

CARS COLLISION REPAIR IDL PROJECT – PHASE II

A new training initiative from the Canadian Automotive Repair and Service (CARS) Council is beginning to turn some heads within the collision repair industry.

The CARS Collision Repair Interactive Distance Learning (IDL) Project Phase II is making an exciting new training curriculum available to the industry by satellite broadcast – directly to the workplace!

CARS, a major training supplier to the automotive aftermarket, is pooling its expertise with some of the foremost suppliers of training to the collision repair sector. Key players like I-CAR, BASF, PPG, DuPont, Sherwin Williams, 3M and CAR-O-LINER are working with CARS to adapt some of the very best of existing training for satellite broadcast.

This exciting new venture is called Collision TV and it is providing the collision repair sector with innovative new training options in both technical and non-technical training areas. Collision TV is already broadcasting to some 59 'receive' sites which include collision repair shops and PBEs. By the end of the project, Collision TV plans to have up to 200 sites and some 120 courses available for broadcast. The investment is minimal requiring some satellite receive equipment, a telephone, a television set and a modest monthly access fee.

While this may seem like an obvious and simple solution to the collision industry's desperate training needs, it didn't happen overnight or by accident.

CARS has spent years researching the training needs in both the automotive aftermarket and the collision repair sector. Building on the important research conducted in the 1999 "Bridging the Gaps" study and the 2000 "Prep for the Future" study, CARS undertook in August 2003, a comprehensive sector needs assessment to determine the specific technical and non-technical training and education requirements of the Canadian collision repair industry. A key component of this research was an assessment of the opportunities for utilizing interactive distance learning technologies (IDL) to deliver industry-responsive training solutions.

The CARS Collision Repair IDL Project – Design Phase which ended in May, 2004, determined that opportunities were ripe to adapt and migrate existing training programs from the traditional, classroom-based training format to interactive distance learning satellite broadcast.

The recommendations from this ground-breaking study concluded:

- that a business plan be developed for a follow-up, implementation phase, project;

- that CARS proceed with the adaptation and migration of existing technical & business skills training to a satellite broadcast format;
- that industry participate in the development of new training, as required;
- that CARS should seek partnerships with existing training sources; and,
- that satellite broadcast (IDL) become the prime training delivery medium.

In following up on these recommendations, CARS received funding from Human Resources and Skills Development Canada (HRSDC) to proceed with the implementation phase project. The overriding objective of this 3 year project is to make available to the Canadian collision repair sector convenient, cost effective, and high quality technical and non-technical training.

In order to meet this objective, CARS has been acquiring existing training materials from suppliers and training organizations and working with both training design specialists and industry working groups, adapting the materials for broadcast through Collision TV.

Contracting curriculum developers to migrate existing course material from traditional classroom delivery to Interactive Distance Learning television broadcasts better known as Collision TV

CARS is now poised to enter an important phase of the project which involves marketing Collision TV training to industry so as to establish a minimum of 200 new Collision TV receive sites at collision shops, jobber ,and supplier facilities across the country.

And so far, so good!

The collision repair industry is literally starved for high quality training. And Collision TV has provided a solution to the main reasons preventing industry participation in training – lack of local access to training; the high cost of travel associated with training; and, the loss of productivity when technicians are away from their shops.

Collision TV provides state-of-the-art training – simply the very best training available from some of industry's prime training organizations. With it's very modest fee it is extremely economical and it is convenient, bringing the training right to where it's most needed, within the industry workplace.

Collision TV works just like traditional training, except the training is provided at your site. The training sessions are broadcast live and the instructors can answer questions over the telephone. Course material and testing is all done on-line. Shops can choose the training they need by consulting the Collision TV broadcast schedule published monthly in trade publications and posted to the CARS web site at www.cars-council.ca.

The Collision TV package includes all the necessary satellite receiving equipment and it is easily the most economical form of training available.

FOR MORE INFORMATION ABOUT COLLISION TV CALL 1-888-224-3834, OR
IN TORONTO CALL 905-709-1010.