



Education Foundation

**2025**  
**Annual Report**

Setting the Standard for  
Tomorrow's Technicians

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# Message from the 2025 Chair

For more than four decades, the ASE Education Foundation has worked to ensure the readiness of a consistent pipeline of skilled, entry-level technicians. Through a nationwide network of ASE-accredited programs in automotive, collision and medium/heavy truck disciplines at both high schools and colleges, the Foundation is actively helping to combat the technician shortage that challenges the transportation industry.

As chair of the ASE Education Foundation, I am honored to collaborate with a committed board of professionals whose expertise and enthusiasm drive our mission forward. Together, we strengthen the ties between schools, educators, students and employers to inspire and prepare the next generation of service professionals.

On behalf of the ASE Education Foundation Board of Directors, I want to extend our sincere thanks to the many instructors and administrators for their dedication and hard work, and wish them and those who support the Foundation, a successful and rewarding school year.



## Dwayne Meyers

The ASE Education Foundation will continue to be there to support their efforts, connect the industry with education and help students launch successful careers.

# 2026 Board of Directors

**Brian LaCroix, Chair**

Capital Region BOCES Career & Tech School

**Jim Sennett, Vice Chair**

AAA

**Lisa Vassallo, Treasurer**

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**Drew Jablonowski, Secretary**

DRiV, Inc.

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**Mike Coley, President**

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Ricart Automotive Group

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Volkswagen Group of America, Inc.

**Chelle Travis**

SkillsUSA

**Camron Wilson**

NADA

# Thank you to our Corporate Partners

## Join and support us!

Join the organizations across the country that believe in a bright future for automotive service. These businesses are eager to recruit, nurture and inspire our future's automotive service professionals and solve the technician shortage. Contributions to this program are tax deductible under the ASE Education Foundation 501(c)(3) IRS status. For full information on how to contribute, please contact Mike Coley at [mcoley@ase.com](mailto:mcoley@ase.com).



# In the Driver's Seat with Dave, Matt, and Mike



**Dave Johnson**  
President & CEO, ASE

This past year has been all about momentum. ASE is working diligently to re-energize our brand and continue to showcase the proven professionals of the transportation industry in a positive light. We are asking the questions, polling our instructors and technicians, listening to your feedback, and doubling down on our efforts to spread the word to the motoring public. Thank you for your support and continued stewardship of our industry.



**Matt Shepanek**  
President, ATMC

The 2025 ATMC Training Benchmarks Survey offered valuable insights. Reflecting trends from previous years, respondents are still focused on securing more classrooms and expanding instructor-led hands-on training. Be sure to mark your calendars and join us for the 2026 ATMC conference, happening April 14-16 at the Eagle Crest Resort in Ann Arbor, MI. For more information: [www.atmc.org](http://www.atmc.org).



**Mike Coley**  
President, ASE  
Education Foundation

The 2025 ASE Instructor Training Conference was one for the books! Nearly 300 high school and college instructors from auto, truck and collision repair programs nationwide attended. Join us this year, July 20-23 in Frisco, Texas, outside of Dallas. Register at <https://www.aseeducationfoundation.org/schools/training-conference/>.

## Impacts and Outcomes:

# Foundation by the Numbers



**1,812**

Programs

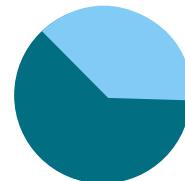
with ASE Accredited Training



**125,297**

Students

in ASE Accredited Programs



**76,106** High School

**49,191** College



**1,754**

G1 Certified Students

Earned Through ASE Accredited  
Programs by Passing Eight Auto  
Entry-Level Tests



**54,311**

**Entry-Level Technicians**

with Two or More Years in the Program, Ready to  
Enter the Workforce for Part or Full-Time Work

