

FALL/WINTER 2020



TECH NEWS

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ASE ENTRY-LEVEL CERTIFICATION

THE FIRST PROFESSIONAL CREDENTIAL FOR NEW REPAIR TECHNICIANS

JEFF BUCKLEY

USING SOCIAL MEDIA MARKETING

MILITARY TESTING

BIG THINGS ARE COMING!



ASE ENTRY-LEVEL CERTIFICATION



The first professional credential for new repair technicians

Employers in every field face a perennial challenge: evaluating and selecting new employees. Unfortunately, hiring managers often find that there is not a shortage of applicants, but rather a shortage of qualified applicants.

Many businesses use ASE certifications for hiring, promotion, and recognition of their experienced technicians. It only makes sense to look for similar credentials to qualify entry-level applicants.

ASE is here to help with its Entry-Level Certification program for students who are near the end of their studies, in other words, future technicians about to begin their careers. By making solid entry-level hires, managers can avoid churn and feel confident their new technicians can grow with the company into full-fledged service professionals.

There are 19 Entry-Level tests total in the areas of Automobile Service, Collision Repair & Refinishing, and Medium/Heavy Truck Repair. ASE developed the tests in partnership with the ASE Education Foundation and SkillsUSA. The tests in each series parallel the instructional standards of ASE Accredited training programs.

Details can be found at www.ASE.com/Entry-Level.

ASE's Entry-Level Certification offers an independent assessment that is valuable for all stakeholders:

- Instructors and administrators, who are working to respond to today's increasing demands for measurable outcomes and accountability
- Students, who gain a respected credential and pride in accomplishment (along with their parents, who can rest easier knowing their children's program of studies is subject to an independent evaluation through ASE program accreditation and exit testing of the students)
- Hiring managers, who can use ASE Entry-Level Certification as a meaningful tool to evaluate potential service employees.

ASE Entry-Level Certification can be thought of as the first step in what should be a career-long process of credentialing and professionalism: ASE Entry-Level Certification, ASE Professional Technician Certification, ASE Master Technician status, and ASE Advanced-Level Specialist.

A Deeper Look

Those who know ASE through its professional technician certification series know that ASE does not dictate content areas and test questions. Its certification tests are developed in response to industry needs, with panels of industry experts including working technicians, service managers, and trainers developing the scope of ASE tests and writing test questions.

ASE uses the same approach for its Entry-Level Certification Program, but here the tests are tied to the school's training program and curriculum. More specifically, the tests are built around the ASE Education Foundation's Program Accreditation Task Lists (formerly NATEF Program Evaluation).

The tests are designed to maximize accuracy and meaningfulness. Test questions are developed in workshops and are validated through pretesting. Non-scored questions are included to measure potential test questions' performance before they become "live" questions. Behind the scenes, the process even includes Item Response Theory statistical techniques in test development--esoteric to all except testing-professionals, but an extra level of assurance to students, instructors and hiring managers that the tests are doing their job.

Unlike professional-level ASE Certifications, there are no work experience requirements for ASE Entry-Level Certifications; the student simply needs to pass one or more of the entry-level tests.

All high school and college level training programs nationwide may use the ASE Entry-Level Certification program, regardless of their accreditation status or involvement with ASE, the ASE Education Foundation, or SkillsUSA. The tests are available year-round.

All tests are administered by the school through secure computer-based testing delivered via the internet. A proctor, who is a staff person other than an automotive instructor, enables the test for students and monitors their test sessions.

Upon successful completion of a test, the school prints the certificate, has it signed by the school principal for validation, and then awards it to the student. Students also receive a detailed score report and a “digital badge” that can be displayed, accessed, and verified online.

ASE Entry-Level Certification is valid for two years and does not renew. Having graduated from a training program and earned their first ASE certification, the students are ready to launch. Those holding ASE Entry-Level Certification represent a pool of job candidates whose eagerness is matched by demonstrable qualifications, including a nationally recognized credential.

