

# MARIN

COLLEGE OF MARIN

## Automotive Technology Automotive Collision and Repair Industry Advisory Meeting

### Minutes

Thursday, November 6, 2025  
5:30 – 7:00 pm

Attended:

Jesse Madsen, Director of Marin County Office of Education  
Kathleen Antokhin, College of Marin, Program Coordinator  
Dana Emerson, Vice President of Student Learning and Success at College of Marin  
Heather Rahman, College of Marin, Program Coordinator  
Ron Palmer, Instructor, Automotive Collision Repair and Auto Tech  
Coben Alexander, Snap-On Industrial  
Aaron Lofrano, Owner Lofrano and Sons  
Laura Bertolli, Former Auto Body Shop Owner, Instructor, Auto Collision Repair and Technology  
Tanya Paredes, Administrative Assistant, College of Marin, Career Education  
Chelsey Perez, College of Marin, Program Coordinator, Career & Internships

#### Welcome and Introductions

Ron Palmer and Heather Rahman welcomed the group and opened the meeting.

#### Overview of COM, Career Education and Automotive Programs.

*Please refer to the presentation slides*

Kathleen Antokhin discusses the use of Perkins funding for equipment acquisitions and upgrades, and the importance of conducting local needs assessments. Zeus plus scan tool and the Snap-on advanced Driver Assistance calibration system was just brought in this year, and the Perkins is a federal source of funding for career technical education programs across the US and at College of Marin, we primarily use this funding to support equipment, acquisitions and upgrades. Core indicators highlighted included outcomes, credential attainment, and gender diversity.

#### Labor Market Information feedback

- Nick Fara and Laura Bertolli provide feedback, noting that the earnings for auto technicians and body technicians are lower than expected in Marin County.
- Ron Palmer and Aaron Lofrano discussed the impact of flat rate and commission work on earnings, and the disparity in pay between insurance-friendly and non-insurance-friendly shops. Auto body pay – factor in labor rates from insurance.
- Aaron highlights the need for better pay and recognition for technicians, especially those

working on EV vehicles.

- Starting at \$80k for non-master hire with a few years' experience
- Techs earn at least \$30/hour, \$35-\$38/hour
- Porsche techs make 6 figures

#### **Staffing and Recruiting Challenges**

- Group spoke about high demand for technicians in the industry and the need for better training and recruitment strategies.
  - Aaron suggests implementing aptitude tests and tailored training programs to identify and develop the skills of potential technicians.
  - Aaron emphasizes the importance of understanding how individuals learn best (visual, auditory, hands-on) and tailoring training methods accordingly.
  - Aaron suggests that counselors and educators should focus on identifying and nurturing aptitudes in students, rather than just academic performance.

#### **Review and Open Discussion of Programs**

- EV integrated in all classes
- Integrating ADAS Snap-On equipment for certificates
- Auto program is looking for a fully electric vehicle for the auto shop for students to train on the ADAS system
  - Recommend Toyota or Honda because they're the most common. Asian make cars are easier than European.

#### **High School Connections and Updates**

- High School level interest in auto classes is growing
- Empower Now event gives junior high students an opportunity to learn about different career pathways

Please refer to the presentation slides.

Open discussion/Conclusions