Contact your **Field Manager** to Get Involved

## Entry-Level Numbers

2024-2025 School Year



**1,949**

Schools



**51**

States/Territories



**50,249**  
Students

Earned ASE Entry-Level Certifications

# Student Survey

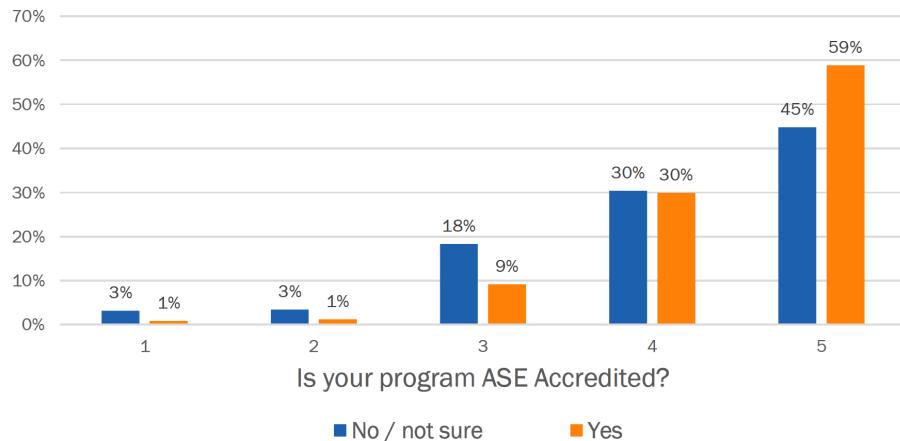
## 2025 Results

### Would students recommend their training program?

#### ASE Accredited vs. Non-Accredited Programs

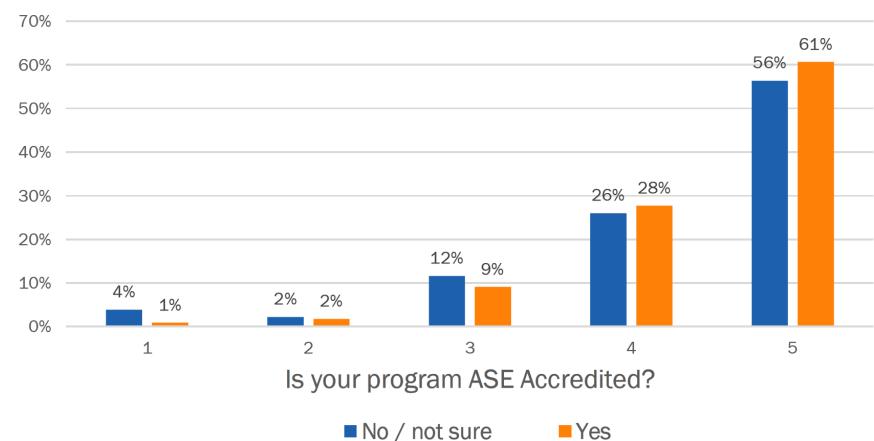
##### High School

On a scale from 1 to 5, how likely would you be to recommend this training program to a friend?



##### College

On a scale from 1 to 5, how likely would you be to recommend this training program to a friend?

