



ProStart National Certificate of Achievement

National Restaurant Association
Educational Foundation

Benefits of the ProStart National Certificate of Achievement



Articulation Agreements

- The National Restaurant Association Educational Foundation (NRAEF) has established national articulation agreements with **more than 60 leading post-secondary institutions** across the country
- Articulation agreement process encourages post-secondary education
- **These articulation benefits are available only to students who earn the COA**

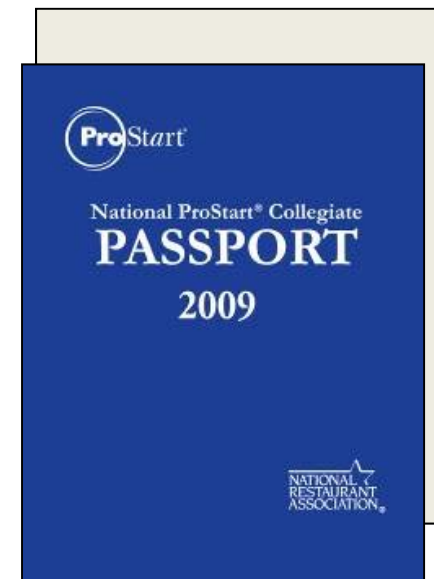
Articulation Agreements

- Colleges and universities recognize that ProStart objectives match many introductory culinary and hospitality management courses

- The articulation benefits can include any of the following:
 - Class credits
 - Work experience credits
 - Scholarships

Articulation Agreements

- Makes a college education **more affordable and faster to earn**
- National articulation agreements are housed in the ProStart Collegiate Passport (available at www.nraef.org)



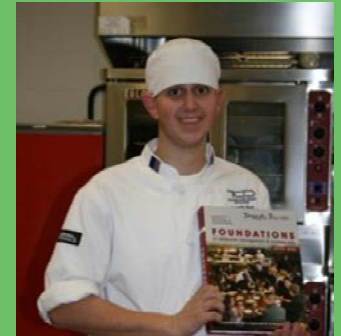
NRAEF Scholarships

- COA recipients have an advantage when applying for NRAEF scholarships
 - Carries through entire college career
- The \$2,500 scholarship can be used at any accredited college or university by students pursuing a degree in restaurant or foodservice management

Industry Recognition

- NRAEF is continually working to build industry recognition of the ProStart COA and the benefits of employing students who have earned the COA
- Earning the COA can lead to an **increased starting wage** or **greater initial responsibility**

National Certificate of Achievement Requirements



COA Requirements

- Complete course of study
- Successfully pass 2 annual exams
 - Can be a combo of Year 1/Level 1 and Year 2/Level 2
- 400 hours of industry work experience (over two years of enrollment in program)

Work Component

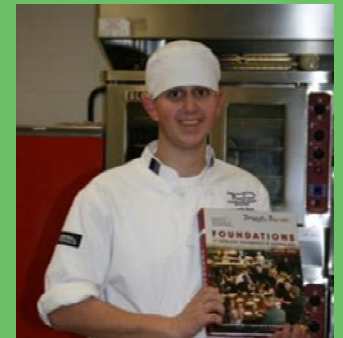
- 400 hours of relevant industry experience
 - 200 allowable hours unpaid alternative experience
 - Working in foodservice industry-related manufacturers', suppliers' or vendors' offices
 - School restaurant or catering business
 - Foodservice/culinary volunteer community service
 - Working in association offices, national chain corporate offices, state trade show events, festival food tents, etc.
 - 200 of the 400 hours must be paid internship experience
- Student Work Experience Checklist
 - Represents portable, transferable skills

Work Component

- Process for Placement
 - Identify willing worksites/mentors
 - Match with appropriate student based on student's qualifications and interests
 - Review and sign Student Work Experience Checklist
 - Monitor student's progress

- Mentor's Guide – details steps to establishing a successful mentor/mentee relationship

Testing



Testing Resources

- All the forms necessary to administer the exams are available online in the Exam Administration Handbook at www.nraef.org/educators.
- The ProStart Educator Community also has many tools to assist ProStart educators. Visit www.nraef.org/educators.
- To access the exams and secure ProStart resources, click on “Register as an Educator” under Educator Services

Accessing Exams

- The National Restaurant Association writes new exams annually for each year of the curriculum
- Students who pass the exams receive electronic certificates of recognition

Answer Sheets

- Answer sheets are purchased separately through Pearson
- For your Pearson rep, visit www.pearsonschool.com/frmca

