

Certificate of Enhanced Qualifications Program Guide

Offered through a partnership between the
Pennsylvania Association of School Business
Officials and Wilkes University





Certificate of Enhanced Qualifications

WHAT IS A CEQ?

For years, school districts have sought standards and criteria to help them distinguish practitioners who have proven they can produce results through a systematic process.

At the same time, school business professionals have been asking for a credential that would help them build upon their knowledge, strengthen their ability, better focus their professional development efforts and recognize their capability.

In response to this need, PASBO has developed a program through which individuals can receive a “Certificate of Enhanced Qualifications” in one (or more) of ten key school business areas. Requirements for each certificate area include completion of three PASBO Elements or Applications courses combined with an advanced level course built on best practices and competencies identified by successful management practitioners—not untested academic theories.

The advanced CEQ courses are offered through a partnership with Wilkes University. These courses will address specific topics crucial for succeeding in today’s school business environment and will be available for graduate as well as continuing education credit.

REASONS TO EARN A CEQ

- **Career Resilience:** Develop marketable skills that allow you to move beyond training and establish your place in school business management.
- **Cutting Edge Tools:** Learn about tools and techniques you can apply immediately to improve your job performance.
- **Recognition:** Enhance your reputation and advance your career by adding a credential to your resume.
- **PASBO CEU Credits:** All CEQ coursework counts toward PASBO CEU credits. Earn three CEUs for each full day course equivalent.
- **PASBO Professional Registration Advancement:** Each CEQ earned will count as one area of specialization in the Professional Registration program.
- **Graduate Level Credit:** Through a partnership with Wilkes University, each advanced level course will count toward graduate level credit, or can be taken for college level CEU at a lower cost.
- **Earn a Master’s Degree in School Business:** Complete all ten advanced CEQ courses and in addition to completing a large part of the CEQ requirements, you can earn a Wilkes University Master’s Degree in School Business Leadership (in development).

WHAT ARE THE TEN AREAS OF CEQS?

Certificates of Enhanced Qualifications are available in ten key school business areas:

- Budgeting & Management
- Facility Management
- Financial Operations
- Food Service
- Human Resources
- Information Technology
- School Leadership
- Materials Management
- School & Community Relations
- Transportation

WHAT ARE THE REQUIRMENTS TO EARN A CEQ?

Each CEQ area combines core workshops that span the breadth of contemporary knowledge with in-depth, advanced instruction in a specialized area. To earn a CEQ, a candidate must attend the three Elements or Applications courses and the one Wilkes courses specified below for the CEQ area. All workshops associated with a CEQ must be taken within a five-year period. Once course work is complete, candidates should submit a CEQ application and fee to the PASBO office, providing documentation of all completed coursework.

Budgeting & Management	<p>Elements of School Law & Organization Elements of Budgeting & Planning Elements of Finance WILKES: Financial Planning & Management for School Business</p>
Facility Management	<p>Elements of School Law & Organization Elements of Facility Management Choose one: Elements of Human Resources, Elements of Information Technology or Elements of School Communications WILKES: School Facility Management</p>
Financial Operations	<p>Elements of School Law & Organization Elements of Governmental Fund Accounting Choose one: Applications in Taxation or Applications in State Subsidies WILKES: Financial Operations of School Districts</p>
Food Service	<p>Elements of School Law & Organization Elements of Food Service Choose one: Elements of Human Resources, Elements of Information Technology or Elements of School Communications WILKES: Food Service in Education</p>
Human Resources	<p>Elements of School Law & Organization Elements of Human Resources Choose One: Elements of School Communications or Applications in Payroll Administration WILKES: Human Resources in Education</p>
Information Technology	<p>Elements of School Law & Organization Elements of Information Technology Choose one: Elements of Human Resources or Applications in Data Management WILKES: Information Technology in Education</p>
School Leadership	<p>Elements of School Law & Organization Elements of Leadership, Management & Supervision Elements of School Communications WILKES: Leadership for School Business</p>
Materials Management	<p>Elements of School Law & Organization Elements of Purchasing Choose one: Elements of Human Resources, Elements of Information Technology or Elements of School Communication WILKES: Materials Management in Schools</p>
School & Community Relations	<p>Elements of School Law & Organization Elements of School Communications Choose one: Elements of Human Resources or Elements of Information Technology WILKES: Public Relations and School Communications</p>
Transportation	<p>Elements of School Law & Organization Elements of Transportation Choose one: Elements of Human Resources, Elements of Information Technology or Elements of School Communications WILKES: Student Transportation</p>

FREQUENTLY ASKED QUESTIONS

What is a Certificate of Enhanced Qualification (CEQ)?

