

A nationwide not-for-profit 501(c)(3)

TECHFORCE WRAP AROUND SERVICES

TOOLS & TECHNICAL GROWTH • CAREER PATHWAYS & EXPECTATIONS • COMMUNITY & CONNECTION • FINANCIAL SUPPORT & STABILITY • MINDSET & RESILIENCE • LIFE SKILLS & REAL-WORLD READINESS





MINDSET & RESILIENCE

Data Point: "Work-Life & Burnout" emerged in AMA questions with the host receiving questions like "When you were in a bad spot mentally, how did you overcome that?" and "What is the hardest part of your job physically or mentally?"

- **How They Want It :** Short-form video testimonials (60-90 sec), podcast conversations with real techs sharing struggles, Instagram/TikTok reels with quick mindset tips. They don't want: Formal webinars, lengthy articles, or clinical mental health presentations.

Focus Areas

Self-Esteem & Confidence Building

- Overcoming imposter syndrome in the shop
- Building confidence as a beginner tech
- Validation and positive self-talk techniques
- Success stories from techs who struggled initially

Burnout Prevention & Recovery

- Recognizing early signs of burnout
- Work-life balance strategies for techs
- Physical wellness (body mechanics, preventing injury)
- "Keeping the drive" - long-term motivation

Anxiety & Mental Health Support

- Managing anxiety in high-pressure situations
- Depression awareness and resources
- Crisis resources and hotlines (suicide prevention)
- When and how to seek professional help

Determination & Resilience

- "Pressure makes diamonds" mindset content
- Overcoming adversity stories from techs
- Building perseverance for the long game
- Dealing with failure and setbacks



LIFE SKILLS & REAL-WORLD READINESS

Data Point: Student entries reveal intense juggling: "I wake up at 5 a.m., go to school at 6, start work at 9, and don't get home until around 7 p.m." Many mention supporting families, paying tuition out of pocket, and managing bills.

■ **How They Want It :** Quick "how-to" reels (budgeting in 60 seconds), carousel posts with actionable tips, podcast episodes featuring young techs who figured it out. Interactive tools (budget calculators, scheduling templates). What they don't want: Financial literacy courses, long-form workshops, or parent-focused content.

Focus Areas

Financial Literacy

- Budgeting on an apprentice/entry-level salary
- Understanding flat rate vs. hourly pay
- Managing student loans and debt
- Building credit and financial foundations
- Saving for tools while paying bills

Time Management

- Balancing school, work, and life
- Study strategies for tech students
- Prioritization techniques
- Managing long commutes (common theme)

Communication Skills

- Talking to customers professionally
- Communicating with service advisors
- Asking questions without seeming inexperienced
- Written communication (work orders, documentation)
- Handwriting skills (reading service requests)

Interview & Job Search Skills

- Resume writing for techs
- Interview preparation and practice
- Questions to ask employers
- Red flags to watch for in shops
- Negotiating pay and benefits



CAREER PATHS & WHAT TO EXPECT

Data Point: From team conversation: "They want to come out of school making \$100,000 without starting at the bottom...our solution is going to be who talks to them in gaming language about how to level up." Our hosts received many questions about career progression.

■ **How They Want It :** Gamified "level up" content with clear progression visuals, short video series (Humble Mechanic style), day-in-the-life reels at different career stages, AI chatbot for career Q&A. What they don't want: Traditional career fairs, generic job boards, or Boomer-style "pay your dues" lectures.

Focus Areas

Career Path Maps

- Sector-specific progression paths (Auto, Diesel, Aviation, Collision, etc.)
- "Level up" framework with clear milestones
- Pay progression at each level
- Timeline expectations (1 year, 3 year, 5 year, 10 year)
- Specialization options within each sector

Realistic Expectations ("Get Real")

- Everyone starts somewhere (lube rack or tire tech, detailing, etc.)
- The "mopping the floor for 8 months" reality
- What employers actually expect from new techs
- How to show up, prove yourself, and advance
- Humble Mechanic / GM video series partnership

Industry & Future Trends

- EV/AV technology and what it means for techs
- Future of each sector
- Skills that will be in demand
- How to stay relevant and keep learning

Employer Insights

- What makes a "great employer" (Good Jobs Institute criteria)
- Employers Rock awards and recognition
- Dealership vs. independent vs. fleet vs. specialty shop culture
- How to evaluate job offers



TOOLS & TECHNICAL MASTERY

Data Point: Tools & Equipment was the #1 topic in Humble Mechanic's AMA (33 questions). Top questions: "What are the top 5 tools a beginner tech should prioritize?" and "Is brand loyalty worth it when buying tools?"