Administering Exams

- Ensure that all students put the correct Exam Form Number on their answer sheet
- Stress the importance of writing legibly and filling in the bubbles clearly
- Be sure that students use the same name each year
 - i.e. if he's John Smith one year, he shouldn't be Johnny Smith, Jonathon Smith, John Smith Jr., etc. the next year
- Not doing all of the above can lead to delays and possible scoring errors

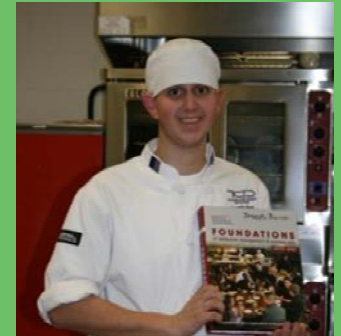
Returning the Exams

- When you return the answer sheets to the Service Center, nothing should accompany them except the Examination Information Form
- Please do not send Year 1/Level 1 and Year 2/Level 2 answer sheets in the same package
- Do not send Workplace Validation Forms with answer sheets – these go directly to your state ProStart coordinator

Scores

- Score Reports are accessible through the Educator section of the NRAEF website
- By creating a profile, students also have direct access to their score using the NRAEF website
 - When they create a profile, they should input the class number to ensure the records match up

Processing the ProStart National Certificate of Achievement



Required Paperwork

- Student Work Experience Checklist
- Workplace Validation Forms
- Pay stubs supporting 400 hours worked

Paperwork Flow

- Upon completing their required 400 hours, the student/mentor should submit the signed Work Experience Checklist and pay stubs to the educator
- The educator will begin filling out the Workplace Validation Form

Paperwork Flow

- The educator then forwards all the documentation to the state ProStart coordinator
 - Sending them directly to the NRAEF does not expedite the process, it slows it down
 - The forms should not be submitted until the students have passed two annual exams

- Upon review, the coordinator will then forward the Workplace Validation Form to the NRAEF
 - The form must be signed by the coordinator, not the educator

Paperwork Flow

- The 2011-2012 deadline to submit the Workplace Validation Form to the NRAEF is September 14, 2012
- For students applying for the NRAEF First-time Freshman Scholarship, the scholarship deadline is July 25, 2012

Processing the COA

Releasing the COA

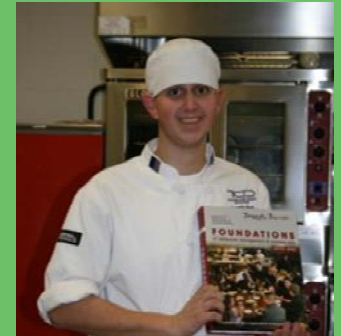
- After the Workplace Validation Forms are received and the NRAEF verifies that the student passed both exams, the COA will be released
- This process can take up to 3 weeks after the exams have been scored
- The certificates for the entire class will all be sent to the last address used on the Examination Information Form and cannot be sent to individual student's homes

Research Requests

- If you encounter any problems during the testing or COA process, use the Answer Sheet Review Form to request assistance

- Uses for this form include:
 - Missing results
 - Missing COAs
 - Misspelled names

Scholarships



NRAEF Scholarships

- Students who earn the COA are awarded an advantage in the scholarship judging process
- The scholarship is worth \$2,500
- Receiving the COA does not guarantee students a scholarship

Application Process

- Students apply for the scholarship at www.nraef.org/scholarships

- After filling out the online application, they must mail in:
 - Signed application
 - Transcript
 - Essay
 - Letters of recommendation

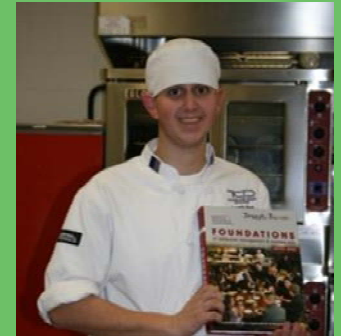
Scholarship Deadline

- The deadline for the First-Time Freshman Scholarship application is **July 25, 2012**

Scholarship Reminders

- Please encourage your students to continue to visit the NRAEF website for additional scholarship opportunities once they attend a post-secondary school
- For more information on NRAEF scholarships, please visit www.nraef.org/scholarships

Building Awareness for the COA



Importance of Branding the ProStart Program

- Value of COA will increase as awareness of it increases
- To continue to build industry awareness of the COA, we need your help

What does ProStart brand represent?

- ProStart – Feeding Dreams. Building Futures.
- Strength in numbers – Approximately 90,000 students in 47 states, territories and Department of Defense bases
- Proven effectiveness as a training program

What does ProStart brand represent?

