

# FCSI EDUCATION PROVIDER PROGRAM



## PROCEDURES MANUAL

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## **What is the FCSI Education Provider Program?**

The FCSI Education Provider Program offers FCSI Corporate, Allied or Affiliate members, industry associations, and educational organizations the opportunity to present educational programs where ideas and information valuable to foodservice industry consultants are introduced and discussed. FCSI consultant members participating in a pre-approved FCSI Education Provider program will earn Continuing Education Units (CEUs) towards their requirements for professional education and maintenance of membership status.

## **How does the FCSI Education Provider Program support the FCSI Continuing Professional Growth Program?**

As an FCSI Education Provider you are supporting the FCSI Continuing Professional Growth Program (CPG). Offering a pre-approved educational program to FCSI consultant members encourages their ongoing professional growth. In addition, they benefit from learning cutting-edge innovations and broadening their knowledge in the industry. It also plays an important role in establishing relationships that ultimately lead to supportive future involvements amongst consultants and manufacturers/vendors.

## **What are the benefits of becoming an FCSI Education Provider?**

Your organization receives the following benefits by being an FCSI Educational Provider:

- Increased visibility to and communication with FCSI consultant members
- Affiliation with FCSI, the premier professional organization for foodservice consultants
- Potential increased participation by FCSI consultant members in your program because the program has been pre-approved
- Promotion of your program in FCSI publications and on its website. Worldwide recognition as an education provider
- Opportunity to receive the annual FCSI TA Education Provider of the Year Award

In addition, there are these recognition opportunities for the Education Provider:

- Yearly thank you letter from the FCSI TA Chair
- Recognition at the FCSI TA Conference
- Education Provider Plaque indicating each year your company participated in the FCSI-TA Education Provider Program

## **FCSI Education Provider Guidelines**

All FCSI Education Provider programs must meet the following criteria:

- Be a minimum of one (1) hour in length
- Have a clear purpose and intended learning objective(s)
- Be organized, structured and designed as a learning activity
- Planned and presented by individuals qualified by education or experience in the subject matter
- Not directly promoting or marketing a specific company's products or services\*

## **What types of FCSI Education Provider Programs offer Continuing Education Units?**

Educational activities that could qualify for Continuing Education Units include:

- Conferences/conventions seminars
- Lecture series
- Facility or site tours (1 CEU only allowed for tours)
- Workshops
- Stand-alone seminars
- Correspondence courses
- Computer based training courses
- Internet based courses (Webinars, on-line presentation with quizzes)
- Self-learning materials (audio visual, cassette, videotape's, Blu Rays, CD's, DVD)
- Podcasts

## **Product Use in FCSI Education Provider Programs**

All FCSI Education Provider programs must be educational in nature and not directly promoting or marketing specific products or services. Education Providers will be audited by the CPSTA members, and Education Providers who directly present on the features, benefits, or availability of specific company products or services during the CEU-approved portion of the presentation will have the number of Continuing Education Units reduced accordingly. It is permissible to organize programs/educational events such that a portion of the overall schedule is approved by the CPSTA, thus qualifying for Continuing Education Units, with additional time spent on company specific sales presentations that are **not** approved for credits.

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\* There is to be no direct promotion during the program sessions awarded CEUs, but you can have additional sessions not awarding CEUs to discuss your specific products.

## **Some Tips to Help You Go From “Selling” to “Teaching”**

If you wish to use material samples in your presentation, there are some guidelines. The Continuing Professional Growth Program does encourage manufacturers/vendors to use examples in presentations when appropriate.

For FCSI Education Providers who make their living selling a product or service, there are some strategies for separating the “selling” from the “teaching” in a program.

- Focus on and remember the Continuing Professional Growth Guidelines.
- Address specific product information and product questions outside of the “approved” portion of the program.
- Focus on generic industry materials/technologies/methods and not specific company products.
- Present information as it relates to design applications, improvements or solutions to common problems, and not directly related to the product.
- Develop case studies around the materials. Case studies are an effective way to engage the attendee in the program and reinforce concepts being studied.
- Consider highlighting benefits of varying approaches to technologies/solutions (potentially involving competitive components/assemblies) without being overtly obvious about the brand names behind those parts or assemblies.
- Only insert your logo and company data on the first and last page or slide of presentation materials.
- Present facts, features, and information on generic materials, not only company specific products.
- Specific brand names cannot be mentioned or displayed.