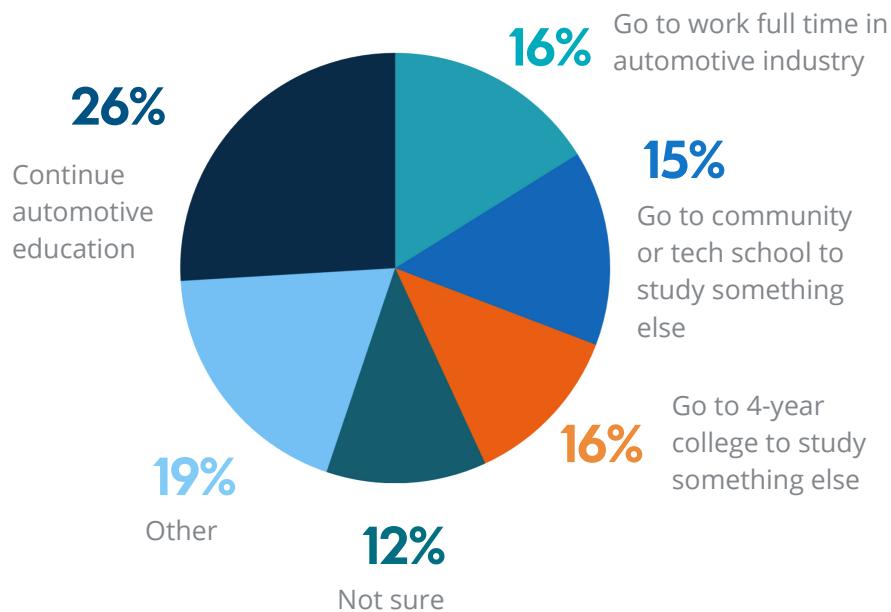


**Takeaway:** ASE accredited programs have a significantly higher promoter score than non-accredited programs – 53% & 20% respectively.

# Student Survey

## 2025 Results

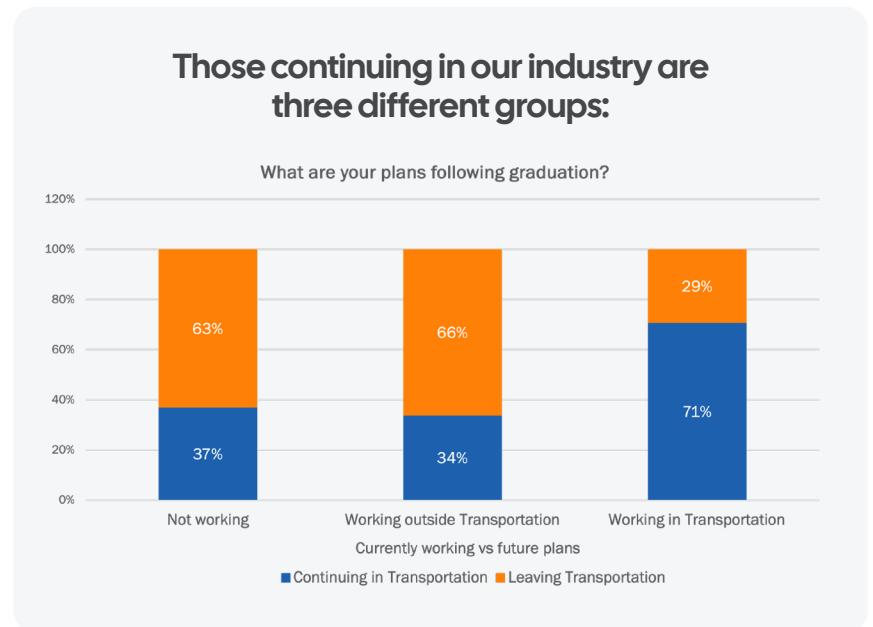
### Plans after graduation for high school seniors:



74% of underclassmen plan to continue in their programs next year, but only 42% of seniors are going to work in our industry or continue their transportation industry studies.



**Takeaway:** We need more job opportunities for high school students to keep them in the industry



Just 37% of those not currently working are staying in the industry, and even worse, only 34% of those working in something outside our industry are continuing with transportation. Meanwhile 71% of students that have a job in the industry today plan to stay with us.

# 2025 Instructor Training

## Conference Recap



**265**  
Instructors  
Attended



**3,130**  
Years of Teaching  
Experience in One Room



**4,802**  
Hours of Training  
Received by Attendees



### 2025 Conference Highlights

In July of 2025, 265 instructors representing more than 3,130 years of teaching experience gathered at the ASE Instructor Training Conference in St. Louis, Missouri.



### Instructor of the Year

Mike Coley (right) presents the 2025 Instructor of the Year Award to Ken Kunz (left), an automotive instructor at Waubonsee Community College in Sugar Grove, Illinois. Kunz built the Automotive Technology Program from the ground up and the program has grown over his 30-year tenure into a well-respected, high-demand automotive program.



