

# FCSI THE AMERICAS

## 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 (CEU's) 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 on-going 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 to 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 Education Provider of the Year Award
- Recognition at FCSI The Americas' Conferences as an FCSI TA Education Provider

## **FCSI Education Provider Guidelines**

All FCSI Education Provider programs must meet the following criteria:

- 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
- Trade shows
- Lecture series
- Facility or site tours (1 CEU only allowed for tours)
- Workshops
- Correspondence courses
- Computer-based training courses
- Internet based courses (Webinars, on-line presentation with quizzes)
- Self-learning materials (including, but not limited to, Blu Ray, CD, DVD)
- Podcasts

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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.*

## **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 may 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.

### **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 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. FCSI The Americas' Director of Education, and CPSTA as needed, will review your submission. An FCSI staff member will 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 CEU's.**
- Within two (2) weeks of receiving your completed application, FCSI will send written notification of your program approval status.

### **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 Continuing Professional Growth page of the FCSI - The Americas website
- FCSI will provide a direct link from the CPG page of the website to specific information on your program and will list the program on the calendar of upcoming EPP events
- 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

- Send the original Attendee sign-in Form 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 ensure that all FCSI endorsed education programs are maintained and advanced over time. The FCSI consultants' feedback will allow both FCSI and you to improve your programs. Evaluations are also used to help 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:
  - Program Application Form
  - Attendee Sign-in Form
  - Copies of program materials/handouts:
    - ✓ Program Advertisements
    - ✓ Cooperative agreements/arrangements (if partnering with other providers)
    - ✓ Program Brochures
    - ✓ Copy of handout material
    - ✓ Speaker agreements (if used)

#### **4. Education Provider Fees**

Education Provider Fees are included with FCSI Corporate Membership

#### **Errors that cause reporting delays:**

- Incomplete paperwork
- Program attendance reported without the program ever being approved
- Member using nicknames instead of full names on the attendance form
- Illegible writing of FCSI member names on the attendance forms



## **Application Requirements and Necessary Forms**

### **Complete and return all forms to:**

FCSI-The Americas  
Attn: Amy Stark - Education Provider Program  
3309 Robbins Road #171, Springfield, IL 62704  
Email: Amy@fcsi.org

**A. Program Application** must be filled out for each different program and submitted at least 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 - not the name of the individual completing this form. *Should the contact person change, 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 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/meals (if an educational presentation is offered during the meal credit may be awarded only for educational time, not time spent eating)
  - Specific sales and marketing portions of the program
5. **Program Resources** – Indicate who presents this program and what resources will be used. 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.

**B. Attendee Sign-in Form** must be completed during the program and returned to FCSI - The Americas at the above address.