A Certificate of Enhanced Qualifications is a credential that is given to people who satisfy a set of educational requirements. The Certificate of Enhanced Qualifications is a blended program that is both education-based and performance-based. It recognizes professionals who have demonstrated knowledge and proficiency in a specialized area of school business management.

How might a Certificate of Enhanced Qualifications benefit you?

A certificate says you are a member of a profession and shows that you have demonstrated knowledge and proficiency in a specialized school business area. The certificate can set you apart from others who have not engaged in the same degree of advanced study and assessment. Once a certificate is earned, you will receive a display ready plaque and your name will be listed on a registry that is available on the PASBO web site. The CEQ is an indication that you have met the education and performance standards as evidenced by your work in required courses and is neither an endorsement of you for future work nor a guarantee of future performance.

What are the requirements to earn a CEQ?

The requirements for each of the ten CEQ areas include the completion of three Elements or Applications courses prescribed for the specific CEQ, completion of an advanced course offered by Wilkes University, and submission of an application form and fee to the PASBO office.

What is not required?

Membership in PASBO is not required for certification. However, if you are a PASBO member when you submit your application, you may apply at the member rate.

I don't have a college degree. Do I have the skills necessary to handle the course work?

Yes! Courses are designed to build on one another. The three required Elements or Applications courses provide the foundation for the advanced course and are taught by school business officials who compliment the course content with real-life experience. The advanced level courses through Wilkes University can be taken for Continuing Education by individuals who do not hold a bachelor's degree and are taught by practitioners and college professors. The small classes and hands-on training are designed for practical, not theoretical, knowledge that is attuned to your specific needs.

I have a college degree. Why should I consider the CEQ Program?

A Certificate of Enhanced Qualifications can help you advance your career by adding skills and knowledge to your present experience. Specialized training can help you adapt to changing environments, give you an additional credential and contribute to your continued success. It can also help you advance in the PASBO Professional Registration program. You also have the option to apply advanced courses toward a Wilkes University Master's Degree.

What types of credits can I earn while pursuing a Certificate of Enhanced Qualifications?

All Elements and Applications courses will provide PASBO Professional Registration CEU in addition to Act 48 and CPE credit. The Wilkes University courses can be taken either for graduate credit (degree or non-degree) or college level CEU. Wilkes University courses will also provide Act 48 credit and will count toward PASBO Professional Registration CEU.

Why is PASBO working with Wilkes University?

The Wilkes University partnership enables PASBO to complement the existing professional development program with the addition of graduate level credit and elevates the status of the school business official with the creation of a new Master's Degree in school business leadership. Wilkes University was chosen for the partnership following an extensive RFP process. Wilkes courses are offered online and provide for flexible scheduling.

FREQUENTLY ASKED QUESTIONS

How long does it take to complete a certificate program?

The maximum time permitted for an individual to complete all CEQ requirements is five years. All Elements courses will be offered at least once a year on a rotating basis across the state. Applications courses will be offered on a rotating basis. At minimum, Wilkes University courses will be offered at least once every two years.

How much does it cost?

The cost of each CEQ includes the normal tuition required to participate in each course. For PASBO Elements course fees and schedule, visit <http://www.pasbo.org/workshopseries.asp>. Wilkes tuition is very competitive and is based on that of the state system of higher education. For information, visit <http://www.pasbo.org/wilkesprogram.asp>. In addition to course fees, a CEQ member application fee of \$50 for the first CEQ and \$20 for additional CEQs is required once you have completed all courses and submitted your CEQ transmittal application. Higher fees apply for non-members.

What are the ten Certificate of Enhanced Qualification areas?

The ten CEQ areas correspond to the standards of proficiency adopted by the Association of School Business Officials International (ASBO). These standards were adapted for application to Pennsylvania by PASBO's Education and Research Committees. The ten areas are:

- ◆ Budgeting & Management
- ◆ Facility Management
- ◆ Financial Operations
- ◆ Food Service
- ◆ Human Resources
- ◆ Information Technology
- ◆ School Leadership
- ◆ Materials Management
- ◆ School & Community Relations
- ◆ Transportation

How is my performance proficiency assessed?

