

ASSIGNMENTS

Instructions for assignments

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Assignment #4	<u>Field Trip #2 Report</u>
Assignment #5	<u>Franchise Repair Organizations</u>
Assignment #6	<u>Field Trip #3 Report</u>
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Assignment #8	<u>Portfolio Final Review</u>

Instructions for Completing Assignments

Research: For each of the assignments it is expected that you and your group members will provide valuable, pertinent research in preparing your final report. This research can take many forms such as: internet research of several body shop locations, personal interview in-person or by telephone, conducting surveys or questionnaires with many different types of body shop organizations (independently owned and operated, franchise or consolidator shop, auto dealership owned and operated body shop) – get a wide variety of responses to provide back up to your summary and analysis of the data for your final report.

Collaborative Work Groups: In the first week of class you should identify at least two to four other class members that you can work with to share the responsibilities of research and final reporting on these assignments. Obtain pertinent email, work and home phone numbers as needed to maintain contact during group research assignments. You may consider selection of the group membership on the basis of compatibility, diversity, proximity of each other's work or residence locations, or other varied reasons. If you do not select a group, one will be assigned to you by the close of first class meeting. It should not be assumed that any one individual in your group should do all or a majority of the assignments. Inadequate reports may be returned for completion prior to credit being given.

Individual Contribution to Final Report: Even though the group may delegate research of specific areas of each assignment to individual members of the group, each member of the group should maintain an understanding of the work being researched and reported on by the other group members. The collaborative research and discussion may be accomplished by group meetings, conference or individual phone calls, or by meeting before and/or after class meetings and field trips. All class members are expected to make valuable contributions to the research and final product in each assignment. A copy of ALL research should be included in each group members portfolio.

Field Trips: Starting with the second week of class, the class will no longer meet in the classroom on campus, but rather will be meeting directly at the assigned field trip locations on the date and time specified. Be sure to check with the website (www.cerritos.edu/crobertson AB 287 Home Page) under the current class assignments, to verify any changes to field trip locations or information. Directions and maps available on website.

Creativity: Your group and individual contributions will be graded on completeness, creativity, accuracy, timeliness and response to the assignment topic.

Use of Class Website: Regular (weekly) access to the class website is required for update of information, additional instructions, and the posting of group assignments for the entire class to review and critique. Frequently asked questions will be responded to on the website as well to clarify assignments.

Assignment #1

INTERNET RESEARCH ASSIGNMENT

Subject of Research:

- ✓ *Allstate Insurance Corporation's acquisition of Sterling Collision (39 separate collision repair facilities in mid-west and east coast) in May of 2001. Status three years later. Legislation enacted since acquisition. Current Litigation since acquisition (lawsuits).*
- ✓ *Check out available research sites for articles and public announcements from the companies involved:
www.autobodyonline.com; INSIGHT Collision Repair News; ABRN;
www.google.com - Allstate Insurance Sterling Collision (search line)
and several others of your choosing*
- ✓ *Provide a minimum of one page **typed** analysis of the subject including the pros and cons of the acquisition and affect on competing businesses 3 years later – be thorough and concise – you may use the M.A.D.E format for essay writing. (see attached detail of MADE format)*

Name: _____

Group Members: _____

Date: ___/___/___

Class: AB 287 – Spring 2004 TOL

CREDIT / NO CREDIT
(as determined by instructor)

(use this page as a cover sheet)

“M.A.D.E.” format for written communication:

Summarize your report from this activity in a one (1) page typed essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “**M.A.D.E.**” format (see Class Notes and below).

Message: brief summary statement of your main message .

Action: describe the action you would take as a result of this experience.

Detail: give any detail related to the message and action described above.
(the who, what, when, where, why, how, and how much)

Evidence: give any evidence of the activity, brochures, fliers, business cards etc.

