>
<td>Dealer Principal</td>
<td>C &amp; H Chevrolet, Inc.</td>
<td>614 Chapala Street</td>
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<td>Art Stellabotte</td>
<td>Dear Principal</td>
<td>Santa Barbara Mazda</td>
<td>233 W. Carrillo Street</td>
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<td>John Sakmar</td>
<td>Dealer Principal</td>
<td>Beard Motor Co., Inc.</td>
<td>222 E. Carrillo Street</td>
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<tr>
<td>Don Hughes</td>
<td>Dealer Principal</td>
<td>Hughes Pontiac</td>
<td>400 Hitchcock Way</td>
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<td>Bill Karges</td>
<td>Dealer Principal</td>
<td>Montecito Motor Cars</td>
<td>220 Anacapa Street</td>
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<td>Sam Cannata</td>
<td>Dealer Principal</td>
<td>Santa Barbara Chrysler Plymouth</td>
<td>101 State Street</td>
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<td>Randy Butts</td>
<td>Dealer Principal</td>
<td>Butts Buick, Inc.</td>
<td>315 State Street</td>
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<td>George Snyder</td>
<td>Dealer Principal</td>
<td>Thompson-Faushee Ford Co.</td>
<td>350 Hitchcock Way</td>
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<td>George Bowman</td>
<td>Dealer Principal</td>
<td>George Bowman Motors</td>
<td>118 State Street</td>
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<td>Dale Heiman</td>
<td>Dealer Principal</td>
<td>Heiman Toyota</td>
<td>5611 Hollister Avenue</td>
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<tr>
<td>Dealer Principal</td>
<td>Moritz European Cars</td>
<td>414 Por La Mar Drive</td>
<td>Santa Barbara, CA 93101</td>
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<tr>
<td>Doug Fair</td>
<td>Service Manager</td>
<td>Transworld Motors</td>
<td>6290 Hollister Avenue</td>
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<tr>
<td>Kurt Reed</td>
<td>Service Manager</td>
<td>Butts Buick, Inc.</td>
<td>315 State Street</td>
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<td>Gary Van Wyk</td>
<td>Dealer Principal</td>
<td>Van Wyks, Inc.</td>
<td>630 Chapala Street</td>
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<td>Edward Pfeiler</td>
<td>Dealer Principal</td>
<td>Pfeiler Truck-Tractor Sales</td>
<td>590 E. Gutierrez</td>
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<td>Joe Burton</td>
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<td>Joe Burton Motors</td>
<td>414 Chapala Street</td>
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<td>Joe Riso</td>
<td>Dealer Principal</td>
<td>Santa Barbara Datsun</td>
<td>36 State Street</td>
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<td>Tom Williams Jr.</td>
<td>Dealer Principal</td>
<td>Tom Williams Oldsmobile-Cadillac</td>
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<td>Bob Poeschl</td>
<td>Dealer Principal</td>
<td>Bob Poeschl Lincoln-Mercury</td>
<td>440 Hitchcock Way</td>
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<td>Dale Olsen</td>
<td>Dealer Principal</td>
<td>Transworld Motors</td>
<td>6290 Hollister Avenue</td>
</tr>
</tbody>
</table>
AUTO APPRENTICESHIP ADVISORY COMMITTEE

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Phone: 965-0581

Mel Elkins, Asst. Dean, Occupational & Career Education
Santa Barbara City College
721 Cliff Drive
Santa Barbara, CA 93109
Phone: 965-0581
TO: Santa Barbara-Goleta New Car Dealers Association
FROM: Penelope Longbottom, NADA Region Supervisor
DATE: October 17, 1978
SUBJECT: October 5, 1978 meeting to adopt the Associate Degree Apprenticeship Program (ADAP).

PRESENT: Members of the SB-GNCDA and their service managers; Penelope Longbottom, NADA; representatives of Santa Barbara City College; representatives of the Santa Barbara Employment Development Department.

PURPOSE: Final presentation of the aims and objectives of the ADAP, with the representatives of City College and the EDD explaining their role and participation in the cooperative community program. Solicitation of the Santa Barbara-Goleta dealers' enrollment and participation in the program, and planning to implement program for Spring semester, 1979.

Mel Elkins of SB City College explained the need for a minimum of twenty students to initiate a separate theory class limited to registered apprentices, as only nine dealers pledged seventeen apprentice openings. However, as an alternative measure, he recommended that if less than twenty apprentices are hired, they can enroll in the Auto Fundamentals class beginning 1/15/79, and receive credit by evaluation for the course. The dealers present adopted this alternative, with the stated hope that the program could be enlarged by the following semester, and separate theoretical instruction provided by SB City College at that time.

