

# ABOUT TECHFORCE



A nonprofit 501(c)(3) charitable organization.









Powering the  
technician workforce  
**We are TechForce.**



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Driving the pipeline of professional technicians through **career exploration,**  
**workforce development,** technical education and **job placement.**

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# WHY CARE ABOUT TECHNICIANS?

1

Trained technicians keep America rolling.

2

Drives the bottom line for dealerships & independent shops nationwide.

3

Auto, diesel and collision alone need 177,000 new entrants a year to keep up with demand, yet tech schools are only graduating 32,000. The shortage is real.

4

Career exploration, workforce development and the skilled trades matter. These are causes worth investing in for prosperity and societal impact.

*If your car started today, thank a tech!*

*If your plane arrived safely at its destination, thank a tech!*



# How we power the technician workforce

## THE TECHFORCE NETWORK

...is the conduit through which TechForce delivers its charitable programs and connects students and working techs to all the resources available throughout the industry to pursue a technician career. This online, gamified career network provides techs with a community through which they can flex their talents, build their skills and find employment.

1

### CAREER EDUCATION

Spotlight opportunities of this "new collar" technician career. Dispell outdated stigmas. Welcome diverse audiences to join the profession. Rally respect for techs.

2

### HANDS-ON STUDENT EXPERIENCES

Get students hands-on auto, aviation, diesel, collision and other industry technology via our mobile STEM Career Center and local events. Spark passion. Connect to mentors and employers.

3

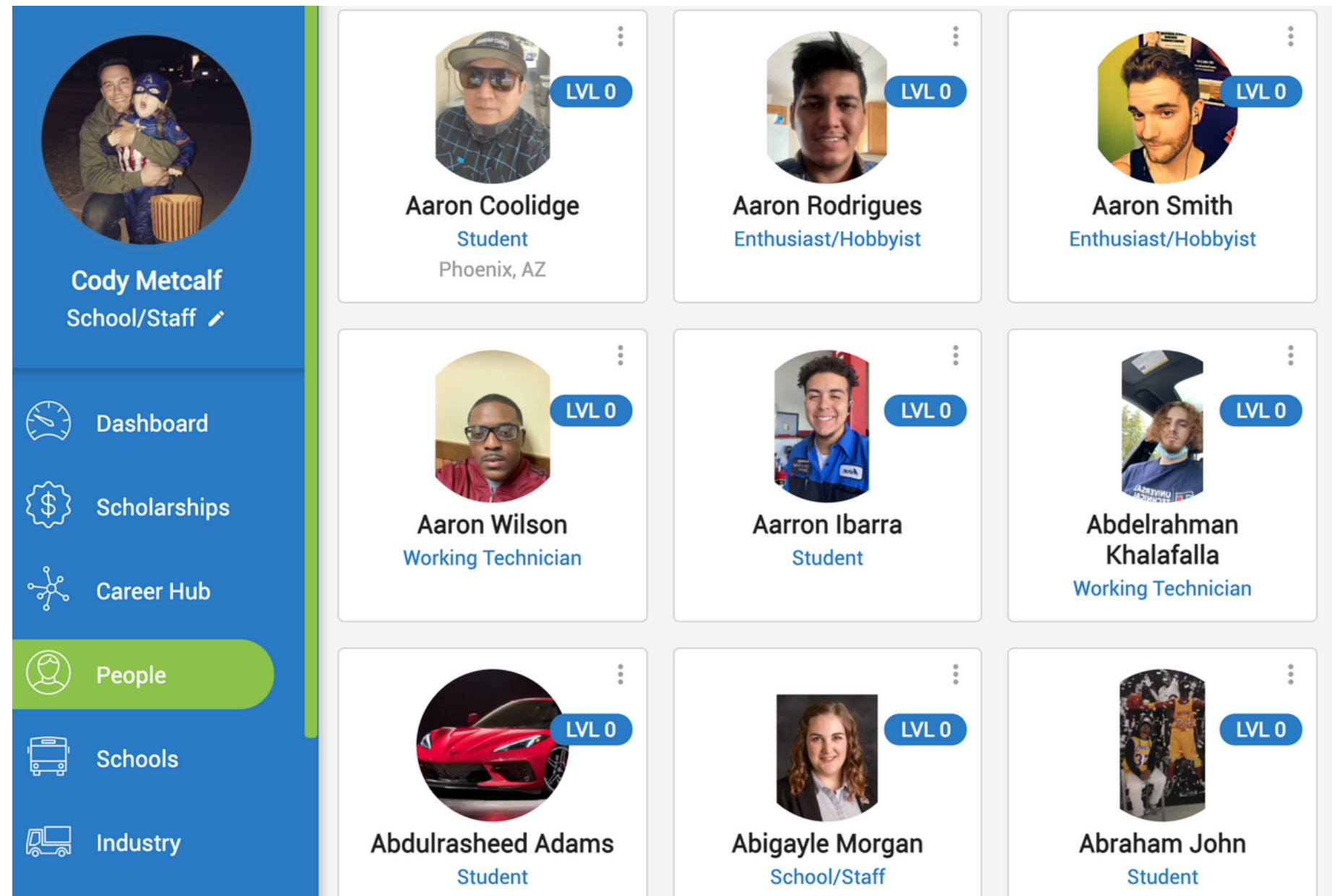
### TECHNICAL EDUCATION SCHOLARSHIPS

Technical education and skilled trades matter. Help financially-disadvantaged students obtain the training needed to become workforce-ready.