How You Can Get Involved

ASE credentials are respected throughout the industry because they are industry-developed. There is no ivory tower approach. These are real tests for real working professionals and their employers. This is only possible through the decades of direct involvement and support from working techs, employers, fleet managers, instructors, corporate trainers and more.

If you are looking for ways to get involved and shape the future of the service and repair industry, it starts right in your neighborhood. Consider:

- Joining your local high school or college program industry advisory committee to help shape course and program curriculum - you can find local schools at www.ASEeducationFoundation.org/find-a-program
- Encouraging those programs to maintain ASE

Accreditation and use the ASE Entry-Level Certification tests to qualify their students

- Volunteering at Career Days so students can interact first-hand with industry professionals
- Stepping up your involvement by becoming a mentor in ASE’s Student Career Development Process that offers students on-the-job internships while pursuing their studies
- Looking for ASE Entry-Level Certification when interviewing new graduates
- In all that you do, advocating for the service and repair industry as the dynamic field it is, offering meaningful employment to countless thousands and career pathways that are limited only by personal talent, drive, and ambition.

Founded in 1972, ASE’s stated mission is to serve the transportation industry as an independent third party that upholds and promotes high standards of service and repair through the assessment, certification and credentialing of current and future industry professionals.



**National Institute for
AUTOMOTIVE SERVICE EXCELLENCE**
1503 Edwards Ferry Rd., NE, Suite 401,
Leesburg, VA 20176

(703) 669-6600

www.ASE.com

SUGGESTED EXTRAS

Check out these useful links!

Entry-Level Certification
www.ASE.com/Entry-Level

Get Involved
[http://www.ASEeducationFoundation.org/
find-a-program](http://www.ASEeducationFoundation.org/find-a-program)

ASE Student Career Development
[http://www.ASEeducationFoundation.org/
student-career-development](http://www.ASEeducationFoundation.org/student-career-development)



ASE has you covered.

Here are some proactive ways to protect yourself and your technician during the pandemic.

Stay home if you are sick.

You can always reschedule your service appointments.

Don't plan on waiting for the vehicle to be serviced. Drop it off and leave.

Clean out the vehicle of face masks, gloves, tissues and other personal items before it is dropped off for servicing. Practice proper hygiene to reduce the risk of spreading contagions.

Respect others and be patient.

Many service providers are dealing with increased workloads and unprecedented stresses.

Pay attention to the air circulation in the vehicle by turning off the ventilation and opening the windows.

Don't let fear get the better of you. Vehicles still need to be serviced and maintained – even during a pandemic.

Thank You for Helping Us Develop Test Content This Year!

Developing effective test questions is no accident. ASE test questions are written in workshops by experts in the subject matter of each specific test. These experts represent a national cross-selection of the motor vehicle service industry, including working technicians, training reps from auto manufacturers and the aftermarket, customer service professionals, and educators. The procedures for writing and validating test questions follow best practices in high-stakes, national credentialing programs. We want to thank all the organizations that have supported us by providing subject matter experts for test development workshops this year. We couldn't do it without you!

Advance Auto Parts	FCA	Nissan North America, Inc.
AirPro Diagnostics	FL State College at Jacksonville	O'Reilly Auto Parts
Alfred State University	Frank's Accurate Body Shop	Protech Automotive Solutions
Auto-Wares, Inc.	GM/Raytheon	Raymond Auto Body
AutoZone	General Motors/Raytheon	Riverside Automotive
Automotive Service Institute	Gladney Automotive Solutions	Ruge's Subaru
Automotive Technical Center	Harper Infiniti	Standard Motor Products
BMW	Hendrick Luxury Collision	Sterling BMW
Babcox Media Inc.	Honda	Subaru of America Inc.
Bosch	I-CAR	Superior Automotive Training
Branch Automotive	Iko's Auto Repair	The Driveability Guys Toyota
Bumper to Bumper Auto Parts	Ivy Technical College	Toyota Motor North America
CARQUEST Technical Institute	Land Rover Charlotte	Tri-County Motors
Car Parts Warehouse	Macomb Community College	UTI (BMW STEP Instructor)
Classic Imports, Inc.	Midtown Auto Parts	Wecare Auto Service Inc.
College of DuPage	Mobile Auto. Serv. Solutions	ZF Services, LLC
Collision Advice	MobileTech	
Diagnostic Network	NAPA	
EuroService Automotive	New Canaan Auto Parts	