The EDD representatives briefly explained the method and purpose of administering the General Aptitude Test Battery (GAT-B), which all applicants for the ADAP are required to take before qualifying for interview by participating dealers. In addition, they indicated their support for the program, and their willingness to cooperate with the Santa Barbara-Goleta dealers by referring only those
applicants of high quality who have met all the requirements for admission. However, in order to most effectively do this, the EDD requested that dealers and service managers provide feedback on their perception of the quality and attitude of the applicants during the referral process.

It was agreed that implementation of the program would begin immediately, and Penelope Longbottom explained the necessity of a strong, involved Advisory Committee to represent the SB-GNCDA. The following people volunteered to serve as Advisory Committee members:

Dale Olsen, Transworld Motors; Pres. of SB-GNCDA.
George Bowman, George Bowman Motors.
Tom Williams, Tom Williams Oldsmobile/Cadillac.
Doug Fair, Service Manager, Transworld Motors.
Kurt Reed, Service Manager, Butts Buick, Inc.

Following the dealer meeting, the Advisory Committee met with the EDD, City College representatives, and Penelope Longbottom. The following implementation timetable was adopted:

Oct. 20-22  Press release and NADA paid recruitment ad to run in Santa Barbara News-Press. Recruitment posters to be distributed by EDD and AC members throughout community.

Oct. 23  EDD begins screening, testing and counseling of applicants.

Oct. 30 onward  EDD begins referring qualified applicants to participating dealers/service managers for interview. Selected applicants may start work immediately for orientation and familiarization with dealership operations.

Jan. 10, 11  Hired apprentices register for two courses at SB City College (to be determined by AC).

Jan. 15  Classes start at SB City College.

NB: Apprentices are paid 52% of average mechanics wage to start, with 4% increase every quarter. First three months are probationary. For additional information on the program, or if you have not enrolled and would like to do so,
please contact Dale Olsen, Chairman of the Advisory Committee. In addition, don't hesitate to contact Santa Barbara City College or the Santa Barbara EDD if the need arises:

Mel Elkins, Asst. Dean, Occupational & Career Education (965-0581).

Nelly Akoni, Employment Counselor (963-0721).

/sr
SANTA BARBARA CITY COLLEGE

TO: Automotive Apprenticeship Advisory Committee

FROM: Melvin J. Elkins

DATE: October 31, 1978

SUBJECT: Minutes of Meeting of 10/17/78 at El Patio Restaurant - Review of Associate Degree in Science/Automotive Apprenticeship Program

Members Present:

George Bowman, Dealer Principal, George Bowman Motors
Dale Olson, Dealer Principal, Transworld Motors
Doug Fair, Service Manager, Transworld Motors
Kurt Reed, Service Manager, Butts Buick, Inc.
Tom Williams Jr., Dealer Principal, Tom Williams Oldsmobile-Cadillac
John Ingram, Automotive Services Department Chairperson, S.B.C.C.
Melvin J. Elkins, Asst. Dean, Occupational and Career Education, S.B.C.C.

1. During this luncheon meeting, the Automotive Apprenticeship Advisory Committee reviewed the suggested Automotive Apprenticeship Program listed under attached Exhibit A,* and with the exception of recommending that A.S. 21 "Auto Heating and Air-Conditioning" be offered in the Summer of 1979; A.S. 23 "Auto Brakes/Front End" be offered in the Spring of 1980; A.S. 26 "Auto Engine Servicing" be offered in the Spring of 1981; and A.S. 27 "Auto Parts/Service Department Management" be offered in the Summer of 1981, the committee endorsed the entire proposed program.

2. The Advisory Committee stressed that the Math 40 class should have a significant portion of its time spent on Metrics.

3. Dale Olson, Chairperson for the local NADA, reviewed the recruitment procedures for students entering into this program.

4. John Ingram suggested that all dealers agree upon a standard entrance apprenticeship wage to reduce competitiveness between the agencies.

5. It was announced that Penelope Longbottom, Field Service Representative for NADA, will be forwarding the local EDD, S.B.C.C., and the local Automotive Agencies, recruitment materials for this program during the week of October 30th.

In summary, Mr. Elkins indicated that he would do everything possible to get the program instituted in the Spring 1979 Semester.

Respectfully submitted,

Melvin J. Elkins
Acting Secretary

MJE:ms

*Attachment: Exhibit A - Please note that the attached Exhibit A represents the changes requested by the committee.
November 16, 1978

Mr. Mel Elkins
Director, Vocational Education
Santa Barbara City College
721 Cliff Drive
Santa Barbara, CA 93100

Dear Mel:

It was good to hear from you today, and to learn that progress is being made toward the January implementation of the NADA/Santa Barbara Dealer's Associate Degree Apprenticeship Program (ADAP).

