THE YELLOW BRICK ROAD TO INDUSTRY CERTIFICATIONS

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Katie Mehin, West-MEC
Ticket Out the Door

Following the presentation attendees will be able to:

1. List next steps for their industry certification journey
2. Identify potential obstacles they should plan for when implementing industry certifications
3. Write a 1, 3, & 5 year goals for industry certification implementation & sustainability
Vendor Questions, Costs & Budgeting, Set-up, Teacher & Proctor Prep, Communication, Tracking & Results, Recognition, Registration & Testing, Certification Prep, Testing Details, Selection.
Be Courageous...
Which certification should I offer
Selection Criteria

1. Review your State Industry Certification Eligibility List
   • If applicable
2. Institution eligibility requirements (to offer certification)
   • Help narrow certifications for the selection committee
3. Check for alignment to the Technical Skills Standards and current curriculum document(s)
   • Have your teachers review the certification objectives to compare with their current curriculum
   • On a scale from 1 to 5, rank the feasibility of the certification
4. Discuss and gather input from your advisory committee
5. Select certification(s) for implementation or pilot
### CTE

**Sports Medicine/Year 1**

**Curriculum Map / Teacher Pages**

**Semester 1**

<table>
<thead>
<tr>
<th>CTE Technical Standards &amp; Professional Skills</th>
<th>CTE Measurement Criteria</th>
<th>Explanations, Examples, and Suggested Resources</th>
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</thead>
<tbody>
<tr>
<td><strong>UNIT 5: Emergency Situations and First Aid</strong></td>
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<tr>
<td>Learning Goal: Identify and react appropriately to various emergency situations</td>
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<td>Percentage of time Hands-On: 80%</td>
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<td>Estimate time frame for Unit: 2-3 weeks</td>
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<td>Sports Medicine Standards</td>
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<tr>
<td>4.0 Demonstrate Safety and Infection control</td>
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<td>5.0 Manage acute care emergency and non-emergency situations</td>
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<td>6.0 Assess the impact of injuries, sports trauma, and physical dysfunctions and disorders</td>
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<td>Professional Skills Standards</td>
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<td>1. Complex communication: employs complex communication skills in a manner that adds to organizational productivity</td>
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<td>2. Collaboration: Collaborates, in person and virtually, to complete tasks aimed at organizational goals.</td>
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<td>3. Thinking and innovation: integrates expertise in technical knowledge and skills with thinking and reasoning strategies to create, innovate, and devise solutions.</td>
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<td>4. Professionalism: Conducts oneself in a professional manner appropriate to organizational expectations</td>
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<td>Sports Medicine Standards</td>
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<tr>
<td>5.1 Assess vital signs (normal vs. abnormal) (e.g., pulse, respirations, skin, pupils, blood pressure)</td>
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<td>5.4 Perform CPR (cardiopulmonary resuscitation) and AED (automated external defibrillator) procedures for infants, children, and adults</td>
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<td>Professional Skills:</td>
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<tr>
<td>1.A- Masters core communication skills for the workplace.</td>
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<td>1.B- Communicates effectively in a diverse work environment.</td>
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<td>1.C- Uses technologies and social media for workplace communication.</td>
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<td>2.A- Commits to achieving collective goals.</td>
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<td>2.B- Promotes an environment of trust.</td>
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<td>2.C- Optimizes technology to collaborate with others.</td>
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<td>3.A- Defines a problem in the workplace.</td>
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<td>3.B- Practices inquiry and reflection (I/R) to take action in the work place</td>
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<td>3.C- Takes action supported by evidence and reasoning to explain conclusions and accomplish work.</td>
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<td>3.D- Transfers knowledge and skills from one work situation to another.</td>
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<td>3.E- Creates/innovates to improve workplace productivity</td>
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<td>4.A- Adheres to organizational protocol related to behavior, appearance, and communication</td>
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<td>Certification:</td>
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<td>• American Heart Association</td>
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<td>• CPR/AED/First Aid certification</td>
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<td>• OSHA10- Personal Protective Equipment &amp; Bloodborne Pathogens</td>
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<td>CTSO:</td>
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<td>• HOSA Competition- EMT, CPR/First Aid, CERT Skills</td>
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<td>Projects:</td>
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<td>• Personal protective equipment</td>
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<td>• Vital signs equipment</td>
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<tr>
<td>• Practice compressions, rescue breathing and AED</td>
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<td>• Emergency scenarios</td>
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<td>• Wound lab with produce</td>
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<td>• Spine boarding, crutch and brace fitting</td>
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<td>• Splinting</td>
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<td>• American Heart Association</td>
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<td>• AZ CTE Curriculum Consortium</td>
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<td>• Textbook</td>
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<td>Certification/License</td>
<td>Required</td>
<td>Preferred</td>
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<td>---------------------------------------------------------------------------</td>
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<tr>
<td>Dental Assisting</td>
<td>The industry credential is required for employment in the field a majority of the time</td>
<td>The industry credential is sought after by employers, candidates with this industry credential will be given priority over others who do not hold it</td>
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<tr>
<td>Dental Assisting National Board (DANB) RHS</td>
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<td>Coronal Polishing Certificate</td>
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<td>National Entry Level Dental Assistant (NELDA) Cert</td>
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<td>CPR and AED</td>
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<td>OSHA-10 General</td>
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Gilbert decision process for teachers to think through:

1. Is it on the A-F list?
2. Is it on in governors incentive list? (if applicable)
3. Is it on the CTED list?
4. Does it align with program curriculum?
5. Does it assist students' with career goals (is the certificate recognized by employers)?
6. Does it assist students' with post-secondary goals (can the certificate earn college credit)?
7. What is the cost of the certification?
8. Who is paying for the certification?
Questions to ask the Vendor

1. Vendor Contacts
   • AZ Department Education CTE Industry Certification Fact Sheet
   • Link to Google Sheet

2. How must does the certification cost?
   • Pricing options (individual, site, district, bulk purchase)
   • Retake cost (included in purchase or additional fee)
   • Verify if vendor is on your approved district vendor list (state contract or sole source)

3. How long are purchased vouchers valid?

4. How long is the certification valid?
<table>
<thead>
<tr>
<th>Certification</th>
<th>Program</th>
<th>On JTED Elig List</th>
<th>On A-F CCRI list</th>
<th>Vendor Contact Info</th>
<th>Website</th>
<th>Cost</th>
<th>Length of test</th>
<th>Additional notes</th>
<th>Resources</th>
<th>Accomodations</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASE Entry-Level</td>
<td>Automotive Technologies</td>
<td></td>
<td></td>
<td>ASEM Student Certification Phone: 703-686-6650 Fax: 703-686-6120 Email: <a href="mailto:info@ASEEducationFoundation.org">info@ASEEducationFoundation.org</a> Website: <a href="http://www.ASEMStudentCertification.com">www.ASEMStudentCertification.com</a></td>
<td><a href="https://www.ase.com/entry-level">https://www.ase.com/entry-level</a></td>
<td>$40</td>
<td></td>
<td>Test takers have 2 ½ hours to complete the test. 90 multiple-choice questions in reading, writing and math.</td>
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<tr>
<td>Praxis ParaPro</td>
<td>Education Professions &amp; Early Childhood Education</td>
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<td></td>
<td>ET8 1-800-772-9476 (United States, U.S. Territories, and Canada) Representatives are available Monday–Friday, 8 a.m.–7:45 p.m. ET Email: <a href="mailto:ET8@ets.org">ET8@ets.org</a></td>
<td><a href="https://www.ets.org/para-pro">https://www.ets.org/para-pro</a></td>
<td>$55</td>
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<tr>
<td>Biotechnician</td>
<td>Biotechnology</td>
<td></td>
<td></td>
<td>MOSS 2016 (each exam is 50 minutes) Point: 35 Questions Excel: 35 Questions PowerPoint: 35 Questions Word Expert: 20 Questions Access: 31 Questions Outlook: 35 Questions</td>
<td></td>
<td></td>
<td>2 hours max</td>
<td>Teachers can get a free voucher by contacting Anne.</td>
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</tbody>
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Forms and Instructions: [https://www.servsafe.com/Administrators/Administrator-Support-Materials](https://www.servsafe.com/Administrators/Administrator-Support-Materials)

Additional Questions to consider

• IT requirements
  • Specialized software to install
  • Web based software
  • Lock down browser
  • PC vs. Mac compatibility
  • Bandwidth requirements

• Requirements to become a testing center (if applicable)

• How to find a Testing Center

• Retake Policy
  • How long between initial testing and retake
Legal Agreement(s)

- To become a testing center
- To use curriculum/resources
- Student Privacy Agreements
- Data sharing agreements
Communication Between LEA And Certifying Agency

• Who can/will:
  ○ sign off on legal agreements
  ○ receive invoices
  ○ receive vouchers
  ○ receive test results
  ○ be the main LEA contact for certification
Support from Vendor

1. Training for IT for test setup
2. Training for teachers
   • Test Vouchers
   • Practice Test
   • Additional support for site and district throughout the process
3. Training for test administration
What other areas do you need some extra courage in?
Purchasing Options – How much?

