

*Ford Motor Company*

**ASSET**

Automotive Student Service Educational Training

## Dealer Information Booklet



## **Morrisville State College**

### **FORD-ASSET**

#### **FORD PARTNERSHIP**

In 1998 Morrisville State College and Ford Motor Company joined in a cooperative effort with the Ford, Lincoln and Mercury Dealers and selected students to bring the Ford ASSET (Automotive Student Service Educational Training) program to central New York.

Morrisville State College fully supports the implementation of the Ford ASSET program and commits to provide instructors, educational supplies, and well-equipped and maintained classrooms and laboratories.

Our instructors each have extensive work related experience, are Master certified in all (8) A.S.E. categories, have L1 certification, and are certified by Ford Motor Company.

#### **FACILITY**

Morrisville State College's Automotive Technology Building consistently garners double takes from visitors, faculty and students. Situated on the top of a hill, the 52,000-square foot, \$4.9 million building has a 360-degree view of campus and the surrounding area. The building features a glass-walled showroom, curved walls and bright and open spaces. The complex, designed to look and feel like an automobile dealership, features the latest in new vehicle diagnostic equipment, repair facilities, computer-networked classrooms and a new car showroom. The new facility provides a technologically sophisticated environment with nine state-of-the-art laboratories including chassis, electrical, emissions, engines, Ford ASSET (Automotive Student Service Educational Training), fuel diagnostics/driveability and performance, R & R (remove and replace), and transmissions. There is also a showroom, three classrooms and a chassis dynamometer room where horsepower, torque, emissions and engine serial data measurements can be taken from a vehicle and transmitted electronically into a classroom. The bays in each laboratory are hard-wired into the college's computer network and a new computerized manual system gives students quick access to automotive-related questions.

Automotive technology graduates will benefit from the program by being better prepared to respond to the technical requirements of the automotive industry and more viable to automotive employers desiring individuals with a baccalaureate degree.

#### **FORD-ASSET**

The Automotive Student Service Educational Training (ASSET) program represents a high technology program that requires close cooperation between Ford, Lincoln, and Mercury dealership sponsors, students, and Morrisville State College. All parties must recognize the primacy of the educational experience. Ford Motor Company has provided extensive support to the college in the form of donations, and staff consultations (both of which are on going), Morrisville State College can offer an excellent program where state-of-the-art is the norm. In order to help realize this goal, mutual responsibilities, which are necessary to meet program objectives, are outlined below.

#### **STUDENT RESPONSIBILITIES**

1. Maintain a sound academic record with a minimum G.P.A. of 2.0 at the college.
2. Maintain a professional attitude while employed at the dealership.
3. Maintain a scholarly attitude while attending classes at the college.
4. Purchase and maintain his or her own tools. A standard list of tools which are required will be provided to the student
5. Wear Dealer provide work uniforms during dealer work periods.

6. Be responsible for all costs associated with tuition, fees, non-Ford provided textbooks, housing, and meals.
7. Maintain a valid drivers license

### **COLLEGE RESPONSIBILITIES**

1. Ensure the academic quality of the ASSET program. Assist students with academic and student support services
2. Provide administrative coordination of the ASSET program. This includes visiting and evaluating students during each dealership experience.
3. Implement a curriculum that will meet Ford Motor Company needs and maintain NATEF standards. The college will keep the dealer informed as to what the student is trained on in the classroom, so that those same skills can be enhanced and applied during the dealership experience phase of each semester.

### **SPONSORING FORD/LINCOLN/MERCURY DEALER RESPONSIBILITIES**

1. Provide the ASSET employee with uniforms. To be worn during the co-op work experience.
2. Provide the student with a work environment where he or she can learn by putting theory into practice in a real work situation.
3. Agree to pay trainee during periods of dealership-coordinated work experience. The pay should reflect the trainee's progress in the program and be consistent with pay for similar jobs in the area. **DO NOT UNDER PAY THE ASSET EMPLOYEE. A FAIRLY PAID EMPLOYEE WILL BE A BETTER EMPLOYEE.**
4. Provide STARS ID
5. Inform the college when the ASSET employee is having problems. The ASSET employee should not be expected to repair components or systems he or she has not worked on in the classroom or college laboratory. It is suggested that an "In-Dealer-Coordinator" be assigned to work with the student.

It is assumed that when an ASSET employee accepts admission into ASSET, and when the Ford/Lincoln/Mercury dealer agrees to sponsor him or her, all parties accept the above responsibilities.

## **DEALERSHIP BENEFITS FROM ASSET**

During the two (2) years in which the student is involved in Ford ASSET, he or she will be receiving the same type of training as the professional Ford technician who attends the Ford training center. The student will receive ASSET certification in 30 product service training classes needed toward meeting the dealership's training standard requirements.

Some of these certifications will change from year to year as the training standards change. When looking at these ASSET certifications, please keep in mind that the Daily Cost, to the dealership, of sending one of their technicians to school is approximately:  
\$ 92.72 Paid to tech to attend school

371.82 Total labor lost because the tech is in school

325.44 Average price of parts lost with tech in school

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789.98 Total + benefits, travel, etc.

The dealership's cost of sending an ASSET student/employee to school is the price of his/her uniforms and the wages that you pay him/her when working at the dealership.  
**THE MAJOR INVESTMENT IS PAID BY THE STUDENT, WHILE THE DEALERSHIP'S INVESTMENT IS MINIMAL.**

### **EMPLOYEE RETENTION**

#### **Why ASSET employees leave the Dealership after Graduation**

1. Trainee is used primarily to perform non-productive work:

a. Porter

b. Janitor

c. Painter

2. Work assignments do not reinforce classroom training

3. Trainee assigned to his own work area and left to his own initiatives

4. Trainee does not learn from other technicians

5. Trainee assigned to lube rack, wash rack, or leaks squeaks, and rattles, for entire co-op.

6. Trainee is placed on a flat-rate pay plan as though he were a productive technician.

#### **Why ASSET employees remain with Dealer employer after Graduation**

1. Trainee is assigned to perform productive work.

2. Work assignments fully support classroom training

3. Trainee has full support of management and other technicians.

4. Trainee assigned to work with dealer's Master Tech's.

5. Trainee performs a wide variety of tasks.

6. Trainee is paid a competitive hourly wage, with increases based upon productivity and academic

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