I would like to thank you for all your efforts to develop a curriculum that is in conformity with the national standards as registered with the Bureau of Apprenticeship and Training on November 4th, 1976, and I hope the SBCC Curriculum Committee will soon approve this graded apprenticeship program.

With the critical shortage of qualified automobile mechanics, and the growing sophistication and increased technology of the cars of today, the Associate Degree Apprenticeship Program was developed with two key objectives in mind: To upgrade the level of technical competence among auto mechanics, and to attempt to eliminate the "grease-monkey" image by attracting high caliber, motivated, career oriented young people into the service industry.

As a result of extensive research conducted by NADA into the merits of various industrial training programs, apprenticeship, with its combination of OJT and related theory instruction was selected as being the most effective method of learning a trade. The ADAP goes one step further than traditional apprenticeship programs by offering an associate of arts degree in automotive technology after an apprentice has successfully completed the three year program.

Although there has been some resistance among traditionalists regarding the necessity of a mechanic requiring a degree, I think you will agree that the benefits far outweigh the objections in this case. Not only will the higher educational level of the ADAP successfully meet the automotive industry's short and long term training needs, but the associate degree serves as a significant motivator to young people seeking recognition for the attainment of a hard won goal.
Mr. Mel Elkins  
November 16, 1978  
Page 2

The average age of a journeyman mechanic is 35 years, and the major source of a dealer's trained mechanics is another dealer! Add to this the fact the vocational schools are not adequately preparing their students for the demands of the service industry and it becomes apparent that if substantial action isn't taken to attract and train higher caliber mechanics, the problems of poor or inadequate service can only become monumental. With on-board computers and sophisticated emission control devices now a reality, the mechanic today requires a much higher level of technical knowledge in order to effectively diagnose and repair an automobile. The ADAP provides for this need, in addition to preparing an apprentice for advancement in the industry by offering cognate courses in parts and service department management, technical writing, business math and so on.

One of the advantages of the ADAP is that it provides a nationwide unified basis of training standards for the automotive service industry, and if necessary, an apprentice can transfer to another program anywhere in the country and still receive the same level of training. You may be interested to know that we have in fact already experienced several of these transfers. The level of pride experienced by these apprentices is gratifying to observe, as they are aware of the importance of this program and the part they play in this national effort by the nation's dealers to stem the tide of shoddy service and consumer criticism.

I know you understand the importance of maintaining the national standards for this program Mel, and I hope that Santa Barbara City College will demonstrate its commitment to meeting the educational needs of the community by approving this graded apprenticeship program.

On behalf of NADA and the Santa Barbara dealers, thank you for your contribution to the development of this worthwhile and much needed program. I hope it won't be too long before I have the pleasure of visiting Santa Barbara again - in my opinion it is the prettiest city that it has been my pleasure to visit.

Best wishes,

Penelope Longbottom  
Region Supervisor

PL/bjw

cc:  Mr. Dale Olsen  
President, Santa Barbara/Goleta New Car Dealers Association
AUTO SERVICES 20 - In-Service Auto Mechanics (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Study the operation and maintenance of the modern automobile with emphasis on the basic operating principles.

AUTO SERVICES 21 - In-Service Auto Heating and Air-Conditioning (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Study of principles and functions of automotive air-conditioning and heating systems. Emphasis on diagnostic procedures.

AUTO SERVICES 22 - Auto Tuneup and Smog Controls (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Emphasis on the use of diagnostic equipment in automotive tuneup and smog control.

AUTO SERVICES 23 - Automotive Brakes and Front End (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Principles of wheel alignment, suspension systems, brakes, and hydraulic systems.

AUTO SERVICES 24 - Automotive Fuel Systems (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Basic circuits of modern carburation and fuel inspection systems.

AUTO SERVICES 25 - Automotive Electric Systems (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Fundamentals of electricity, battery starter, electrical supply, and the ignition system.

AUTO SERVICES 26 - Automotive Engine Servicing (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Principles of internal combustion engine and support system. Equipment and tools used in overhaul.

AUTO SERVICES 27 - Automotive Parts/Service Department Management (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Principles of inventory, parts ordering, customer relations and stock control.

AUTO SERVICES 28 - Automotive Power Train/Drive System Theory (3 units)
Organization: 3 hours lecture/demonstration
Prerequisite(s): Employed in automotive trade and high school diploma or G.E.D.
Description: Principles of power trains, clutches, 3 and 4 speed synchromesh transmissions, over-drives, drive lines and rear axles.