**34**  
Sponsors  
Across the  
Automotive Industry



**60**  
Companies  
Contributed  
to Training Sessions



**112**  
Total Training  
Sessions  
Delivered

Save the Date

# 2026 Instructor Training Conference

**July 20-23, 2026**  
**Frisco, TX (North Dallas)**



Embassy Suites Frisco  
7600 John Q Hammons Dr  
Frisco, TX 75034

Get ready for the 16th Annual ASE Instructor Training Conference – live and in person! Get 20+ hours of technical update training, connect with industry peers, and much more.

Reserve your spot today to be part of the LARGEST Automotive Instructor Training Conference in the nation!



**Join us at the 2026 ASE Instructor Training Conference!**

Questions? Contact us at [ASEconference@ase.com](mailto:ASEconference@ase.com)



**Scan the code, or visit**  
[ASEducationFoundation.org/schools/training-conference/](http://ASEducationFoundation.org/schools/training-conference/)

## 2025 Highlights

# Activities & Initiatives

## Student Competitions

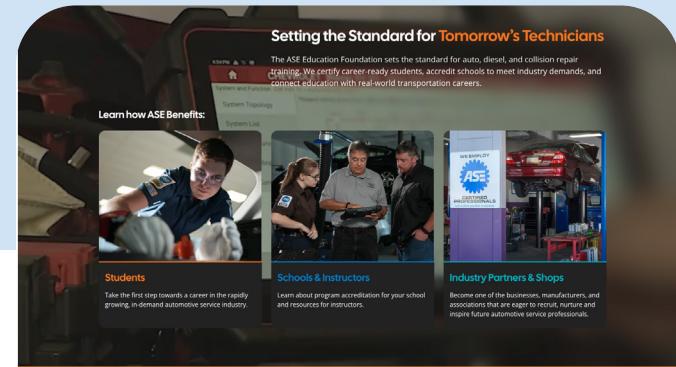
ASE partnered with schools and Auto Dealer Associations in North Texas, Charlotte, Houston, and Salt Lake City to host unique student competitions. New car dealers financially sponsored 123 teams, with total 369 students who participated in these competitions. They performed vehicle diagnostics and multi-point inspections to showcase their skills and win the grand prizes consisting of tools and scholarships. "The goal of the student competition was to connect businesses with schools while increasing the interest of students and encouraging them to stay in the automotive field," said Mike Coley, ASE Education Foundation president.

## Goodguys Events

**We brought 1,200 students from ASE accredited programs across the nation to 8 Goodguys events in 2025.**

"These events showed students how they can have a successful career as a technician and opened their eyes to other industry career paths," says Mike Coley. "Many students have only been exposed to the technician role in the service and repair industry, so sharing a broader view of possible career opportunities and how their automotive coursework applies, opens their eyes to a future of possibilities. Those possibilities are the key to getting and keeping automotive students in our industry."

ASE accredited schools are invited to the hands-on career exploration event, which takes place Fridays prior to select Goodguys events. Students start the day meeting with a panel of experts and top industry professionals. They are then paired with an industry mentor who tours the Goodguys show with them so they can learn what types of careers participating companies have to offer. At the end of the day, students and mentors are given tickets to that weekend's Goodguys event. Students are given an extra ticket to bring a friend, further extending the career day opportunities to more students.



## See our new website

Visit [ASEeducationFoundation.org](https://ASEeducationFoundation.org) to see our redesigned website. The new website features success stories from real students in the field and an easier experience for students, instructors, schools, and partners to find information.

[Visit our website](https://ASEeducationFoundation.org)

## 2025 Highlights

# Activities & Initiatives

## Partnership Collaborations:

### Mobil Delvac

Mobil Delvac donated \$100,000 to provide T2 Diesel Engines professional certification to students in accredited medium/heavy duty truck programs

### WrenchWay

ASE and WrenchWay are working together to continue growing School Assist as the go-to solution for both schools and industry partners. This includes joint marketing efforts and collaborative product development.