Performance assessment will be completed as part of the Wilkes University advanced courses. All students, whether taking the course for graduate or college CEU credit, will be required to complete projects or assessment tools demonstrating their ability to apply course knowledge in a real-life setting.

What do I get once I complete a CEQ?

Once you achieve the certification:

- ◆ You receive a CEQ plaque ready for display.
- ◆ Your name will be listed on a registry that is available on the PASBO web site and published in the monthly newsletter *PASBO Report*.
- ◆ You may use the credential to distinguish yourself in the marketplace.

How can Local Education Agencies benefit from the CEQ program?

LEAs should consider using Certificates of Enhanced Qualifications as part of their criteria for selection and development of their business staff. In addition, this individual credential can enhance credibility, respect and confidence from both internal and external stakeholders.

How do I get more information?

Visit the PASBO web site at www.pasbo.org for more information on the CEQ program and a contact for requesting information on the Wilkes University program. You can also call the PASBO office at 717-540-9551.

ELEMENTS

OF SCHOOL BUSINESS MANAGEMENT SERIES



The Elements of School Business Management Series is a core curriculum of instruction that provides a solid foundation of basic knowledge critical for individuals beginning a career in school business management. The series includes twelve courses that respond to general job functions or provide basic information of value to all job functions. The course content is based on the standards of proficiency adopted by the Association of School Business Officials International (ASBO) that have been adapted for application to Pennsylvania by PASBO's Education Committee. Courses are offered in a traditional workshop setting on a rotating basis across the state. The "Elements" courses are a key component of PASBO's Certificate of Enhanced Qualifications (CEQ) program. For a complete list of Elements titles and descriptions, visit www.pasbo.org.

Who Should Attend

The Elements of School Business Management is intended for the newer business officials. However the courses have value for a much broader audience including:

- Business officials with two years of experience or less
- Business officials who have not completed a course of basic instruction
- Support personnel in school business offices
- Individuals desiring to broaden their scope to advance in their careers in school business
- Experienced business officials looking for a "refresher"

Elements of Budgeting & Planning

While the specifics of the planning and budgeting process are unique to the personality of each school, the school business official plays a key role in navigating the course of defining and balancing revenues and expenditures. This course provides a foundation to assist with this and the three overarching steps of planning for the coming year, preparing the school's annual budget and presenting the budget to key stakeholders.

Elements of Facility Management

School facility managers no longer deal only with bricks and mortar. Effective school facility management protects capital investment, ensures the health and safety of students and staff, enhances day-to-day operations, and supports educational performance. For these reasons, the role of the facility manager is too large and too vital to be addressed haphazardly.

Elements of Food Service Administration

Operating a financially solvent program that fulfills the regulations of the USDA and satisfies the needs of the students is the challenge every food service director faces. This course will assist you in understanding the elements of school food service and applying those skills in the work setting.

Elements of Governmental Fund Accounting

All school staff engaged in accounting or bookkeeping activities must have a working knowledge on the rules, principles and procedures for governmental fund accounting as it applies to Pennsylvania school districts. The course provides a survey of fund accounting topics.

Elements of Human Resources

Human capital is one of the greatest resources for any employer, including schools. A coordinated approach to human resources management maximizes the productivity of employees and protects the district against potential litigation. Whether handled by a human resource department or individual departments, those involved in the personnel function must have a working knowledge.

ELEMENTS

OF SCHOOL BUSINESS MANAGEMENT SERIES



Elements of Information Technology

Information technology cuts across every facet of school business and instruction. This course looks at the areas of systems, policy, practice and staffing to give participants a crash course in information technology management. In addition, strategies will be discussed to effectively cope with the myriad of tasks associated with information technology.

Elements of Leadership, Management & Supervision

All employees must possess and demonstrate a certain level of knowledge about their basic job function. However, those who are charged with management responsibilities must add an additional and entirely different dimension to their daily activities - the ability to organize, lead, and control. This course will explore three aspects of school business management and provide strategies to lead effectively.

Elements of Purchasing

Effective purchasing, in its totality, is an art. Mastering this art requires command of three concepts – legality, procedure and making the best deal. This workshop provides a foundation to assist you in making effective purchasing decisions for your school.

