



October 2015 Certification SIG meeting

A session focused on Growing the Ecosystem:

- University Programs – Bryan Castle
- Veteran's Program – Joe Cannata
- Reaching the IT Professional – Open Forum

Peter Manijak - SIG Chair



October 2015 Certification SIG meeting

University Programs:

- What has been most successful?
- Challenges



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Veteran's Programs:

- What has been most successful?
- Challenges



VA Website

- http://www.benefits.va.gov/gibill/licensing_certification.asp

VA Website

The screenshot shows the U.S. Department of Veterans Affairs website. The main navigation bar includes links for Health, Benefits, Burials & Memorials, About VA, Resources, News Room, Locations, and Contact Us. The left sidebar contains a menu with categories like Pre-Discharge, Compensation, Education & Training, and Education Programs. The main content area is titled 'Education and Training' and includes sections for 'Licensing and Certification', 'Type of Assistance', 'Available Benefits', and 'Other Factors to Consider'. A red circle highlights the 'Assist a Veteran by Getting Your Test Approved' section, which provides information on how to help a veteran get their test approved for reimbursement. The right sidebar features a 'POST 9/11 GI BILL' section, a 'FAQS' section, and a 'Benefits' section with a 'Check Your Current Post-9/11 GI Bill Enrollment Status on eBenefits' button.



VA Website

Assist a Veteran by Getting Your Test Approved

Help serve our nation's Veterans by getting your licensing or certification test officially approved, which lets Veterans and other beneficiaries receive reimbursement for test-taking costs. If you represent a state or local licensing board, the approval requirements are minimal. If you represent a nongovernmental organization, your test must be generally accepted within the industry, must have existed for at least two years, and must meet other requirements. VA sends test-taking payments directly to VA beneficiaries and not to your organization.

Seek approval for your organizations tests through the [State Approving Agency](#) for the state where your headquarters are located.

NASAA Website

Select the state where your HQ is located, and you may have to call or do some research with some of the contacts.

If you visit the web site, you'll get an error, retry adding a : after the http

National Association of State Approving Agencies
Advocates for quality education and training programs for our nation's veterans.

ABOUT FAQ BENEFITS PROGRAMS NEWS EVENTS CONTACTS PARTNERS LEGISLATIVE

Home > Contacts

NASAA Contacts

Ⓧ = SAA Director
Ⓟ = NASAA Executive Board Member

Select a state: ALL

Alabama

ALABAMA CC
ALABAMA ST

P.O. Box 302130
135 South Union
Montgomery, AL
Phone: 334-293-
Fax: 334-293-46

Joan Johnson
SAA Manager
joan.johnson@accs.edu
334 293-4565

Crawford
Specialist
sondra.crawford@accs.edu
(334) 293-4709

Visit Web Site

Directories

- Executive Board & Committee Chairs
- SAA Membership
- SAA Directors Listing
- VA Central Office Staff
- VA RPO Staff
- VA ELRs
- NASAA Alumni



October 2015 Certification SIG meeting

Reaching the IT Professional:

- **What has been most successful?**
- **Challenges**



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What topics would people like to see in the next session?

November 3, 4 Fall CEEdMA Conference,
Host: Mathworks

Please send email to petermanijak@gmail.com, or call with your ideas at 508-873-3904.



Avid Learning Partner Program

Bryan Castle, Certification Manager



B2C

Direct Training & Certification

Broadcast Engineers
Studio Technicians
Support Staff
Rental Houses
Authorized Resellers