### Toyota

With support from Toyota's Driving Possibilities, the ASE Education Foundation is developing STEM curriculum for middle school students that also promotes careers in the automotive industry. The program will promote the industry not only with students, but also parents, teachers, and school counselors.

### SEMA

ASE doubled down on supporting the industry and spreading awareness with our inaugural presence at the 2025 SEMA show in Las Vegas, NV. ASE staff spoke with thousands of attendees consisting of industry colleagues, students, shop owners, technicians, partners, and the motoring public.

### AAPEX

Running tandem with the SEMA booth, ASE staff and field managers engaged with automotive enthusiasts at the AAPEX show. ASE had a commanding presence in conjunction with the Secret Service in an effort to showcase careers in automotive service.

### Secret Service

ASE and the Secret Service collaborated on several events throughout the year in an effort to identify aspiring service professionals and create a pathway to apply for highly sought after careers with the Secret Service.

## 2025 Highlights

# New School Assist Programs



## School Assist All-Star Awards Program

ASE and WrenchWay launched the School Assist All-Star Awards, an exciting new initiative aimed at recognizing and celebrating the collaborative efforts between shops, dealerships, and schools to inspire and attract more students to the automotive and diesel industries. These awards will celebrate organizations that go above and beyond in nurturing the future workforce of the automotive and diesel sectors. Together, we aim to foster a thriving, skilled talent pool that will ensure the continued success and growth of these vital industries.

## Back to School Campaign

ASE partnered with WrenchWay to make it easier than ever for auto and diesel instructors to get organized and get the support they need to educate future technicians. WrenchWay's new **Back-to-School Form** is a quick, easy tool that helps schools using School Assist update their information and prepare for a successful year. A giveaway for a Technician Tool Kit from Snap-on Tools valued at **\$5,899** helped us promote this program to schools and instructors.

A screenshot of the School Assist software interface. The top navigation bar includes 'REQUESTS &amp; AVAILABLE RESOURCES', 'Requests', 'Program Updates', and 'Available Resources'. The main search bar is labeled 'SEARCH BY NAME' with a placeholder 'Enter School Name' and a 'Search' button. Below it is a 'LOCATION' section with a dropdown set to '5000' and a '50 MILES' dropdown. A 'Clear Search' button is also present. To the right, there are three listed items: 1. 'Ideas for Diesel Lab Activities' from 'Mt. Horeb High School' in 'Mt. Horeb, WI' (2/3/2024). 2. 'Guest Speakers' from 'Madison East High School' in 'Madison, WI' (2/3/2024). 3. 'Enclosed Trailer to use for Road America' from 'Vol Phillips Memorial High School (formerly Madison Memorial High School)' in 'Madison, WI' (1/30/2024). Each item has a small thumbnail image and a 'Details' button.

## Join School Assist

Not on School Assist yet? Schools can create a free account in just a few minutes and start requesting support today. Even if your school doesn't have an auto or diesel program, you can still sign up. Shops can learn more about a membership by visiting [wrenchway.com/school-assist](https://wrenchway.com/school-assist).

[Visit the website](https://wrenchway.com/school-assist)

## 2025 Highlights

# Partner Success Story

### Dakota's Journey

Dakota Thrasher first got interested in the automotive space working on tractors with his grandfather. These early projects helped shape his path into automotive, which officially began in high school. Hands-on classes in the ASE accredited automotive program at the Frederick County (Maryland) Career & Technology Center (CTC) sparked his interest and set a foundation built on real vehicles, real tools, and real responsibility. While still in high school, he participated in the Maryland Youth Apprenticeship program at Dynamic Automotive in Frederick, balancing school with paid shop experience, working alongside a mentor and following a clear set of goals. After graduation, he doubled down—full-time days at Dynamic, long nights continuing his automotive studies at the Community College of Baltimore County—diving into everything from steering and suspension to engine rebuilds as part of a full registered apprenticeship. That structure and commitment paid off. His performance drew praise from his supervisors, who say graduates of the registered apprenticeship often operate “five years ahead” in their careers.