Texas Shop Owner Leverages Social Media Marketing



Jeff Buckley, owner of My Father's Shop in Midlothian, Texas, combines old-school values with 21st century savvy to promote his shop, his services, and his personal brand. In doing so, Jeff has become something of an online media star with thousands of likes, scores of respected product reviews as well as visibility at trade shows and in aftermarket advertising.

But there are takeaways for any shop owner. Social media marketing (SMM) presents owners and shop managers an opportunity to market their business in low-cost, innovative and impactful ways. When combined with solid customer service, the result is a return on investment that offers "the most bang for your buck," according to Jeff.

Jeff's first position was with Sears as a manager, and his interest in the business side of operations has stayed with him over a 37-year career -- a career that has included service stations, work in collision and painting, mechanical, fleet service, and eventually building and opening his own shop 27 years ago on land he owned in what was then a rural part of Midlothian.

In an era when training was harder to come by, Jeff jumped at the opportunity to take aftermarket training and pursued online training opportunities advertised in trade magazines. This habit has stayed with him: "I'm always

seeking out knowledge. I still take training classes and webinars. You can always, always learn new things!" Over the years, Jeff has grown his shop into a thriving business. "Full customer service is our biggest advantage," Jeff notes. "We started with picking up and delivering cars to coaches and teachers and have expanded this service to include all customers. And we were doing this well before Covid...lock boxes and night drops, too, now popular for contactless service. We also take vehicles in for Texas state inspection and license tagging. And we check the vehicle over thoroughly every time it's in for service." Further, Jeff educates customers on the long-term value of using quality parts. "People see the value in a good job," he says.

A big part of customer service is reassuring the customer, according to Jeff. Participating in national warranty programs helps, as does educating customers about ASE's national certification program. "Being ASE Certified shows the customer your value," notes Jeff, who is himself an ASE Master Tech. He adds that ASE certification helps individual technicians "see the value in themselves."

There's an old saying about the hapless businessman who said he was losing money on every sale but hoped to make it up on volume. This is not Jeff Buckley. His advice to fellow shop owners is simple: "Figure out what makes you money and concentrate on that. Sub out the other jobs."

The Social Media Revolution

Initially Jeff Buckley was a casual user of social media, using Facebook to keep in touch with a circle of close friends and family. But with his openness to constant learning and improvement, Jeff soon realized he could do much more on this popular platform. "On Facebook, 'Friends' were personal friends. You need to see 'Friends' more like 'Contacts'—that's how you begin to grow your social media. Use your 'Contacts' to develop a network," Jeff advises.

Jeff's life-long interest in continuing learning helped him focus his network into a place to "learn something or teach something." He began sharing his views on tools and equipment. Never negative, Jeff would only post reviews that positively helped technicians and shop owners.

The bottom line was readily apparent: "As shop owners and techs, we pay a lot of money for a given tool. Does it save you time? Does it make your job faster, easier, quicker?" If a tool or piece of equipment passed this test, Jeff would post a positive review on his Facebook page to his network and add a hashtag (#) to the company. "You have to 'like' the company to get on their social media radar. Then the company can share it," Jeff explains.

Since his first product reviews and tech tips, Jeff has learned that each platform has its own quirks. Twitter and Instagram require videos to be sixty-seconds or shorter, while Facebook is the place for longer, 2-3-minute videos. He adds that he stresses "why" videos over "how-to" videos, showing a quality product or tool, or why a repair is needed. Jeff's videos have become so popular that major tool and equipment manufacturers seek him out. He has been featured in trade magazines and has appeared with personality Mike Rowe in various advertisements. He is a recognized figure at trade shows and expos. The visibility has helped him support a cause dear to him: high-school training programs. Those same manufacturers often donate equipment to programs. "Newer technologies the schools often do not have," Jeff notes with some pride.