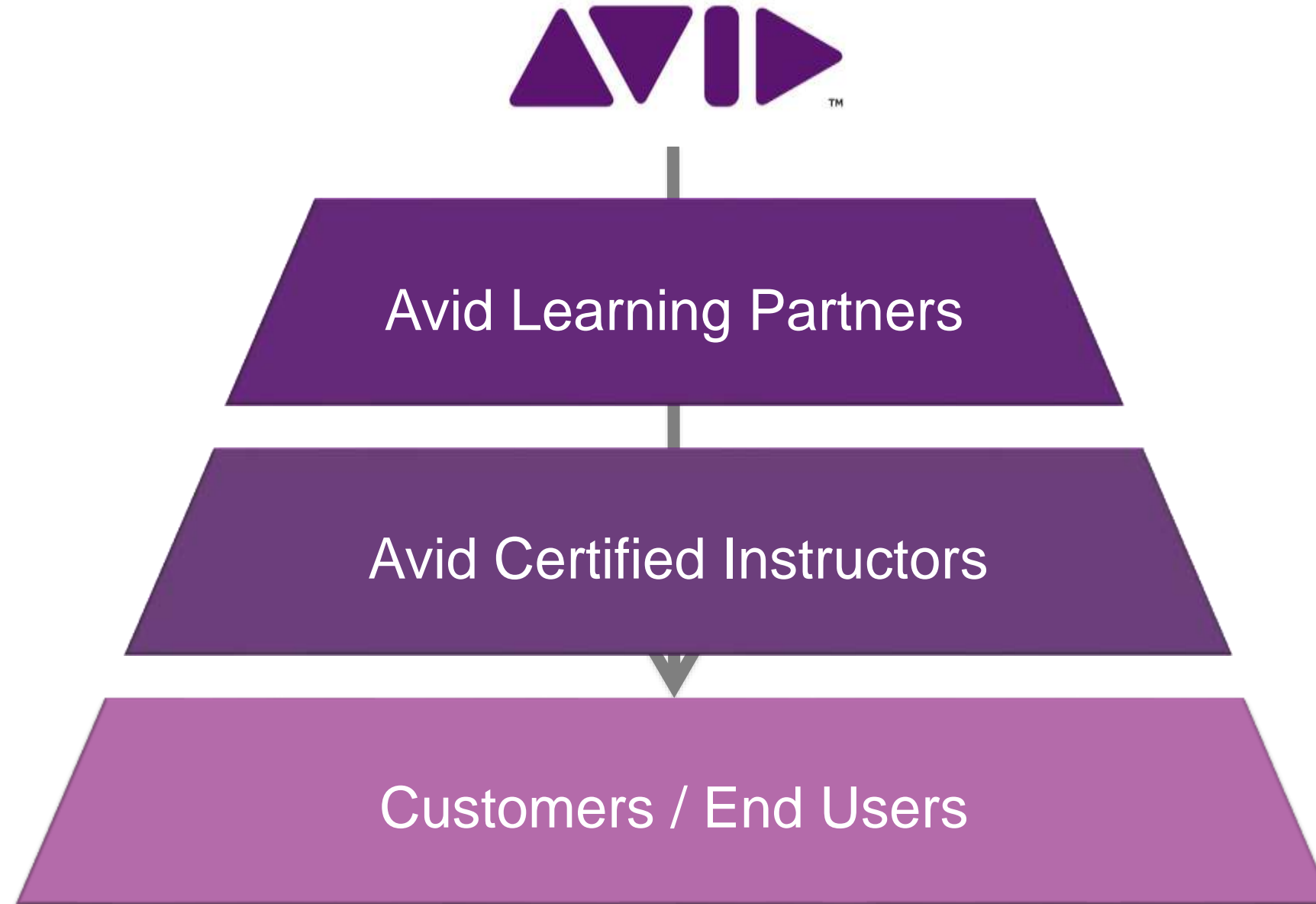
B2B

Avid Learning Partners

SCHOOLS:
Students
Filmmakers
Film/Video Editors
Audio Mixers
FOH Engineers
Composers



Avid Learning Partner Program



Avid Learning Partner Program

BENEFITS

- Official affiliation w/Avid
 - Use of Avid logo for marketing
 - ALP Logos
 - Listing of school & class schedule on Avid website
- Access to official training materials
- Authorization to grant certification
- Bundles of NFR licenses for school labs

OBLIGATIONS

- Annual fee
 - Tiered membership; affects number of systems supported
- Deliver courses through certified trainers only
- Purchase course materials for every student



Avid Learning Partner Program

Top 3 Sources of Revenue

1. Course materials
2. ALP Fees*
3. Direct training of instructors



Avid Learning Partner Program

Top 3 Growth Hacks

- **Streamlined academic certification program**
 - Avid Educator Workshop, focus on operational skills only
 - Deeply discounted instructor training
 - No instructor recertification fees
- **All financial obligations placed schools**
 - Currently no annual instructor fee, or recertification fee
 - Keeps the sales pitch and school budgets SIMPLE and PREDICTABLE
- **State recognition of certification as "industry standard"**



Avid Learning Partner Program

Additional Lessons Learned

- Education moves slowly, requires patience and advance planning
 - Changes happen annually, at best
 - Often requires 2 years for full implementation of program
- Discounted pricing is expected; document accordingly
- Ready-made curriculum materials that fit state/national rubric
 - incl. book, exercises, instructor guide, presentation materials, exams
 - gets the instructors fighting for you, not against you
- Instructor recertification expected, and highly valued
 - Bonus points if CE-approved