# TechForce Network

A CAREER NETWORK & APP EXCLUSIVELY BUILT TO POWER THE TECHNICIAN WORKFORCE.

The conduit through which TechForce delivers its programs and mission.



Scholarships | Events | eTraining | Trivia | Contests | Apprenticeships & Jobs | Measurable Impact



# 1. Career Education



## MARKETING CAMPAIGNS

Multi-channel marketing aimed at high school students who are looking for an education and career that fits them.

## RECOGNITION AWARDS

*FutureTechs Rock* and *Techs Rock* awards recognize passion and commitment to the profession.

## SOCIAL MEDIA

FutureTech Tuesday coordinates an industry 'buzz' on one Tuesday every month to celebrate respect for techs.

## DIVERSE AUDIENCES / DE&I

Proactively welcome women, people of color and Veterans to join the technician workforce.



# TECHS ROCK AWARDS

TechForce's annual recognition program celebrating working techs who demonstrate their passion, commitment and community service.



# FUTURETECHS ROCK AWARDS

TechForce celebrates students enrolled in high school and post-secondary programs who demonstrate passion, commitment and enthusiasm for the technician profession.





## WORKFORCE DIVERSITY

Our **diversity & inclusion** initiative strives for diverse audiences to see themselves as technicians.

## VETERANS

**16.5%** of TechForce grants support **Veterans** transitioning their skills to jobs at home as professional technicians.



## WOMEN TECHS ROCK

Less than **3%** of all techs are **women**. Want to solve the tech shortage?  
**Welcome women.**



VETS AS TECHS - ALWAYS IN SERVICE.

**THANK  
YOU  
VETERANS**

Kimberly -  
US Air Force veteran and diesel tech

Access scholarships for veterans at  
[techforce.org/scholarships](https://techforce.org/scholarships)



# Mobile STEM Career Center

This 2,000 square foot, pop-up exhibit provides an immersive experience for young people to consider 'new collar' technician careers and meet employers.



# 2. Hands-On Student Experiences

Students and working techs get free tickets from TechForce to attend races, car auctions, air shows, motorcycle rallies, etc. to enjoy VIP access, meet mentors & employers, and getting hands-on advancing technologies.



1

## TECHFORCE COORDINATES WITH SCHOOLS AND EVENT VENUES

TechForce works with its school and venue partners across the U.S. to coordinate and produce student experiences.

2

## MENTORS AND EMPLOYERS ARE INVITED

TechForce invites its industry volunteers to participate in student experiences in order to meet and network with this future workforce.

3

## FOLLOW UP VIA THE NETWORK

TechForce keeps in touch and nurtures the students' interests and progression via its Network, ensuring the student experience isn't just a one-hit wonder.

Mecum Auctions | Circuit of the Americas | Road America  
NASCAR | NHRA | Barrett-Jackson | AAPEX/SEMA and more.

Donated tickets to an array of diverse events is welcomed.



# 3. Scholarships and Grants

**\$1.5 MILLION IN AWARDS ANNUALLY  
TO STUDENTS WITH FINANCIAL-NEED**



## **TUITION SCHOLARSHIPS**

Financial-need based scholarships to students enrolled in auto, diesel, collision, aviation, motorcycle, marine, restoration, welding and other technician training programs.



## **RELOCATION GRANTS**

Grants for relocation and housing to pursue technical education.



## **LIFE HAPPENS EMERGENCY GRANTS**

Students dropout over an average \$450 hiccup. Help future techs stay in school.



## **ADVANCED TRAINING**

Manufacturer-specific advanced training tuition and relocation grants.



# TechForce Impact



**\$15.7 million**

in scholarships and grants awarded since 2007.



**40,000 students**

impacted since 2007.



**\$1.5 million for 2022**

TechForce will award \$1.5M in scholarships & grants to financially-disadvantaged students this year.



**181 partner schools**

TechForce work with any high school and postsecondary school nationwide that has technician programs. We currently have 181 official school partnerships.



**100,000+**

current students and working techs are active in our database.



**1.4 billion+ impressions**

editorial reach annually.



# Ways to Give

EVERYONE CAN **DO SOMETHING** TO POWER THE TECHNICIAN WORKFORCE.

## DONATE MONEY

We love cash donations.  
This enables us to do what we do.  
We offer flexible payment  
schedules to work with your  
budgets and cash-flow.

## GIFTS IN-KIND

Stuff can fuel our mission,  
such as vehicle or engine  
donations, training aids for  
schools, marketing muscle and  
ads to get the word out.

## VOLUNTEER

Play a role in the life of a  
future tech. Serve as a  
TechForce volunteer and  
be our boots-on-the-ground  
across America.



# Current Supporters

The following is a snapshot of current partners.

For a complete list, visit [techforce.org/oursupporters](http://techforce.org/oursupporters)





# TechForce Foundation

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