Another passion of Jeff's is sharing his enthusiasm for and expertise in social media marketing. "Any shop will benefit from a social media presence."



MY FATHER'S SHOP
CERTIFIED AUTO REPAIR

972.723.0828

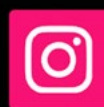
Home

Social Media & Car Care Tips

Services

Location

Thanks for Checking out our Social Media.
Click on the icon you wish to view.



Please like, follow, and subscribe to our pages.

The Nuts and Bolts of “Guerrilla Marketing”

“Guerrilla-marketing refers to low-cost marketing techniques aimed at obtaining maximum exposure for your product or service,” Jeff explains. “The value in social media is the return on investment.” Other helpful tips from the Midlothian shop owner:

- “Use social media to show who you are and what you do. Customers want to know about your shop. They want to see you.”
- “Use social media to introduce your staff and what they do. Social media lets customers relate to your people. Show how you are involved with the community.”
- “Take pictures of jobs in progress and post them. Show them You and what You do. Show them You!”

True to his guerrilla-marketing ethos, Jeff suggests shop owners do as much of their social media in-house as possible. “Why pay someone else?” To help shop owners begin their SMM efforts, Buckley has prepared a slide presentation. Readers can scan the QR code that accompanies this article for full details, but here are some highlights:

Social media offers a low-cost method for shop owners to engage and retain customers, give customers the ability to interact, improve and increase traffic to their sites, reach potential customers and the ability to create a unique brand.

The major platforms are **Facebook**, **Instagram**, **Twitter**, **YouTube**, and **LinkedIn**.

Facebook has several components: a public personal **Profile**, which is required to enable sharing content; **Groups** (Jeff created the “Howdy Midlothian” group to share positive stories about the community and local businesses); and a **Page** for his business, My Father’s Shop.

Use Facebook to post and share photos, to show what you do and what you offer. As you become more comfortable in front of the camera, post videos. Begin by recording a 30-45 second video introducing yourself and/or your business. Include community news; what’s going on around you. Is there something that tugs at your heart? “Facebook loves interactions, so reply back to everyone,” Jeff advises. “Your goal is to engage people; these are people you are targeting for potential business.”

Instagram works differently than Facebook. The audience is younger. People love stories at the top of the feed, so start sharing. Keep the videos under 60 seconds.

Twitter is a primary source for news so keep up with real-time news feeds. It’s also a great place to network with industry leaders, brands, and business-to-business communication. **YouTube**, Jeff says, will be your primary video library, while **LinkedIn** is the popular site optimized for business and career-minded individuals.

Whether you use just one platform or all of them, take Jeff’s advice and always keep it positive. “You’ll never see something negative associated with my name.”

Finding Social Media Marketing Resources:

Jeff Buckley’s “Guerrilla Marketing” slide deck shows shop owners the scope and power of SMM. If you are entirely new to social media marketing, the following tips might help.

- ✓ Use a search engine to explore resources and books on the topic. Search terms: Social Media Marketing, SMM, and Business for general information and best practices.
- ✓ Add the platform name (Facebook, Instagram, etc.) to the above searches to drill down to product-specific information.
- ✓ Local Resources: Contact your library, County Adult Education Div., Chamber of Commerce for classes, seminars, lunch-and-learn opportunities. Consider taking a course from your community college to dive deeper.
- ✓ Younger employees or their friends can be good resources for help with technical issues.