ASE played a crucial role in Dakota's journey. ASE Entry-Level certification tests gave Dakota an early grasp of the professional testing process, making the jump to professional ASE certifications more seamless. He's already earned two, with more on the way. For Dynamic Automotive, ASE is more than a credential—it's a marker of professionalism and dedication they actively support and incentivize. Backed by ASE-accredited school programs and a disciplined apprenticeship schedule, Dakota isn't just building skills; he's building a reputation for excellence. He wouldn't change a thing about the journey—he's all-in, hungry to learn, and aiming to become a superstar technician.



### Accredited Journey

CTC instructor Tracey Hicks (left) on former student Dakota Thrasher (right) - “Entry-Level ASE certifications gave Dakota a real understanding of the testing system... then he can prepare, go out and get his professional ASEs.”

## 2025 Highlights

# Student Success Stories

### T-TEN Graduate Becomes Part of the First Toyota Tech Female Roundtable

Madison A. from New Hampshire is proud to become part of the first Toyota Tech Female Roundtable, and was featured on Wrenchways 'Beyond the Wrench' podcast.

Madison is a 2022 graduate of Salem High's Automotive CTE Center, which is an ASE Accredited MLR program. She went on to graduate from the Toyota-Technician Education Network (T-TEN) program at Lakes Region Community College and is currently an ASE Certified Technician at Ira Toyota of Manchester, NH.



#### Meet Madison

Madison is a graduate from an ASE accredited program and holds her A1-A8 and G1 certifications.

### PCTI Automotive Student Earns Subaru University Training Certification

Bruno R., a junior in Passaic County Technical Institute's Automotive Technology in Wayne, NJ, has successfully completed the Subaru University Training Program ahead of schedule. His strong performance in the program has earned him a senior-year co-op position at Wayne Subaru, where he will gain hands-on experience working alongside certified technicians in a professional dealership environment.

Bruno's early completion in the Subaru University Training Program demonstrates his technical ability and readiness to take the next step in his automotive education.

Bruno's accomplishment highlights how PCTI's training and partnerships create real-world opportunities for students pursuing careers in the automotive industry.



#### Meet Bruno

Bruno is a junior in PCTI's School of Automotive Technology and earned a senior-year co-op position at Wayne Subaru.

## 2025 Highlights

# Program Success Story

### From Student to World Class Tech

Austin B. is a standout among the 2017 graduates of Maxwell High School's automotive program, impressing his instructors by passing all 10 of the ASE Entry-Level Certification tests before graduation. "From the very beginning he stood out as one of the most dedicated and talented students I have had the privilege of teaching," says his high school instructor. "He consistently demonstrated a strong work ethic, a passion for the automotive field, and an eagerness to learn that set him apart from his peers. His accomplishments were a reflection of his commitment to excellence and his determination to succeed in a demanding career field," he adds.

