



Minutes

Automotive Service Technician Trade Board Meeting

February 6, 2015 at 9:30 a.m.
Fanshawe College, Transportation and Technology Division
1764 Oxford Street East
London, ON, N5V 3R6

Trade Board Members in Attendance

Charlotte Ballantyne, Chair	Qamar Masood
Paul Gallagher	Dave Parke
Mike Hickey	Greg Pilecki
Elizabeth Leydolt	

Resource Persons/Guests in Attendance

Rob Gorrie, Chair of Transportation Technology – Fanshawe College

Staff in Attendance

Rottena Sparks, Program Coordinator¹
Derek Gibson, Enforcement Officer

1. Call to Order/Welcome

The Chair called the meeting to order at 9:55 a.m. and welcomed Trade Board members to the meeting. R. Gorrie briefly attended the meeting to welcome the Trade Board to Fanshawe College.

2. Approval of Agenda

ON A MOTION MADE BY E. Leydolt, SECONDED BY G. Pilecki AND CARRIED, the agenda was approved as amended.

3. Conflict of Interest

No conflicts of interest were declared.

4. Previous Minutes

ON A MOTION MADE BY M. Hickey, SECONDED BY P. Gallagher AND CARRIED, the draft minutes of the Trade Board's September 19, 2014 meeting were approved as tabled.

¹ Recording Officer.

5. Trade Board Resolutions & Issues Update

The Trade Board received updates from the Motive Power Divisional Board regarding the resolutions submitted and the Trade Board decided to respond to the updates as follows:

Promotional Material

The Trade Board unanimously disagrees with the decision from the Divisional Board regarding promotional materials. **ON A MOTION MADE BY D. Parke, SECONDED BY Q. Masood AND CARRIED**, the Trade Board agreed that the Motive Power Divisional Board should revisit the Trade Board's promotional material resolution and also requests that a meeting be arranged between a Trade Board representative and staff of the College's Communications & Marketing department.

E-Blast Messages

The Trade Board is concerned that the recent multiple-recipient email blasts sent by the College's Communications & Marketing Department are not reaching the target membership (as evidenced by the fact that some Trade Board members did not receive the most recent e-blast). **ON A MOTION MADE BY P. Gallagher SECONDED BY D. Parke AND CARRIED**, the Trade Board recommends that the College send a 12-month schedule of tentative event dates, via the Program Coordinator, to the Trade Board in order to promote, validate and audit the e-blast reception to help ensure that the membership is receiving important messaging/information from the College in a timely manner.

Trade Board Resolution Lists

The Trade Board would like to receive a summary or spreadsheet of all resolutions made to date in order to track them and the responses received from the Divisional Board. The staff agreed to create such a summary and provide it to the Trade Board.

6. College of Trades Update

6.1 Membership Update

Staff reported on College membership statistics. Staff advised that, based on feedback from the membership, new-style wall certificates will be issued to new Certificate of Qualification holders. The new certificate will now be printed in "landscape" versus "portrait" format. The Trade Board would like to receive a draft copy of the new certificate to view before it is sent out.

The Board expressed concern that employers continue to be exempt from College membership. **ON A MOTION MADE BY P. Gallagher, SECONDED BY E. Leydolt AND CARRIED**, the Trade Board requested an update on the status of employers being required to become, or being deemed by regulation to be, members of the College.

The Trade Board expressed concern that members of the College are not receiving their renewal receipt unless one is specifically requested. **ON A MOTION MADE BY D. Parke, SECONDED BY M. Hickey AND CARRIED**, the Trade Board recommends to the College that an official receipt be issued automatically when a member renews his/her membership in the College.

6.2 Compliance & Enforcement Update

D. Gibson, an Enforcement Officer with the College in the Southwest Region, presented an update on Compliance & Enforcement Division statistics for the Motive Power sector in 2014. It was noted that most of the site visits conducted by Enforcement Officers are in the Motive Power sector. The division recently completed the recruitment of new Enforcement Officers which will bring the total

complement of Enforcement Officers up to 51 across the province.