- Mastery of the basic management and culinary skills necessary for success within the restaurant and foodservice industry
- A pathway into a post-secondary education or a career in the restaurant and foodservice industry

Why Associate the ProStart Brand with Your Program?

- Adds another layer of credibility to your state/school program
 - NRAEF is recognized nationally as the leading provider of educational tools and resources for the restaurant industry

- Impress school administrators and school districts
 - Principals and school administrators like to emphasize that they are part of a national program

Why Associate the ProStart Brand with Your Program?

- Media are more likely to cover a local angle of a national program, such as:
 - Not only did our school's team win the state competition, they are representing the entire state at the national competition
 - Our Educator of the Year is the top educator in the state and one of only 35 educators recognized nationally through the ProStart Educator Excellence Awards

- Capitalize on the branding and industry outreach efforts of NRAEF
 - NRAEF has already made the financial and time investments into developing messaging and materials that can be used nationwide

How Do Individual Schools Benefit?

- Establishes school as a leader in providing restaurant management education for its students
- Provides access to national resources to build and promote program

How Do Individual Schools Benefit?

- Increases opportunities for media coverage
- Enables greater ease in recruiting mentors for students
- Affiliates school with the national restaurant industry

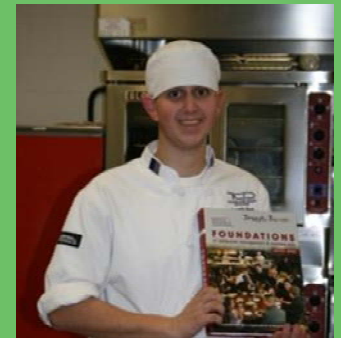
How Do Students Benefit?

- Increases their job marketability
- Articulation benefits at more than 60 colleges and universities
 - Makes a college education more affordable and faster to earn

How Do Students Benefit?

- Opportunities for field trips and competition
- Feeling that they are part of something larger in scope than their individual class

Leveraging the ProStart Brand



Examples of School Co-Branding

- ProStart Banners
 - Similar to DECA banners, etc.
 - Include school name, SRA logo and NRAEF logo

Resources At Your Disposal

For the Web

- ProStart images
- ProStart documents available for posting on your website
- ProStart logos
- ProStart messaging



Resources At Your Disposal

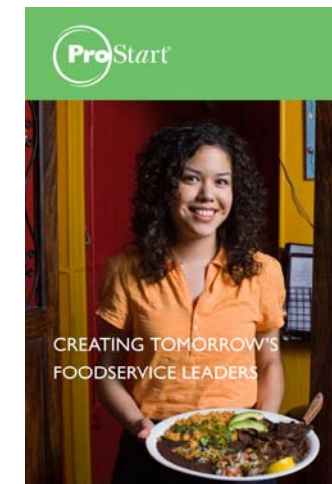
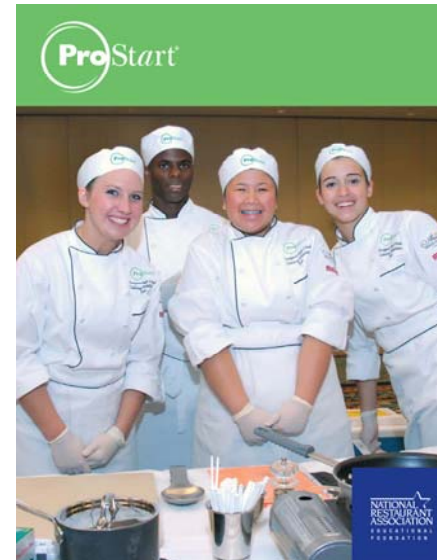
Press Releases

- Customizable press release templates are available for:
 - Educator of the Year recipients
 - Educator Training & Development Awards recipients
 - State Competition Winners
 - National ProStart Invitational Winners
 - ProStart National Certificate of Achievement recipients

Resources At Your Disposal

Marketing Materials

- Mentor's Guide
- Student Recruitment Brochure & Poster
- Industry Brochure
- National ProStart Collegiate Passport
- Career Ladder



ProStart Logo

- The ProStart logo is the keystone of the program's identity and must be used properly to maintain program recognition
- Any party who wants to use the ProStart logo must get permission from the NRAEF
 - To obtain permission to use the logo, contact permissions@restaurant.org
- The logo must only be used in the approved ProStart green or black

Get Involved!

CALL 800.765.2122, ext. 5376

VISIT www.nraef.org/prostart

E-MAIL getinvolved@nraef.org



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