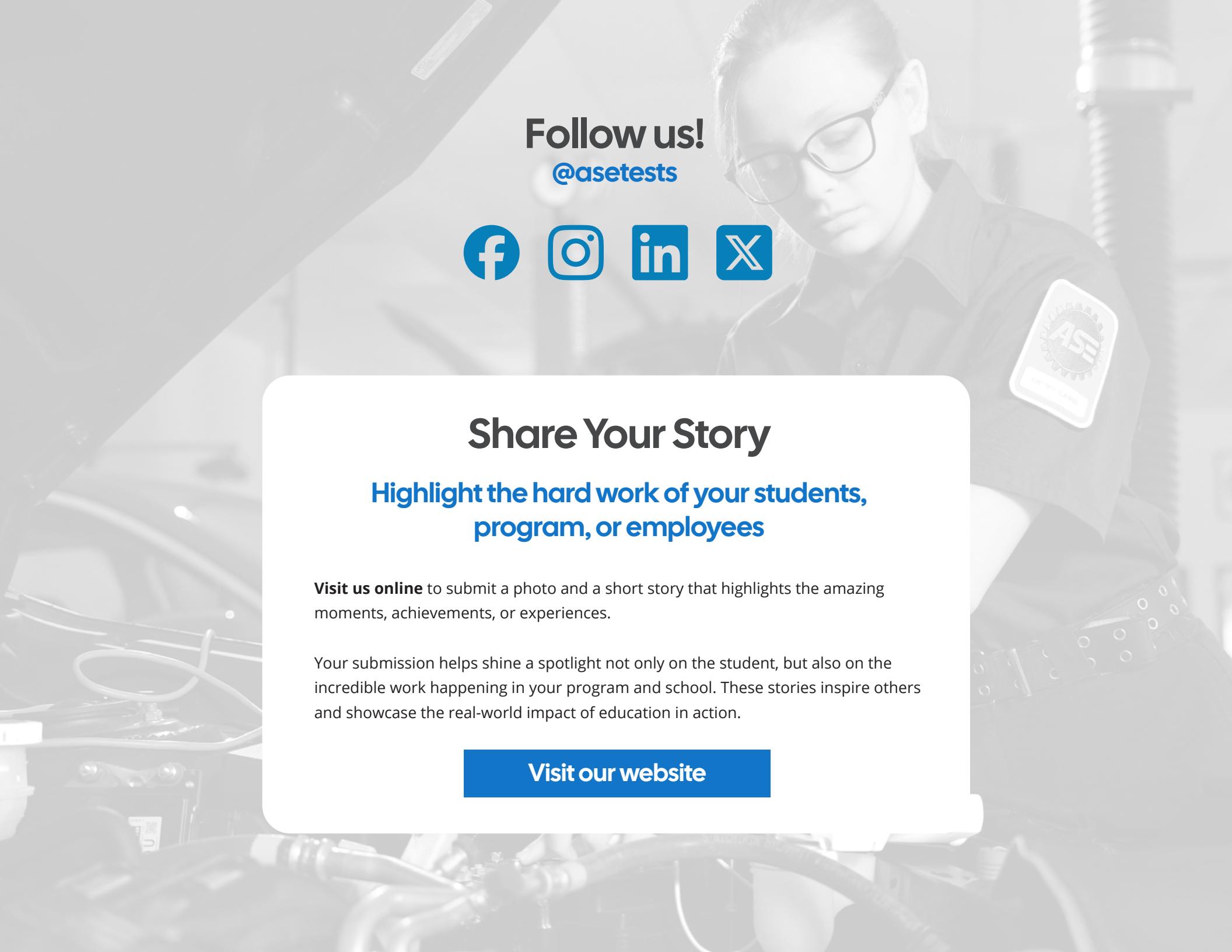
At the career fair, Austin made an immediate impression on recruiters, including those from Hennessy Automobile Company. His professionalism, confidence, and knowledge led to him being offered a position with Hennessy Cadillac on the spot. He began his career in express service and valet, but it was clear he was destined for much more. Through hard work and dedication, Austin advanced rapidly as a technician, mastering new skills and completing his training at a remarkable pace. In just a few years, he earned the prestigious ASE Master Technician certification in 2021 and went on to achieve GM World Class Technician status in 2024—an achievement very few technicians reach.

Austin's journey is a powerful example of how dedication, skill, and perseverance can open doors to incredible opportunities. I am confident that he will continue to achieve great things in his career and make a lasting impact in the automotive



### Maxwell High Alumni

"What impresses me even more than his career accomplishments is his continued connection to our program and his willingness to give back. He often stops by to visit and speak with current students, inspiring them with his story and encouraging them to work hard toward their goals.



# Follow us!

@asetests



## Share Your Story

**Highlight the hard work of your students, program, or employees**

**Visit us online** to submit a photo and a short story that highlights the amazing moments, achievements, or experiences.

Your submission helps shine a spotlight not only on the student, but also on the incredible work happening in your program and school. These stories inspire others and showcase the real-world impact of education in action.

[Visit our website](#)