## FCSI Continuing Professional Growth Logo

Use of the Branded FCSI Continuing Professional Growth logo is restricted to continuing education programs hosted by pre-approved FCSI Education Providers.

We encourage Education Providers to use the Continuing Professional Growth Logo on all promotional materials related to their continuing education programs. This Logo is widely recognized by FCSI Members as a source for fulfilling their continuing professional growth requirements.

The Continuing Professional Growth Logo is reserved for the use of Foodservice Consultants Society International and its authorized Education Providers. The logo can only be used by FCSI Education Providers in conjunction with their educational programs. The logo may not be used by those outside the association or for non-educational promotion.

The Continuing Professional Growth logo is only to be reproduced in the format shown on this page. The logo is to only be produced in black and white unless approved by FCSI.

FCSI Education Providers may use the following language:

*(Providers Name)* has been pre-approved for a FCSI Continuing Professional Growth educational program. This *(XX)* hour program offers *(XX)* Continuing Education Units, which will be reported directly to FCSI - The Americas Headquarters for FCSI consultant members.



## Becoming an FCSI Education Provider

### 1. Apply to FCSI for Program Approval

- Complete the Program Application Form.  
An FCSI staff member will review your submission and contact you if more information or clarification is required. **Clearly defining the content and anticipated educational benefits in your application eases the process of interpreting your program and properly assigning CEUs.**
- Within two (2) weeks of receiving your completed application, FCSI will send written notification of your program approval status. At that time, you will also receive the Education Provider Program Attendee Sign-in Sheet for recording attendees.

### 2. Post Approval Actions

- Create promotional materials and submit to FCSI for approval of proper FCSI Continuing Professional Growth logo usage.
- Advertise to FCSI members, foodservice consulting firms, and FCSI chapters indicating that you have an educational program, which has been pre-approved for Continuing Education Units.
- Submit your program details to FCSI to be included on the FCSI Calendar of Events on the FCSI - The Americas website.
- Some Education Providers choose to promote program attendance by offering travel and/or accommodations. If so, CPSTA recommends expense reimbursement post-event rather than pre-event in order to ensure maximum attendance.

### 3. Post Program Requirements

- Education Providers are responsible for reporting the attendance of FCSI members who participate in their program.
- Education Providers are encouraged to issue completion Certificates for their given programs. The certificates may be created by the provider alone or in conjunction with FCSI administration. Contact headquarters for any help in this area.
- Send the original Attendee Sign-in Sheet to the FCSI - The Americas Headquarters within **5 business days** of the completion date.
- FCSI The Americas' staff will utilize the Attendee Sign-in Form to send an electronic evaluation form to all attendees. The goal of all Education Providers and FCSI - The Americas is to provide a high-quality educational experience to FCSI consultant members. Feedback is vital to assure that all FCSI endorsed education programs are maintained and advanced over time. The FCSI consultants' input will allow both FCSI and you to improve your programs.

**FCSI also uses these evaluations to determine the Education Provider of the Year.**

- FCSI Education Providers must keep active files and records on all pre-approved programs for a minimum of three years. Education Providers must review and follow all quality guidelines in this publication. Materials that must be kept include, but are not limited to:
  - Education Provider Application Form
  - Program Application Form
  - Attendee Sign In Form
  - Copies of program materials/handouts:
    - Program Advertisements
    - Cooperative agreements/arrangements (when partnering with other providers)
    - Program Brochures
    - Copy of handout material
    - Speaker agreements (if used)

**4. Education Provider Fees**

- Included with Corporate Membership with FCSI The Americas

**Errors that cause reporting delays:**

- Incomplete paperwork (please complete the form in its entirety)
- Program attendance reported without the program ever being approved
- Member using nicknames instead of full names on the attendance form
- Ineligible writing of FCSI member names on the attendance form

**Application Requirements and Necessary Forms**

**Complete and return forms to:**

FCSI-The Americas  
Education Provider Program  
3309 Robbins Road #171  
Springfield, IL 62704

Fax: (309) 585-2992  
Email: [Kimberly@fcsi.org](mailto:Kimberly@fcsi.org)

- A. The **Program Application**, as provided in the packet of forms, must be filled out for each different program and submitted four (4) weeks in advance of marketing the program with FCSI approval. It has been proven that as much advance notice as possible given to members will improve consultant participation.



