

California Automotive Technical Education Alliance



Why This Alliance Exists

The Workforce Challenge We Share

- Persistent technician and transportation workforce shortages
- Aging educator workforce and limited pipeline of new instructors
- Outdated training resources struggling to keep pace with technology
- Misalignment between industry needs and educational capacity

A black and white photograph of a small plant with two leaves growing out of dark, crumbly soil. The plant is positioned on the left side of the frame, with its leaves reaching upwards. The background is a dark, out-of-focus gradient.

**Bottom line:
Industry growth is
constrained without
a strong education
ecosystem.**

Who We Are

**One coordinated voice
for automotive education
and workforce needs**



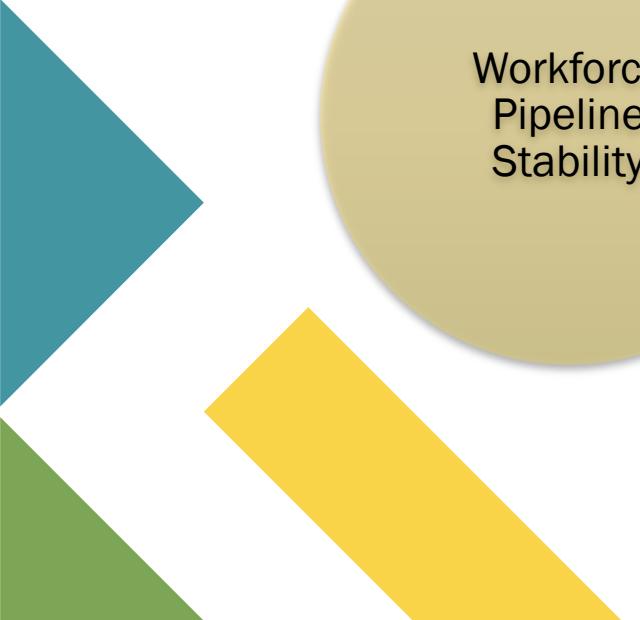
- Automotive educators
- Transportation employer associations
- Industry leaders and OEM partners
- Policymakers and statewide education leadership

Our Mission

To unite California automotive education and industry to strengthen the workforce.

- Collaboration, not fragmentation
- Industry-driven solutions
- Long-term sustainability of the talent pipeline

CATEA's Core Priorities



Workforce
Pipeline
Stability

Educator
Recruitment &
Retention

Modernized,
Industry-
Aligned
Curriculum

Professional
Development
for Educators &
Industry

Statewide
Advocacy &
Representation

Goal 1: Build a Unified Coalition

*A coordinated, credible coalition
that speaks with one voice.*

- Automotive and transportation educators
- Employers and dealer associations
- Industry leaders and suppliers
- Policymakers and education system leadership

Goal 2: Close the Automotive Educator Pay Gap

Why This Matters to Industry

Entry-level automotive instructors earn significantly less than academic peers

Limits recruitment of skilled technicians into teaching roles

Directly reduces the number of students programs can serve

CATEA Action:

Grassroots advocacy to close the pay gap

Elevate automotive education as a critical workforce priority

Goal 3: Modernize Curriculum & Training Facilities

Align Education With Today's Vehicles

Support curriculum modernization aligned to:

- Advanced vehicle technology
- EVs, ADAS, diagnostics, and electronics

Expand access to:

- Modern tools and equipment
- Updated training resources

Goal 4: Invest in Professional Development

Support Educators & Industry Professionals

- Expand professional development opportunities statewide
- Promote cross-training between industry and educators
- Ensure instructors stay current with evolving vehicle technologies

Result: Better instruction → better prepared entry-level technicians.

Goal 5: Advocacy & Representation

Expand Automotive Training Pathways

Grassroots advocacy at the state level

Representation for automotive education and employment priorities

Long-term focus on:

Funding

Policy support

Program expansion

Building the Workforce

- Together

Volunteer on the CATEA advisory committee:

- **Support advocacy efforts**
- **Provide industry input on curriculum and skills alignment**
- **Amplify and invest in the annual conference for professional development and training**

**Join our Zoom
Introduction Meeting:**
When: Feb 11, 2026
4:00 – 5:00 PM

**Register in advance
for this meeting:**
<https://us02web.zoom.us/meeting/register/xaA8NNpfTZ2x7d-rkfGWHw>

After registering, you will receive a confirmation email containing information about joining the meeting.

CaAutoTechAlliance.org

Thank you

Kim McPhaul, CNCDA Foundation

Omar Sevilla & Greg Quirin, SD Techs

Rachel Hogue, ASC Education Foundation

Jon Kropp, Mobilize Summit

Andrew McGee, CA Auto Teachers Association