

# CHABOT COLLEGE - MERCEDES-BENZ CAMPUS

## *COST-BENEFIT DIGEST*

### OVERVIEW

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Mercedes-Benz USA has expressed interest in establishing an educational partnership between Chabot Community College and their MB Campus Program.

Students expressed strong interest in the proposed program and stated their intent to pursue dedicated Mercedes-Benz training.

- **Industry category** – Automotive Service Technician
- **Industry characteristics** – Advanced level automotive service technicians are in high demand and are considered a “hard to fill position.”
- **Industry regulations** –
- **Market growth and trends** – The industry’s growth is strong, and the job futures trajectory is promising for technicians specialized in high-level automotive technology.
- **Stability** – A partnership with an industry leader at the level of Mercedes-Benz will contribute to Chabot’s automotive program’s stability.

### MARKET FOCUS

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The target market of the Mercedes-Benz Campus is focused on students pursuing an Associate of Sciences Degree. Chabot College would be the only technical college offering a Mercedes-Benz Campus program in the Bay Area, which would make the college a dominant presence in the community and improve its competitiveness to attract and retain students pursuing a career in automotive repair trade.

The Mercedes-Benz Campus program also aims to recruit high school students interested in exploring a career in automotive service.

### COMPETITIVENESS

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The Mercedes-Benz Campus Program will improve the competitiveness of Chabot College's Automotive Program and set it apart from colleges offering traditional automotive trades curricula.

- **Direct competitors** - Chabot College's Automotive program would benefit from the substantial prestige of a world-class automotive manufacturer and leader in technology and customer service. As a result, Chabot College would have a competitive edge over colleges in the bay area offering automotive programs.
- **Status quo** – The current mindset of competitors is not changing fast enough to satisfy industry needs and student opportunities. The Mercedes-Benz Campus program will bring a dynamic, modern, and technologically leading mindset to Chabot's students, helping them think bigger and consider high-level options within the automotive service industry.
- **Messaging** – The Mercedes-Benz Campus program will bring the message that Chabot College is a leader in automotive service training.
- **Uniqueness** - The Mercedes-Benz Campus program will bring a unique perspective to the automotive program since it is the only program offered in the bay area that can help a student become a certified Mercedes-Benz Technician six months after graduation through a Mercedes-Benz internship administered directly by MBUSA.

### BENEFITS

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- Increased student enrollment and retention
- Increased prestige for the automotive program
- Increased competitiveness to recruit students
- Increased student opportunities to obtain work after graduation
- Improved exposure to high-level automotive technology
- Partnership with a world-class leader in automotive repair technology and customer service
- Access to factory training and information systems
- Access to factory repair and diagnostics methods
- Access to factory test equipment

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## COST-BENEFIT DIGEST

- Access to vehicles equipped with the latest technologies
- Cost Savings (Mercedes-Benz provided equipment, vehicles, supplies, and consumables)
- Paid (by MBUSA) Factory training for selected faculty members
- Partnership with local Mercedes-Benz Dealerships
- Improved industry connections

## FINANCIAL BENEFITS

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### Provided Training Materials

- Access to up to 50 online e-Learning course(s) available through [mbstar.logicbay.com](http://mbstar.logicbay.com) | Estimated Value of 10 years of access: \$4,000
- Xentry Kit3 Scope: \$13,500 (to be returned to MBUSA upon the termination of the association.)

### Training Assets

- Training Mercedes-Benz Vehicle: \$30,000 (donated to Chabot College)
- Wiring Repair Consumables:\$2,000

**Total Financial Benefits: \$49,500.00**

## COSTS

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The Mercedes-Benz Campus programs require no investment and expenditures of money made by the college. Furthermore, the program does not require the creation of dedicated classes or the implementation of additional instructor hours since it is based on current curricula and delivered online through the Mercedes-Benz USA training platform.

**Total Program Costs: \$0.00**