- Individual Vouchers
- Site Licenses
- Practice Tests (included or additional costs)
- Curriculum Resources (book, practice tests, curriculum)
- Retakes (included or additional costs)
- Are there bulk discounts?
Purchasing Options – How to pay?

• Funding sources:
  • CTED
  • Perkins
  • M & O
  • Tax Credit
  • Course Fees
  • Donations
  • Grants
Purchasing Options – How to pay?

• Funding Models
  • All students in the course
  • Eligible students in the course (credit)
  • Economically disadvantaged
  • Formulaic based on cost and equity across programs
  • Student pays a portion or full cost
Do You Have Students Pay For All Or Part Of The Certification Cost?
What Funding Models Have You Used To Pay For Industry Certifications?
Industry Certification Budget
Process for Determining Funding Support for Industry Certifications

Does your program industry certification cost more than the budgeted amount?

No

Your certification budget will be capped at the cost of the certification times the 2nd year enrollment.

If additional support is needed

You can request up to the budget allocation based on 2nd year enrollment.
*Funds can only be used for resources (such as practice test and preparation materials) related to the designated certification.

Yes

Is your program and certification on the Governors Incentive List?

No

Your certification budget will be capped at the cost of the certification (up to $60) times the 2nd year enrollment.

Yes

Your certification budget will be capped at the cost of the certification (up to $100) based on 2nd year enrollment or a site license fee, which ever is less expensive. (Decisions are made at a district program level.)
Digital Media (Digital Comm, Digital Photo, and Film & TV)

Enrollment
Year 2 students ........................................... 209
   Film & TV – 43
   Digital Comm – 58
   Digital Photo – 108
Year 3 students ............................................. 56
   Film & TV – 42
   Digital Comm – 0
   Digital Photo – 14
Total Students ............................................. 265
   Film & TV – 85
   Digital Comm – 58
   Digital Photo – 122

Adobe Certification
1 voucher per student – no retakes
   Year 2 students ......................... $13,167.00
   Year 3 students ......................... $3,528.00
   Total Students ......................... $16,695.00

1 voucher per student with 1 retake
   Year 2 students ......................... $15,852.65
   Year 3 students ......................... $4,247.60
   Total Students ......................... $20,100.25

Site License (500 test vouchers & practice test software)
   5 sites (3640/site) .................. $18,200.00
The Brains of the Operation...
Setup

• Creating accounts in the vendor system
  • District, teacher, and student
  • Setup district account before site accounts
    • District access to school teachers, vouchers, and scores

• Voucher distribution options
  • Distribution tools within the system
  • Distribution using codes
<table>
<thead>
<tr>
<th>Test</th>
<th>Pass/Fail Information</th>
<th>Rolling or Group Test Dates</th>
<th>Other Notes</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAVTA - Vet</td>
<td>Given Only to Student - Not Able To Obtain as an Institution</td>
<td>Group Testing; if fail they can test individually</td>
<td><em>LOOK AT WAYS TO WORK WITH NAVTA TO PULL DATA</em></td>
<td>MAY</td>
</tr>
<tr>
<td>ASE - Autos</td>
<td>Central Log-In - Only Accessible by Test Administrator</td>
<td>Group Testing</td>
<td>Monica is Test Administrator and can pull testing information</td>
<td>November and May</td>
</tr>
<tr>
<td>Technician Trainee-Pharmacy</td>
<td>Individual student names must be entered into state database to confirm</td>
<td>Rolling - Post Program</td>
<td></td>
<td>Post Program / Monthly Follow Up</td>
</tr>
<tr>
<td>PTCB - Pharmacy</td>
<td>Central Log-In, Specific to Individual, not able to be shared</td>
<td>Rolling - Post Program</td>
<td>We can provide a student table with all Pharmacy students listed and their city/state/zip to Audrey and it will pull data on those students for us -- she can do SWC and NEC all at once</td>
<td>Post Program / Monthly Follow Up</td>
</tr>
<tr>
<td>First-Aid/CPR - Pharm</td>
<td>Sheet to be obtained from instructor in May of each year (Only done with Completers as it is good for 2 years so they do it in the last month of program for longevity)</td>
<td>Group Test</td>
<td>Collect 1 time per year from instructor in May</td>
<td>MAY</td>
</tr>
<tr>
<td>First-Aid/CPR - MA</td>
<td>Sheet to be obtained from instructor in May of each year (Only done with Completers as it is good for 2 years so they do it in the last month of program for longevity)</td>
<td>Group Test</td>
<td>Collect 1 time per year from instructor in May</td>
<td>MAY</td>
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<tr>
<td>RMA - MA</td>
<td>Central Log-In; Can be shared to Career Services</td>
<td>Rolling - Post Program</td>
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<td>Post Program / Monthly Follow Up</td>
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<tr>
<td>RPT - MA</td>
<td>Central Log-In; Can be shared to Career Services</td>
<td>Rolling - Post Program</td>
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<td>Post Program / Monthly Follow Up</td>
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Certification Prep

