



# ProStart National Certificate of Achievement

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National Restaurant Association  
Educational Foundation

# Benefits of the ProStart National Certificate of Achievement



## Articulation Agreements

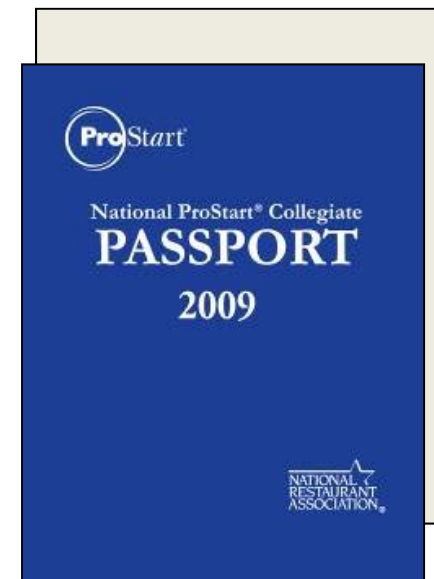
- The National Restaurant Association Educational Foundation (NRAEF) has established national articulation agreements with **more than 60 leading post-secondary institutions** across the country
- Articulation agreement process encourages post-secondary education
- **These articulation benefits are available 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](http://www.nraef.org))



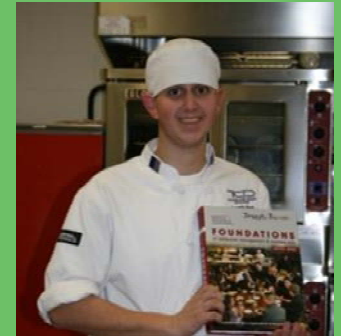
## NRAEF Scholarships

- 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)

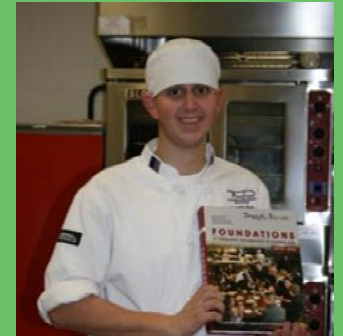
## Work Component

- 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](http://www.nraef.org/educators).
- The ProStart Educator Community also has many tools to assist ProStart educators. Visit [www.nraef.org/educators](http://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](http://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



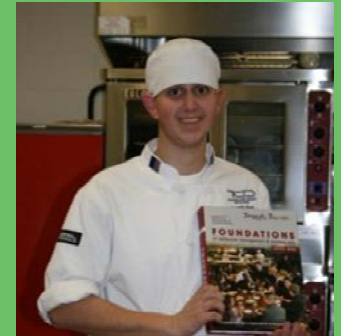
## Returning the Exams

- 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

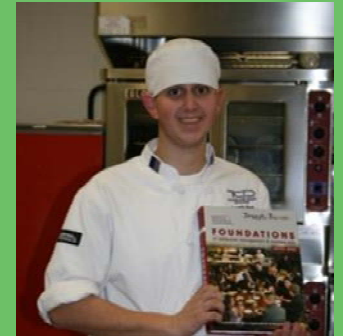
- After the Workplace Validation Forms are received and the NRAEF verifies that the student passed both exams, the COA will be released
- This process can take up to 3 weeks after the exams have been scored
- The certificates for the entire class will all be sent to the last address used on the Examination 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](http://www.nraef.org/scholarships)
  
- After filling out the online application, they must mail in:
  - Signed application
  - Transcript
  - Essay
  - Letters of recommendation

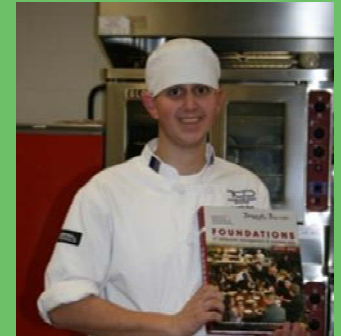
## Scholarship Deadline

- 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](http://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?

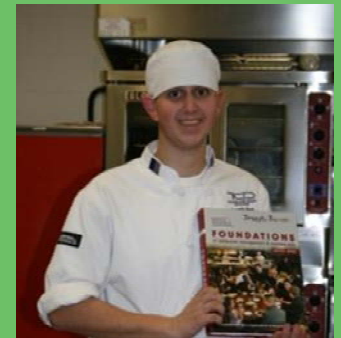
- Increases their job marketability
- Articulation benefits at more than 60 colleges and universities
  - Makes a college education more affordable and faster to earn

## 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

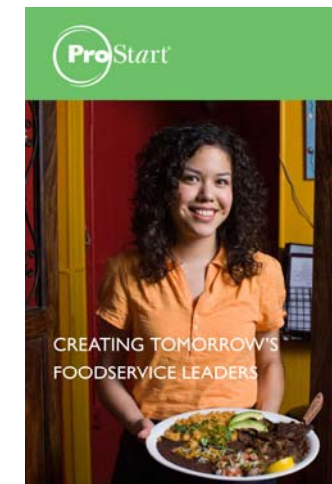
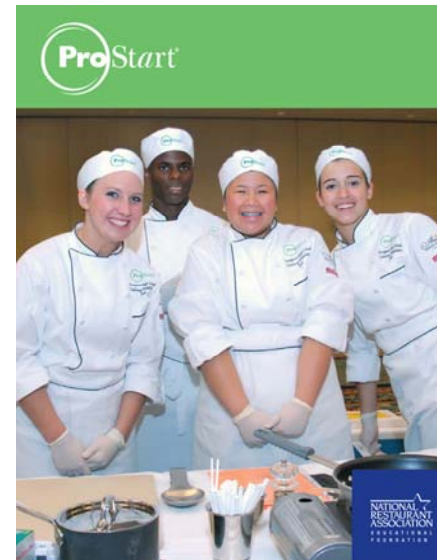
### Press Releases

- 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](mailto: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](http://www.nraef.org/prostart)

**E-MAIL** [getinvolved@nraef.org](mailto:getinvolved@nraef.org)



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