■ **How They Want It :** Tool review reels and unboxings, "what's in my toolbox" videos, quick diagnostic tip TikToks, Reddit-style Q&A forums with verified tech answers, YouTube tutorials. What they don't want: Manufacturer brochures, formal training modules, or text-heavy guides.

Focus Areas

Tool Buying Strategy

- Starter tool lists by sector
- Budget-friendly vs. professional grade decisions
- Building your toolbox over time
- Tool financing and payment plans

Diagnostic Skills

- Scan tool usage and interpretation
- Electrical troubleshooting fundamentals
- "Why did it fail?" diagnostic mindset
- The 3 C's: Concern, Cause, Correction

Technical Q&A

- Reddit-style technical forums (vetted answers)
- ASK ME ANYTHING sessions with master techs
- Sector-specific technical communities
- Partner with existing communities (embed/redirect)

Continuing Education

- ASE, iCar and FAA certification links
- OEM training programs
- Online learning resources
- Training video library



COMMUNITY & BELONGING

Data Point: Patrice Banks' AMA focused heavily on supporting women in a male-dominated industry. Students asked: "How can shops make women and other under-represented skilled technicians feel more welcome?"

■ **How They Want It :** Private community groups (Discord-style), influencer-hosted AMA sessions, podcast interviews with relatable guests, VIP event access with behind-the-scenes content. Peer-to-peer connection over top-down mentorship. What they don't want: Formal mentorship programs with assigned mentors, networking events with name tags, or corporate-feeling community platforms.

Focus Areas

Like-Minded Circles

- Women Techs Rock
- Veterans support network
- Students with learning differences
- Foster care alumni
- First-generation students
- Student parents

Mentorship Connections

- Mentorship Minute videos and podcasts
- Industry pro interviews (by GenZ hosts)
- Alumni-to-student connections
- "People who came before me" wisdom

Ask Me Anything

- Regular AMA sessions with guest hosts
- Topic-specific AMAs (career, technical, life skills)
- Podcast format expansion
- Influencer partnerships

Events & Experiences

- VIP event access (Mecum, SEMA/AAPEX, NHRA)
- Techs Rock Awards and recognition
- Regional meetups and networking



FINANCIAL SUPPORT & STABILITY

Data Point: Nearly every student entry mentioned financial challenges: "I live paycheck to paycheck balancing financial responsibilities," "My family only makes enough to get by," "I have to work to support myself and pay for my tuition."

■ **How They Want It:** Simple, mobile-first application processes, proactive push notifications about opportunities, success story reels from scholarship recipients, clear "what you get" visuals. Quick wins and immediate relief. What they don't want: Complex application portals, lengthy eligibility requirements, or resources buried in website navigation.

Focus Areas

Scholarships & Grants

- TechForce tuition scholarships
- External scholarship directory
- Application tips and support
- Partner-specific scholarships (Ford, NAPA, Hertz, Christian Brothers Automotive, Daimler Truck, CarMax, Carrier, Cummins, CRC, etc.)

Emergency Support

- "Life Happens" emergency grants
- On-the-spot small grants (under \$400)
- Campus food pantry connections
- Medical emergency support

Housing & Transportation

- Strong Start relocation grants
- Housing resources and connections
- Transportation solutions
- Utility deposit assistance

Childcare & Family Support

- Childcare resource connections
- Student parent support resources
- Family balance strategies

Tools Support

- Tool vouchers and grants (Snap-on, Carlyle and other partnerships)
- In-kind tool donations
- Tool loan programs
- Discount programs