**Presentation Outline**

To help guide you through the PowerPoint presentation slides, we’ve created a presentation outline. This will give you some suggested messages and points to highlight during the PowerPoint presentation. You may not need to present all of the information or use all of the talking points provided below depending on the time allotted, the audience and your presenting style. There are areas throughout the presentation where we suggest adding in your own story, but feel free to do this whenever you feel you have a relatable story and it feels most comfortable.

Thank you for taking the time to be a Motormouth for automotive industry careers!

All talking points directed to the audience are in bullet points below. If there is a point that is a suggestion to you as the presenter, we’ve added parentheses and “Note:” in front of it.

Slide 1:

* (Note: Introduce yourself: Name, job/job title, company, number of years in the industry)
* (Note: Give a short explanation on why you are speaking with them today – you want to talk about the different options they have for college and what opportunities exist within the automotive industry)

Slide 2:

* When in high school, trying to figure out what you want to do with your life can be intimidating. There are a lot of questions you need to figure out the answers for.
* (Note: Add a comment about your experience. Did you know right away what you wanted to do and how to get there? Or did you feel overwhelmed? Make it personal and relatable.)

Slide 3:

* To be the most successful and happiest in your career, you want to take many things into consideration.
	+ What are your skills? What are you good at?
	+ But also, what do you *enjoy* doing? What are your passions and interests?
	+ Now, can you get paid or have a career doing those things? What is the career outlook for that path?
	+ If you found something, what are the education requirements for it? And does your school performance match that?

Slide 4:

* Taking a look at the current job economy. Things are looking really good.
* Unemployment rate is at its lowest since 2000 and the number of jobs continue to be high.
* This all means that there is a lot of opportunity in the job market and that it’ll be easier for you to get a job than it has for others in the past 10 years.

Slide 5:

* In addition to low unemployment, there is currently a huge shortage for qualified, skilled workers across many different industries, including automotive.
* There are a lot of jobs going unfilled due to the lack of training – this is causing the skills gap.
* But this means it’s a great time to get into these industries. If you are trained, then you’ll be in high demand, which means many job opportunities, competitive salaries and job security.

Slide 6:

* The automotive industry is one of the largest industries in the U.S. and employs 4.6 million people.
* This isn’t going to change – as more people buy more cars, and those cars get more advanced, there is always going to be a need for professionals to help develop and maintain them.

Slide 7:

* When we say there is a “huge shortage” and that skilled workers are in “high demand,” we mean it! Here are some numbers for you…
* According to the Bureau of Labor Statistics and a report from the TechForce Foundation, these are the average number of job openings for auto service collision repair *each year* from now until 2026! (Emphasize this point!)

Slide 8:

* In Minnesota, there are over 110,000 automotive jobs
* In the next 10 years, there is going to be a need for 4,820 auto service and collision repair technicians.

Slide 9:

* So, what’s the point? Why should you care?

Slide 10:

* Well, when you combine [a stable and growing economy] with [high demand] and [no worry of the jobs dying off or being outsourced], what do you get?
* You get a CAREER with MONEY and STABILITY. (Drive this point home.)

Slide 11:

* So let’s talk about what you need to do to get one of these jobs.
* The first is finding a school that has an automotive program you want to attend.

Slide 12:

* There are community and technical colleges all over Minnesota that have auto service and/or collision repair programs.
* (Note: Consider calling out the schools closest to your location and/or where you went to school.)

Slide 13:

* But with over 30 programs statewide, you have a lot of options to choose from.

Slide 14:

* Let’s talk a little bit about two-year vs. four-year degrees.
* Here are the average annual tuition and fees for Minnesota public two- and four-year colleges.
* Make sure when you are deciding on a career, you taking into consideration the required education needed. Make sure you don’t overspend on the degree you need.

Slide 15:

* There is often a misinterpretation that a 4-year degree is needed for all careers. This just isn’t true.
* By 2020, just 35 percent of all jobs in the economy will require a four-year degree or higher.
* Research shows that careers requiring an associate’s degree – like many in the automotive industry – are in high demand now and will continue to be.

Slide 16:

* Although college is expensive, don’t let it deter you from pursuing a degree. There are many ways to pay for a college education.
* Numerous companies and organizations, including MNCARS, offer scholarships for students entering an automotive program. Check out automotivescholarships.com.

Slide 17:

* I’m going to play a short video that will give you a view into the industry and a chance to hear from others currently in automotive programs.
* [Play video]

Slide 18:

* Because the automotive industry is so vast and varied, there are so many different paths you can take.
* Depending on your skills and interests you could do hands-on work by being an auto service tech, collision tech or paint tech. You could be a service advisor or estimator, managing customers, helping with new business and keeping things running. There is an option for everyone.
* (Note: Tell the story of how you got started. What was your first auto job and how did you get to where you are now?)

Slide 19:

* So, let’s talk about what you really want to know. How much can you make?

Slide 20:

* There are many entry-level positions that start around $31,000, but this could be higher with a two-year degree and experience.
* After a few years and more experience and continued education, professionals can make over $60,000.
* Top performers or those that find specialty niches can make over six figures!
* (Note: If you’re a shop owner, feel free to confirm or add to this information. Or if you’ve working in the industry for a while, have you seen the income levels rise?)

Slide 21:

* Careers in the auto industry are really rewarding, challenging and fun. If you enjoy hands-on work, have a passion for cars and like to learn about new auto technologies, then a career in the auto industry is a good fit for you.
* (Note: Tell them about your experiences. What is your favorite part of this job? Are there areas you’d like to explore more of?)

Slide 22:

* (Note: Ask them if they have any questions and encourage them to check out the different colleges and programs)
* (Note: If you are comfortable and willing, offer your advice/expertise for questions they may have later or if they are interested in a shop tour, etc.)
* (Note: Next, let them know that there is information about the career paths and education programs at carcareers.org.)
* (Note: Tell them the check out the website, then contact MNCARS either on the website or at info@carcareers.org if they found a school/program they are interested. We’ll get them in contact with someone at that school/program.)
* (Note: Lastly, let them know to go follow CarCareers on Facebook and Instagram.)