• Teachers
  • Review test objectives
  • Vouchers for taking the test prior to students
  • Additional training as needed
    • Workshops
    • Lynda.com

• Students
  • Practice Test
  • Study Guides

*Availability through the vendor?
Testing Nuts & Bolts (behind the curtain)
Testing Considerations

• Can the teacher take the test?
• Can the teacher proctor their own students?
• Does the teacher need a specialized credential prior to teaching and/or proctoring the test?
• Are there any proctor requirements?
Accommodations

• Options per vendor
• Requirements to provide accommodations
  – If curriculum has been modified for a student, the student may not be eligible to sit for the exam
• Lead time to get accommodations
  – Some can take up to 6 weeks
Scheduling

• Length of test
  • Number of questions
  • Number of parts
  • Length of time for completion

• Time of year to administer test
  • Fall versus Spring
  • Scheduling test window in advance

• Testing location
  • Lab on Campus
    • Room requirements per vendor
  • Off-site Testing center
<table>
<thead>
<tr>
<th>Test</th>
<th>Auto Tech Yr 1 Shumaker</th>
<th>Auto Tech Yr 2 Shumaker</th>
<th>Auto Tech Yr 1 Golding</th>
<th>Auto Tech Yr 2 Golding</th>
<th>Collision Yr 2</th>
<th>Diesel Yr 1</th>
<th>Diesel Yr 2</th>
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<td>o Electrical/Electronic Systems</td>
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<td>o Manual Drive Train and Axles</td>
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Take Heart, It’s Time To Test...
Registration Process

- School administrator signatures (if needed)
- District upload/registration
- Teacher registers students
- Student self registration
- Age requirement
Day of Testing Checklist

• Secure testing area
  • Room logistics – what can be posted
  • Reserve room for the length of the test if needed
  • Sub for the teacher if held during the day

• Testing Software/Website

• IT staff on-hand

• Proctor on-hand
Communication

• District to Teachers
  • Sample Information sheet(s)

• Teachers to Parents and Students
  • Sample Information sheet(s)

• Buy-in for Teachers and Students
  • A-F letter grade/State (School) Report Card
  • Industry Recognized
  • Share Student success stories
  • Score aligned curriculum and/or grade practice
  • Grade in gradebook

*Follow your district policies
West-MEC
Medical Assisting Industry Credentials

Details regarding Industry Credential Scheduling and Cost:

This program prepares students to seek certification or licensure for multiple industry credentials. Payment and scheduling responsibility is noted per industry credential as follows:

1. West-MEC schedules and pre-pays testing fees for the industry credential which is offered in class to eligible students.

2. West-MEC will reimburse exam/license fee to eligible students, student is responsible for applying, scheduling, testing, and submitting for reimbursement.

3. Student is responsible for applying, scheduling, testing, and paying for the industry credential, should the student seek it.

For further details regarding Industry Credential scheduling and cost please contact:
Katie Mehin, West-MEC Director of Career Services | Email: Katie.Mehin@west-mec.edu | Office: 623-738-0057

Required for Industry Employment
The industry credential is required for employment in the field a majority of the time.

1. Pathway to American Heart Association Basic Life Support for Healthcare Providers for Certification:
   - Certification in Basic Life Support for Healthcare Providers
   - Testing Cost: $5
   - Testing is offered through West-MEC Central Program.

Preferred for Industry Employment
The industry credential is sought after by employers, candidates with this industry credential are likely to be given priority in hiring over others who do not hold it.