Assignment #2

'CONSOLIDATOR' REPAIR ORGANIZATIONS

Individual and Group Research:

- ✓ Check out available research sites for news articles and public announcements from the companies involved:
www.autobodyonline.com, www.calibercollision.com,
www.republic.com, www.m2collision.com, www.carstar.com
www.google.com - Type "auto collision repair consolidator" or "auto collision repair republic industries" into the search window (search line) and any others of your choosing
- ✓ Provide a minimum of two-page analysis (max 12 point type, double-spaced) of at least 3 consolidators. You may divide these between yourself and others in your group. In your analysis include the details listed below – be thorough and concise – you may use the M.A.D.E format for essay writing. (see attached detail of MADE)
 - What is the name of the consolidator in your report?
 - What is a Consolidator? And what is their Mission or primary Goal?
 - How to they accomplish their Mission?
 - How many individual shops do they own? What volume do they provide overall and per location?
 - What is the effect in the collision repair industry in regions where they have a firm footing?
 - Describe the relationships between consolidator repair organizations and the insurance industry DRP programs and parts/materials vendors that participate with them?
 - What do you see as short-term and long-term effects of the consolidator movement?
 - Give your opinion regarding support for or against the consolidator movement as to improving or reducing industry vitality and competition.

Group Members: _____

Consolidator: _____

Date: ___/___/___

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“M.A.D.E.” format for written communication:

Summarize your report from this activity in a two (2) page typed essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “**M.A.D.E.**” format (see Class Notes and below).

Message: brief summary statement of your main message .

Action: describe the action you would take as a result of this experience.

Detail: give any detail related to the message and action described above.
(the who, what, when, where, why, how, and how much)

Evidence: give any evidence of the activity, brochures, fliers, business cards etc.

Assignment #3

FIELD TRIP #1 REPORT

Name: _____

Date: ___/___/___

Class: _____

CREDIT / NO CREDIT
(determined by instructor)

(use this page as a cover sheet)

FIELD TRIP ASSIGNMENT

NAME: _____ **DATE:** ___/___/___ **TIME:** __:___

DESTINATION:

PURPOSE OF THE FIELD TRIP:

QUESTIONS TO ASK DURING FIELD TRIP (make the list prior to field trip visit):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“M.A.D.E.” format for written communication:

Summarize your report from this activity in a one (1) page essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “M.A.D.E.” format (see Class Notes and below).

Message: brief summary statement of your main message .

Action: describe the action you would take as a result of this experience.

Detail: give any detail related to the message and action described above.
(the who, what, when, where, why, how, and how much)

Evidence: give any evidence of the activity, brochures, fliers, business cards etc.

Assignment #4

FIELD TRIP #2 REPORT

Name: _____

Date: ___/___/___

Class: _____

CREDIT / NO CREDIT
(determined by instructor)

(use this page as a cover sheet)

FIELD TRIP ASSIGNMENT

NAME: _____ **DATE:** ___/___/___ **TIME:** __:___

DESTINATION:

PURPOSE OF THE FIELD TRIP:

QUESTIONS TO ASK DURING FIELD TRIP (make the list prior to field trip visit):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“M.A.D.E.” format for written communication:

Summarize your report from this activity in a one (1) page essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “M.A.D.E.” format (see Class Notes and below).

Message: brief summary statement of your main message .

Action: describe the action you would take as a result of this experience.

Detail: give any detail related to the message and action described above.
(the who, what, when, where, why, how, and how much)

Evidence: give any evidence of the activity, brochures, fliers, business cards etc.

Assignment #5

FRANCHISE / CO-OP REPAIR ORGANIZATIONS

Individual and Group Research:

- ✓ Check out available research sites for news articles and public announcements from the companies involved:
www.autobodyonline.com, www.fixauto.com, www.carstar.com,
www.hi-tech-auto.com,
www.google.com - Type "auto collision repair franchise" into the search window (search line) and any others of your choosing.
- ✓ Provide a minimum of two-page analysis (max 12 point type, double-spaced) of at least 3 franchise or multiple-location organizations. You may divide these between yourself and others in your group. In your analysis include the details listed below – be thorough and concise – you may use the M.A.D.E format for essay writing. (see attached detail of MADE)
 - What is the name of the organization in your report?
 - What is a Franchise? And what is their Mission or primary Goal?
 - How to they accomplish their Mission? What is required to participate?
 - How many individual shops are included in their franchise structure? What volume do they provide overall and per location?
 - What is the effect in the collision repair industry in regions where they have a firm footing?
 - Describe the relationships between franchise repair organizations and the insurance industry DRP programs and parts/materials vendors that participate with them? How do franchise organizations differ from consolidators?
 - What do you see as short-term and long-term effects of the franchise body shop movement?
 - Give your opinion regarding support for or against the franchise movement as to improving or reducing industry vitality and competition.

Group Members: _____

Consolidator: _____

Date: ___/___/___

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“M.A.D.E.” format for written communication:

Summarize your report from this activity in a two (2) page essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “**M.A.D.E.**” format (see Class Notes and below).

