

FORD ASSET ADVISORY COUNCIL
MINUTES
NOVEMBER 7, 2007

I. CALL TO ORDER AND WELCOME AND INTRODUCTIONS

Darrell Taff called the Advisory Committee meeting to order at 12:00 p.m. The following were present:

Mr. Richard Bowlin – Long-Lewis Ford, Hoover
Mr. Eddie Lovelady – Ernest McCarty Ford, Alabaster
Mr. Bryan Parks – Town and Country Ford, Bessemer
Mr. Jim Stables – Trowsend Ford, Tuscaloosa
Mr. Brian Presley – Joe Sartain Ford, Decatur
Mr. Mark Smith – McKinnon Motors, Clanton
Mr. Bart Shaffer – Montgomery Ford, Montgomery
Mr. Mitchell Kernea – Marshal Mize Ford, Chattanooga
Mr. James Johnson – TSOM Ford Motor Company
Mr. Robert Jackson – FSE Ford Motor Company
Mr. Daniel Rodriguez – FSE Ford motor Company
Mr. Tom Berryman – LSCC ACAE
Mr. John Harris – LSCC ASSET
Mr. Darrell Taff – LSCC ASSET
Dr. Charles Murray – LSCC Assoc. Dean, Career/Tech. Education

II. OVERVIEW OF THE FORD ASSET PROGRAM

Mr. Taff gave an overview of the ASSET program. He reported that our student numbers are down this year. He reported on the recruiting efforts in AL, TN, GA, and MS. Mr. Taff yielded the floor to Mitchell Kernea. Mr. Kernea reported on his experience with the ASSET program and recruiting high school-Ford/AAA winners to the dealership then sponsoring them in the ASSET Program. He asked the college for assistance with out of state tuition. Dr. Murray stated that he had a commitment from the president of the college Dr. Perry Ward to resolve out of state tuition issues, possibly by first of the year. Mr. Harris presented a one page recruitment flier and brochures that had been developed for recruiting. Mr. Taff discussed the cost of the ASSET program stating it was the “best bang for the buck” in Automotive Training! Jim Johnson discussed scholarship money awarded to the winners of the Ford/AAA automotive contest. He would continue to work toward increasing the amount of these awards in the future.

III. MAINTENANCE AND LIGHT REPAIR PROGRAM (MLR)

Mr. Harris presented an update on the status of the MLR program. He stated that there would be 14 graduates of the MLR program this year. He asked for input from the committee on the start date of the next class. The committee recommended an early summer start date would best meet the needs of the majority of dealerships. Mr. Harris agreed to put together a schedule of classes that would begin in early summer.

IV. FORD CERTIFICATION REQUIREMENTS

Mr. Johnson informed the committee of the new certification that would be required by Ford, beginning with electrical certifications and growing into other areas in the future. He stated that he was still committed to utilizing LSCC ASSET instructors as Outreach instructors in the near future. He gave updates on Ford's direction for “fix it right the first time” in the coming years.

V. IMPROVEMENT

Mr. Harris opened the floor for suggestion on how we can improve the program. The cost of the program especially out of state tuition was the main concern. Exploring new ways to aid students with tuition and waiving out of state tuition would be investigated.

VI. NATEF

Mr. Harris gave an overview of the NATEF 2 ½ year review process. The committee examined the documentation presented by Mr. Harris, about the ASSET program, then discussed and evaluated each of the standards.

VII. OTHER BUSINESS

There was no other business.

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 3:00 p.m.