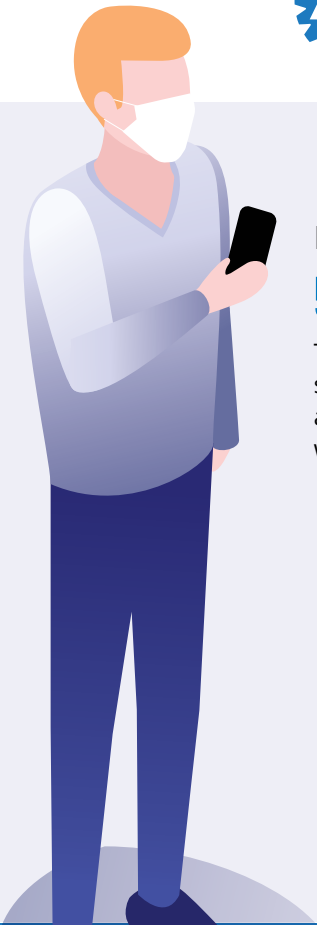
Keep in mind that the goal of guerrilla marketing is to create organic connections that promote your business without the expense of paid advertising.



Scan the QR Code for access to Jeff Buckley’s presentation, Guerilla Marketing.



How COVID has Affected Our Work in the Transportation Industry



Impact of COVID-19

56% REPORTED DECREASE IN BUSINESS*

The COVID-19 pandemic has had a significant economic impact on the automotive service industry and its workforce.



Service Training during the Pandemic

85% REPORTED ONGOING SERVICE TRAINING*

A large percentage of technicians and owner/managers were continuing some type of service training during the pandemic. Those technicians have been participating in self-study as well as engaging with webinars and other online activities.

Use of Social Media during the Pandemic

42% REPORTED INCREASE IN SOCIAL MEDIA USAGE*

Facebook and YouTube were the most widely used social media overall. Younger technicians reported greater use of Instagram, Snapchat, and Twitter. Email stands out as the preferred way technicians like to receive ASE to communications.



For more information about the National Institute for Automotive Service Excellence, please visit ASE.com.



AUTOMOTIVE
SERVICE
EXCELLENCE

* According to total survey respondents from a recent survey conducted by ASE How has COVID affected your work in the transportation industry?



Keep your ASE Certifications current,
or take the next step in your career by choosing
one of the options below:

Register now at ASE.com and go to a test center to take your test. Remember, you can check seat availability **BEFORE** you register and pay for your tests.

OR



Subscribe to the ASE Renewal App and get a one-time, initial 12-month extension on your active A1-A9 certifications! Then answer one question per area, per month on your mobile device and once you get eight correct, your ASE Certification(s) will be extended by one year. Visit **ASErenewalApp.com** for more details.

REGISTRATION CALENDAR

Winter Registration
January 10 – March 31

Spring Registration
April 10 – June 30

Summer Registration
July 10 – September 30

Fall Registration
October 10 – December 31

Whether you prefer to **go to a test center** to test or **want the convenience of being able to keep current from your PC, tablet, or mobile device**, we are committed to helping you keep your certifications current.

Spanish Translation for ASE Tests

Leer en español



Since January 2020, selected ASE professional certification tests have allowed test-takers to view test questions in Spanish translation. In January 2021, several tests will be added to that number. Tests A1 through A8 in the Automobile and Light Truck Series, as well as the Automobile Maintenance and Light Repair test (G1) will allow a side-by-side Spanish/English rendering of each question with answer options by clicking on the "Leer en español" button. No special registration process is needed. If you would like to use this feature while taking your test, you can preview how it works at www.ASE.com/spanish.