Medical Assistant Certification Options
Students may choose one Medical Assistant option to submit for financial assistance

<table>
<thead>
<tr>
<th>Option One:</th>
<th>Option Two:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pathway to Registered Medical Assistant:</strong></td>
<td><strong>Pathway to Certified Clinical Medical Assistant:</strong></td>
</tr>
<tr>
<td>Testing Cost: $120.00</td>
<td>Testing Cost: $155</td>
</tr>
<tr>
<td>Student may seek certification as a (RMA) after completing all required hours and training, including an externship of at least 160 documented hours</td>
<td>Student may seek certification as a (CCMA) after completing an approved training program. West-MEC is considered an approved training program. No externship is required to sit for the CCMA.</td>
</tr>
</tbody>
</table>

Updated: February 26, 2019
Industry Certification Name: ServSafe Manager

CTE Program(s): Culinary Arts

Vendor Contact Information:
Service Center National Restaurant Association
233 S. Wacker Drive #3600
Chicago, IL 60606-6906
Business hours: 8:00 a.m. to 6:30 p.m. CST Phone: (800) 765-2122 ext. 36703
Email: ServiceCenter@restaurant.org

Test Specifications:
Cost: $36
Length of test: 2 hours maximum

Accommodations:
Process:
Form:
https://www.servsafe.com/ServSafe-Accommodation_Foreign-Language-

How (and where) is the test administered? On-site

Planning Details:
Does the teacher need specialized credentials? Yes, the teacher needs to hold the ServSafe Manager certificate and earn the instructor role certificate
Can teachers take the test? Yes
Can teachers proctor their own students? Yes (if they have dual instructor/proctor role)
How long is the certification valid? Three years

Helpful Links:
- Examinee Handbook:
  https://www.servsafe.com/ServSafe/media/ServSafe/Documents/ServSafe-Exam-
  Admin-Handbook.pdf
- Forms and Instructions:
  https://www.servsafe.com/Administrators/Administrator-Support-Materials
- Instructor Resources:
  https://www.servsafe.com/Instructors-Proctors/Manager-Instructor-Resources

Additional Notes:
Must be logged into access forms, handbooks and links.
How Do You Create Buy-in With Your Students?
Recognizing Students

• End of year Recognition night
• Newsletters
• Social Media
• Drawings for students who pass
• Press Release
• Others
ASSESSMENTS - For Official Proof of Certification, Contact Certifying Agency

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/30/17</td>
<td>Entry-Level ASE - Automatic Transmission/Transaxle</td>
</tr>
<tr>
<td>11/30/17</td>
<td>Entry-Level ASE - Manual Drive Train and Axles</td>
</tr>
<tr>
<td>12/05/17</td>
<td>Entry-Level ASE - Suspension and Steering</td>
</tr>
<tr>
<td>04/11/18</td>
<td>Entry-Level ASE - Engine Performance</td>
</tr>
<tr>
<td>05/17/18</td>
<td>Entry-Level ASE - Automotive Service Technician</td>
</tr>
</tbody>
</table>

The person holding this transcript has participated in an automotive technician training program that was accredited by the National Automotive Technicians Education Foundation (NATEF) and has completed all required technical core courses and is in good standing with the following ASE certifications:
- Auto Trans/Transaxle (A4)
- Engine Performance (A7)
- Suspension and Steering (A6)
- Manual Drive Train and Axles (A2)

The transcript is for Official Proof of Certification, Contact Certifying Agency.
Tracking Results

• Download raw data from the assessment system
• Student shares copy of score report (those taken off-site)
• Student completes district self-reporting form
### Tracking Results

<table>
<thead>
<tr>
<th>Central Person collecting data from all sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers keep industry credential records for each student</td>
</tr>
<tr>
<td>Students self-report industry credential attainment</td>
</tr>
<tr>
<td>Utilize available industry credential verification websites</td>
</tr>
</tbody>
</table>
Tracking Results

• Other fields to consider
  • School
  • Student Name
  • State ID
  • School ID
  • Grade Level (the school year they took the test)
  • Cohort Year
  • CTE Program
  • School Year (date) test was taken
  • On State Eligibility/Grading Industry Certification Reporting List
  • Program completer / assessment eligible

• Separate certification table (list)
  • Certification Name
  • Program aligns with
  • On State Eligibility/Grading Industry Certification Reporting List
  • State Code
  • Internal certification code
On your sheet record

1. List next steps for their industry certification journey

2. Identify potential obstacles they should plan for when implementing industry certifications

3. Write a 1, 3, & 5 year goals for industry certification implementation & sustainability
bit.ly/azctecerts