

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

Rachael Green, Director of Programs College of Eastern Idaho Workforce Training and Continuing Education: rachael.green@cei.edu; 208-535-5357

College of Eastern Idaho Partners with Teton Toyota to Launch ASE Certification Prep Program



CEI Automotive Program

IDAHO FALLS, Idaho — College of Eastern Idaho Workforce Training and Continuing Education (WTCE) has partnered with Teton Toyota to provide **Automotive Service Excellence (ASE)** test preparation for employees, aiming to equip service technicians with the theoretical knowledge needed to pass ASE certification exams. This collaboration addresses a key industry need and

represents a significant step forward in workforce development within the local automotive sector.

Teton Toyota identified a need for tailored ASE exam preparation to support their technicians. While these employees excel in hands-on, practical skills gained through on-the-job training, additional theoretical instruction was required to meet certification requirements. Recognizing CEI's stellar reputation in automotive education, Teton Toyota approached the college to create a focused program.

"Working with Teton Toyota has allowed us to promote a different pathway for students to learn and meet specific industry needs," said Rachael Green, Director of Programs College of Eastern Idaho Workforce Training and Continuing Education. "With the help of a grant through the Education Design Lab, we were able to pilot a new program that is a little different than the traditional education route. The goal is to provide students a path to earn a higher wage and give them more career advancement opportunities. "

The program covers the theoretical outcomes required for eight ASE certifications, providing participants with the knowledge necessary to succeed. With the help of our own

CEI automotive instructors, we've been able to develop a curriculum that complements the skills employees acquire under the mentorship of Teton Toyota's lead technicians.

Opportunities for Growth and Community Impact

The impact of this program extends beyond Teton Toyota employees. WTCE plans to expand the initiative, inviting other dealerships and mechanics to participate. While Teton Toyota currently supports their technicians in obtaining all eight ASE certifications, the program is designed to accommodate participants with diverse goals, whether they aim for a single certification or pursue multiple credentials.

With ASE certification recognized as the gold standard in the automotive industry, this initiative benefits not only employees but also employers and the community at large. Certified technicians can earn higher wages, while businesses gain skilled, knowledgeable, and loyal employees.

"Teton Toyota aspires to be innovative for both our guests and employees," said Travis Zmak, Managing Partner/General Manager. "Toyota mastered the 'just-in-time' manufacturing concept—producing what's needed, when it's needed, and in the quantity needed. We are applying that same principle to education, striving for 'just-in-time' learning. We're proud to partner with CEI to provide the right education at the right time, ensuring our current and future employees have access to the ongoing education they need to succeed."

Looking Ahead

WTCE plans to run the ASE test prep program year-round, with multiple sessions based on demand. As the program grows, it will continue to serve as a model for partnerships that align education with workforce needs.

For more information about the ASE Certification Prep Program, please visit <https://ceiworkforce.augusoft.net/>.

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About College of Eastern Idaho Workforce Training and Continuing Education

CEI's Workforce Training and Continuing Education Division provides non-credit programs to empower students, professionals, and community members with career advancement skills. Whether through short workshops or comprehensive certifications, WTCE serves as a valuable resource for the entire Eastern Idaho community. Visit <https://ceiworkforce.augusoft.net/> for more information.

About College of Eastern Idaho

College of Eastern Idaho (CEI, formerly EITC) offers associate degrees, technical certificates, and workforce training programs to help students achieve their educational and career goals. With a focus on affordability, accessibility, and student success, CEI is dedicated to providing high-quality education and training to the residents of eastern Idaho. Visit <https://cei.edu> for more information.