Online Resources

ASE Test Registration Info
[ASE.com/Register](https://www.ase.com/register)

Training Resources
[ASE.com/AccreditedTraining](https://www.ase.com/accreditedtraining)

ASE Webinars
[YouTube.com/ASEcampus](https://www.youtube.com/asecampus)

Test Prep, Study Guides, Practice Tests,
Testing Tips, and Demos
[ASE.com/TestPrep](https://www.ase.com/testprep)

ASE Consumer Webpage
[ASE.com/Drivers](https://www.ase.com/drivers)

ASE Store
[ASEstore.com](https://www.asestore.com)

The EPA – Authorized Section 609 Program
[ASE.com/609](https://www.ase.com/609)

Find a Seat BEFORE You Register and Pay
[ASE.com/FindASeat](https://www.ase.com/findaseat)

Find the test center closest to you
[ASE.com/TestCenters](https://www.ase.com/testcenters)

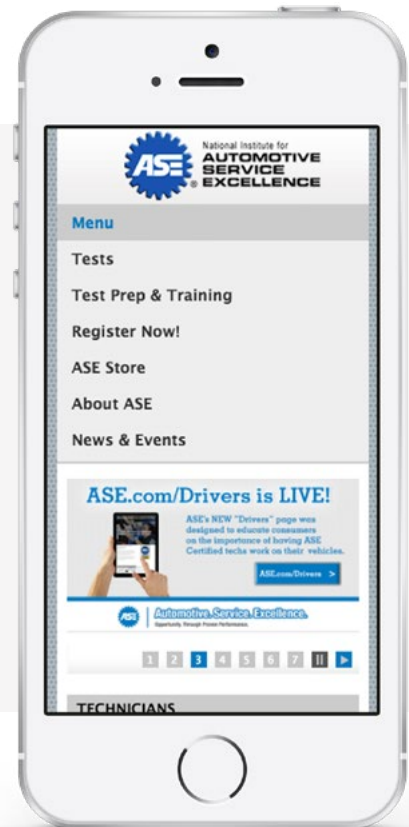
Follow Us on Social Media

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[Instagram.com/ASEtests](https://www.instagram.com/ASEtests)

[Youtube.com/ASEtests](https://www.youtube.com/ASEtests)

[Twitter.com/ASEtests](https://www.twitter.com/ASEtests)





Tests for Military Technicians

ASE has teamed up with the U.S. Military to create tests for novice, intermediate and advanced technicians who maintain and repair military tactical wheeled vehicles. The Army initially came to ASE seeking help in improving readiness and reliability of their tactical wheeled fleet, and was later joined by the Air Force in the effort. The first two tests (of seven) in the planned intermediate series, MIL2 (Diesel Engines) and MIL6 (Electrical/Electronics) will be introduced in January 2021. Military subject matter experts are involved with ASE in the development process for these tests. Though specifically created for military technician personnel, the intermediate tests will be administered at Prometric and ASE satellite test centers and will be open to all.