6.3 Communications & Marketing Update

An overview of the College's communications and marketing activities was presented. In the fourth quarter, the College participated in over 70 stakeholder events.

Communications & Marketing produced a video that features consumer advocate Peter Silverman and the College's Director of Compliance and Enforcement, Bob Onyschuk, speaking to the value of the College's Public Register for anyone who is looking to hire a skilled tradesperson. The video is on YouTube and will be featured on a number of television programs in March, including HGTV and CHCH.

Statements of membership for business members have been created and are now being mailed to businesses so they can be posted in their premises to showcase their commitment to professionalism within the industry. Businesses are also being sent new College of Trades "Hire with Confidence" decals to further promote their membership status. All members are also receiving stickers and decals when they renew their membership. Brochures about the College have been created and translated into seven languages.

The Trade Board agreed that marketing and outreach to the public is very important. **ON A MOTION MADE BY L. Leydolt, SECONDED BY D. Parke AND CARRIED**, the Trade Board requested that all Trade Board members receive advance notice of all upcoming advertisements and notices to the public so that they can participate in and support these promotional efforts.

In an effort to assist the College in carrying out its outreach and marketing activities, the Trade Board suggested that the College investigate other means of communicating with the industry. **ON A MOTION MADE BY D. Parke SECONDED BY Q. Masood AND CARRIED**, the Trade Board recommends that the College's Communications and Marketing department investigate the feasibility of buying an email list of Automotive Service Providers and sending an informational email with a PDF copy of the employer-related fact sheet attached.

6.4 Trade Equivalency Assessment Update

Staff reported that over 3,000 Trade Equivalency Assessment applications were processed in 2014. The Evaluations and Assessment department is expecting to see an increase in applications with the Sprinkler and Fire Protection Installer trade becoming compulsory in 2017. The department continues to meet with the Trade Boards about the improved trade qualifications processes. The Trade Board then had a lengthy discussion about the Trade Equivalency Assessment process. The Trade Board is supportive of the Trade Equivalency Assessment process becoming more user-friendly to new Canadians who are accessing information about the process via the College's website.

6.5 Dean Review

Staff reminded the Trade Board of the submission deadline of March 13, 2015 at 4:00 p.m.

7. Program Updates

7.1 Apprenticeship Trade Statistics

The Board received a summary of the apprenticeship statistics for the following trades: Automotive Service Technician, Transmission Technician, Alignment and Brake Technician and Automotive Electronic Accessory Technician for the period April 8, 2013 to January 31, 2014.

7.2 Update on Motive Power Divisional Board Meeting

Staff advised that the Motive Power Divisional Board will be meeting on March 2, 2015.

7.3 Training Standard Update

Staff reported that the Training Standard for Automotive Service Technician has been sent to the Ministry of Training, Colleges and Universities for final review, however the College has not yet received the finalized document. Staff will follow up with the Ministry as to the implementation status of this document.

8. Industry Updates

The Trade Board is of the opinion that the current trade structure does not meet the standards of today or tomorrow, in particular the Trade Board is concerned that it is no longer possible to complete 24 weeks of school and be expected to obtain all the skills necessary to become an Automotive Service Technician. **ON A MOTION MADE BY D. Parke, SECONDED BY Q. Masood AND CARRIED**, the Trade Board recommends that a focus group be formed to investigate and discuss the current and future structure of the Automotive Service Technician apprenticeship model.

Staff will send out dates for a conference call with the Trade Board to discuss this recommendation further.

9. Next Meeting

The Chair confirmed that the next meeting of the Trade Board has been scheduled for May 8, 2015.

10. Adjournment

ON A MOTION MADE BY P. Gallagher, SECONDED BY E. Leydolt AND CARRIED, the meeting was adjourned.

“Charlotte Ballantyne”

Charlotte Ballantyne, Chair

May 8, 2015

Date