1. **Title of Program** – List the program title. Be sure to use a concise, descriptive, and accurate title for the program.
2. **Education Provider Name** – Always list the name of the education provider/organization. Do not list the name of the individual completing this form. **If in the future the contact person changes, please advise FCSI - The Americas Headquarters.**
3. **Contact Name and Information** – Provide the name and information of the individual directly responsible for coordinating this education program.
4. **Continuing Education Units** – Indicate the number of continuing Education Units requested for this education program; one (1) Continuing Education Unit for each hour of educational activity. One CEU only is allowed per factory tour, no matter the duration of the tour (unless critical learning can be shown to require presence on the factory floor for an extended period of time). Credit is not awarded for:
  - Time spent on breaks
  - Registration
  - Travel
  - Question and answer sessions
  - Receptions or meals (unless an educational presentation is being offered and then credit is awarded only for educational time, not time spent eating)
  - Specific sales and marketing portions of the program.
5. **Program Resources** – Indicate who presents this education program and what resources will be used to present. If the presenter changes, please advise headquarters. It is acceptable to use outside consultants to present information but a company representative knowledgeable in the topic should also be present in the room.

**B. Attendee Sign In Form**, as provided in the packet of forms, must be completed during the program and **returned to FCSI - The Americas at the above address.**

## **Packet of Education Provider Program Forms**

The following pages contain two forms which support the effective administration of the Education Provider Program. Please complete and submit as described on the form or its instructions.

- Program Application Form
- Attendee Sign-in Form

# Education Provider

## Continuing Education Program Application

To ensure that each of your upcoming seminars, webinars and other presentations are noted in a timely manner on the FCSI-The Americas web site, we ask that you send this completed form to association headquarters each time you wish to update your announcements and schedules.

Be aware that if the content or duration of your program changes, a different number of CEUs may be assigned. Also, please use this form if you wish to submit a new program for review and inclusion in your portfolio of offerings.

**This form must be completed by FCSI Education Providers and submitted for each program.**

Program Title \_\_\_\_\_

This program is  New  Revised  Unchanged from last year CEUs Requested: \_\_\_\_\_

Education Provider Name (Please list all Brands being represented in the program) \_\_\_\_\_

\_\_\_\_\_

Please indicate the type of program (check all that apply):  Set-date  Flexible date  "Your place"  Webinars

Date(s) program is/are offered \_\_\_\_\_

Education Provider Contact Name \_\_\_\_\_

Address Where Program is Being Held \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Administrative Contact Name (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Please **attach the program agenda** with start and stop times, refreshment and meal breaks, breaks, presenter biographies and details on topics to be presented; the more details the better. Attach additional pages if necessary.

**Learning Objective** Each program must have a learning objective related to the practice of consulting. This should be a clear statement of what you want the consultant to learn and must be clearly defined and communicated to participants prior to offering the program.

**What will FCSI Consultant members know/be able to do after they attend this program?**

**Please return completed form to:**

FCSI-The Americas  
 c/o Kimberly Kissel  
 3309 Robbins Road #171  
 Springfield, IL 62704-6587

309.808.2165 office  
 309.585.2992 fax  
 kimberly@fcsi.org  
 www.fcsi.org





# EDUCATION PROVIDER PROGRAM ATTENDEE SIGN-IN FORM

Program Title: \_\_\_\_\_ Program Date: \_\_\_\_\_

Education Provider Name (organization): \_\_\_\_\_ Program Location: \_\_\_\_\_  
*City, State / Province*

Name of person submitting this form: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ CEUs: \_\_\_\_\_

Signature	Please Print Name	Email Address	FCSI Member <small>Please Check</small>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____

**Manufacturer's contact person:** Please save copies of these forms for your own records for a period of 3 years. Please return/send this form and the evaluations within five business days of program completion to: Kimberly Kissel – Director of Education – [Kimberly@fcsi.org](mailto:Kimberly@fcsi.org) - (o) 309.808.2165 – (f) 309.585.2992