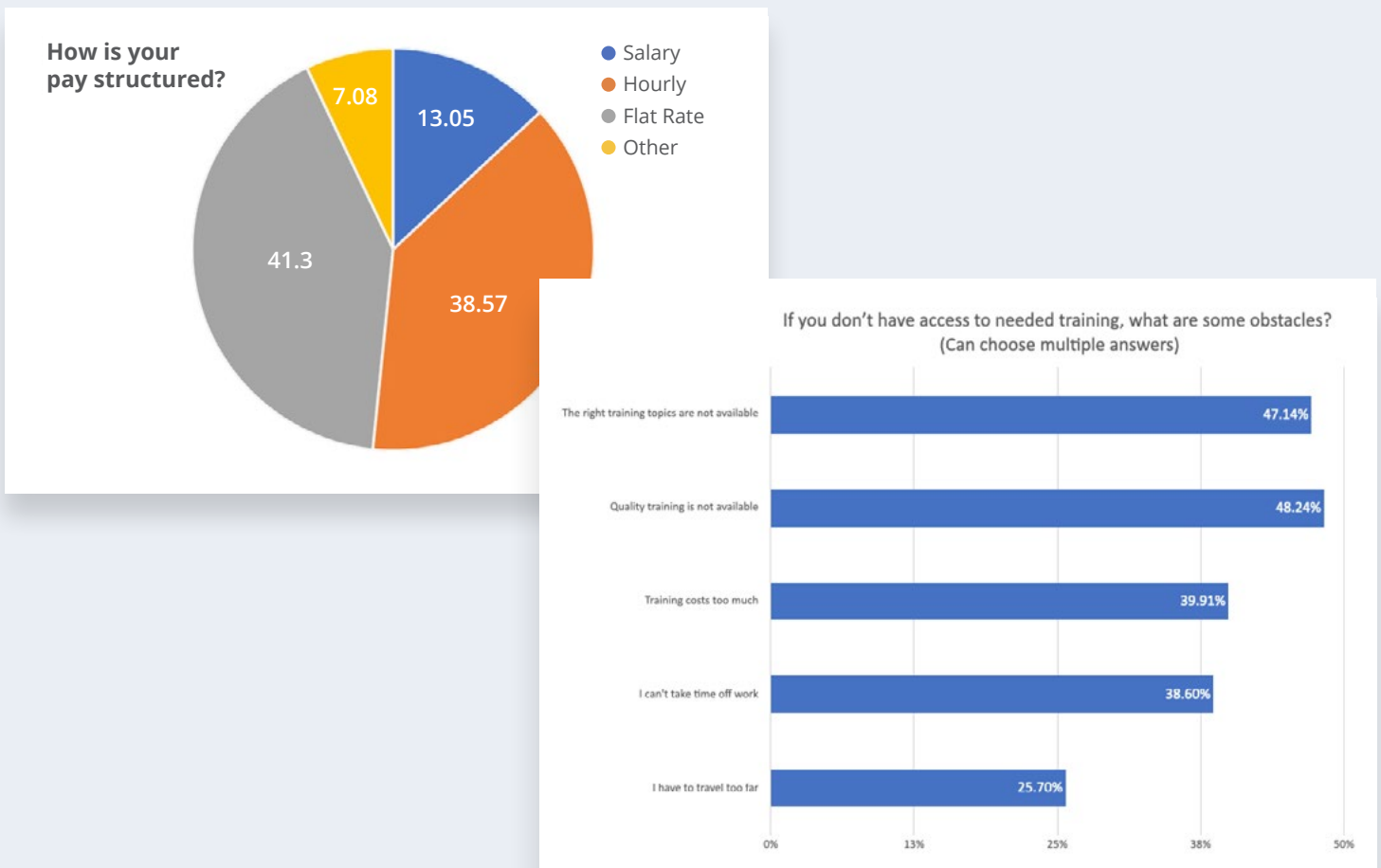
Watch for an announcement from ASE soon with more information on this program!

ATMC Training Benchmarks Survey 2020

The mission of the non-profit ASE Training Managers Council is the advancement of training and professional development within the transportation service industry. In support of this mission, for nearly a decade, the ATMC has conducted an annual survey of training providers and technicians. In 2020, a record number of individuals (6,234) responded to the survey, providing important information on such topics as average age of transportation service professionals, employer types, pay structures, training realities, and training needs.

“This data-driven approach will help the industry identify gaps between training being offered and what technicians say they need,” notes ATMC President Dave Milne. “By analyzing and applying this survey information, training content and delivery can be targeted more effectively to training consumers, for the benefit of the entire transportation service industry.”

A sampling of recent data gathered by the survey. For more information on the **2020 ATMC Training Benchmarks Survey** and a slideshow highlighting selected results, see www.ATMC.org.





Registration Dates

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Fall Registration

October 10 - December 31

ASE testing is available year-round. Whether you register on the first day of a registration window or the last, you will always have 90 days from the original date of purchase to schedule an appointment and take your test at any of our nearly 500 [test centers](#) across the country. Register using the [myASE LOGIN](#) or [create a myASE account and login](#).

ASE Education Foundation PARTNERS

The ASE Education Foundation is rooted in industry collaboration. We believe in an interdisciplinary approach leveraging input from businesses, communities, educators, policy makers, and students. We're proud to join forces with organizations across the country that believe in a bright future for automotive service. These businesses, manufacturers, and associations are eager to recruit, nurture and inspire our future's automotive service professionals.