Message: brief summary statement of your main message .

Action: describe the action you would take as a result of this experience.

Detail: give any detail related to the message and action described above.
(the who, what, when, where, why, how, and how much)

Evidence: give any evidence of the activity, brochures, fliers, business cards etc.

Assignment #6

FIELD TRIP #3 REPORT

Name: _____

Date: ___/___/___

Class: _____

CREDIT / NO CREDIT
(determined by instructor)

(use this page as a cover sheet)

FIELD TRIP ASSIGNMENT

NAME: _____ **DATE:** ___/___/___ **TIME:** __:___

DESTINATION:

PURPOSE OF THE FIELD TRIP:

QUESTIONS TO ASK DURING FIELD TRIP (make the list prior to field trip visit):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“M.A.D.E.” format for written communication:

Summarize your report from this activity in a one (1) page essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “M.A.D.E.” format (see Class Notes and below).

Message: brief summary statement of your main message .

Action: describe the action you would take as a result of this experience.

Detail: give any detail related to the message and action described above.
(the who, what, when, where, why, how, and how much)

Evidence: give any evidence of the activity, brochures, fliers, business cards etc.

Assignment #7

DIRECT REPAIR PROGRAMS (DRP's)

Individual and Group Research:

- ✓ Check out available research sites for news articles and public announcements from the companies involved:
www.autobodyonline.com, www.allstate.com, www.i21.com,
www.statefarm.com, www.aaa-calif.com, others...
www.google.com - Type "auto collision repair DRP" into the search window (search line) and any others of your choosing.
- ✓ Provide a minimum of two-page analysis (max 12 point type, double-spaced) of at least 3 DRP Insurance company programs. You may divide these between yourself and others in your group. In your analysis include the details listed below – be thorough and concise – you may use the M.A.D.E format for essay writing. (see attached detail of MADE)
 - What is the name of the DRP in your report?
 - What is a DRP? And what does this insurance company call their DRP?
 - How to they accomplish their Mission? What is required to participate?
 - What are the equipment, employee certifications, business practices, software damage estimating systems, and other requirements?
 - What are this company's "Red Flags" that might indicate a shop could be in jeopardy of losing their DRP status?
 - How much volume (vehicles and \$\$\$) per months are typically experienced by DRP shops in the local region?
 - What are the Upsides and Downsides to DRP's? How does a shop apply for a DRP with this company?
 - Who currently are the holders of this DRP within the surrounding 10 miles?
 - Describe the relationships between franchise repair organizations and the insurance industry DRP programs and parts/materials vendors that participate with them? How do DRP referred repairs differ from conventional "drive-in" repairs?
 - What do you see as short-term and long-term effects of the DRP movement?
 - Give your opinion regarding support for or against the DRP movement as to improving or reducing industry vitality and competition.

Group Members: _____

Consolidator: _____

Date: ___/___/___

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“M.A.D.E.” format for written communication:

Summarize your report from this activity in a two (2) page essay, double-spaced, minimum of 3-5 paragraphs in length utilizing the “**M.A.D.E.**” format (see Class Notes and below).

Message: brief summary statement of your main message .

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Assignment #7

PORTFOLIO FINAL REVIEW

Criteria for Evaluation of Portfolio- Value = 100 points:

- ✓ Table of Contents
- ✓ Contact Sheet – All Team Members Listed with Contact Numbers
- ✓ All Research Assignments Included (including those by team)
- ✓ Adequate Dividers clearly marking contents
- ✓ Completeness of Work
- ✓ Neatness of Presentation
- ✓ Three Reviews Completed During Semester (30 points)
- ✓ Timeliness – Turned in On-Time

Initial 3 Reviews Completed (10 ea.):

#1 _____ #2 _____ #3 _____

Final Review Completed:

Final: _____ (70)

Total of Reviews: _____ (100)

Name: _____

Date: ___/___/___

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Sample Portfolio Table of Contents

- I. Contact Information** (group, web index, industry, field trips etc)
- II. Research Information** (search engines, industry study groups)
- III. Internet Research – Allstate Acquires Sterling Collision**
- IV. Consolidator Organizations**
- V. Franchise Organizations**
- VI. Direct Repair Programs (DRP's)**
- VII. Field Trip Reports**
- VIII. Miscellaneous**