Elements of School Communications

Effective school community relations aren't only the job of the Communications or Public Relations Director. They are important for every staff person who has contact with any of the key school stakeholders – residents, parents, students, businesses, other staff, the superintendent, school board and the media. The workshop will provide the foundation knowledge and skills to enable all staff to have a positive impact on the relationship between the school and its many communities.

Elements of School Finance

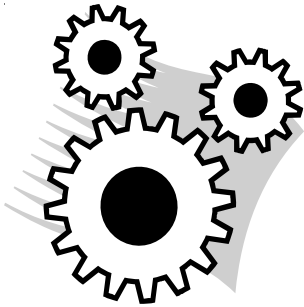
Strategic financial decision-making in the public sector requires an extra dose of creativity because of the limiting regulatory environment. The Elements of School Finance course focuses on the relationship between strategy and regulation and their role in effective management of debt and investments.

Elements of School Law & Organization

A cornerstone for effective school business officials in all areas of school management is a working understanding of the law as it applies to the Local Educational Agency (LEA). This course will provide a foundation of the laws that affect the day-to-day operation of the school business office, and will survey the body of law that directs the total school operation.

Elements of Transportation

Transporting students to and from school is a critical mission. Safe, efficient, economical and high-quality transportation to school children begins with a thorough understanding of the school laws pertaining to transportation and the role of transportation in the school district.



APPLICATIONS

IN SCHOOL BUSINESS MANAGEMENT SERIES

Applications courses delve deeper into an area of critical importance for the school business official. Course content is more focused and detailed than the Elements courses, providing an opportunity to develop acuity in a specific aspect of job performance. Courses will be scheduled as needed on a repeating cycle over several years. Selected courses apply to the acquisition of PASBO's Certificate of Enhanced Qualifications (CEQ).

Who Should Attend

The Applications in School Business Management courses are ideal for those who are looking to take their Elements knowledge one step deeper, and those with a focused job function. Attendees may include:

- Business officials of all experience levels seeking to build on the foundation skills presented in the Elements series.
- Experienced business officials seeking greater depth in a specific application area
- Support personnel charged with a very specific job function
- Individuals seeking to sharpen a specific area to advance in their careers as school business officials

Applications in Data Management

Data is an increasingly important commodity as data driven decision-making is taking hold in all aspects of school operations. LEAs are being asked to collect more data to comply with state and federal requirements. Board, administrator and teachers are increasingly utilizing longitudinal academic data to track student achievement.

Applications in Payroll Administration

Confused about when to allow leaves of absence to employees? Worried about insurance coverage of your employees? Need to know how to terminate benefits? The Elements of Payroll Administration focuses on these and other critical issues relating to the payroll function. *(Formerly Elements of Payroll Administration)*

Applications in State Subsidies

When it comes to receiving state subsidies, how do you account for it? How do you receive your share? How do you maximize your amount? The Elements of State Subsidies will provide an overview of the basic instructional and operating subsidies, as well as subsidies for specific education programs, non-education programs and other state programs. *(Formerly Elements of State Subsidies)*

Applications in Taxation

Whether your district's taxes are collected by an elected or appointed tax collector, your knowledge of the tax collection process can ensure maximization of revenue for your district. This course will overview taxes applicable to school districts and provide strategies for increasing tax flow and billing. *(Formerly Elements of Taxation)*

WILKES UNIVERSITY MASTERS DEGREE IN SCHOOL BUSINESS LEADERSHIP



The Pennsylvania Association of School Business Officials (PASBO) has partnered with Wilkes University to develop a series of advanced courses for school business officials as part of the Certificate of Enhanced Qualifications (CEQ) program offered through PASBO. These courses will address specific topics crucial for succeeding in today's school business environment and will be available for graduate as well as continuing education credit.

Courses can serve two purposes

Individuals taking graduate courses in School Business Leadership can apply them toward specific areas of "enhanced qualifications" and earn CEQs through PASBO. If an individual successfully completes all of the courses for graduate credit, he/she will be awarded a master's degree from Wilkes University in School Business Leadership.

Courses are designed to provide advanced training for practicing school business personnel. The courses also serve to provide a preparation track for qualified individuals who are seeking positions in the area of school business. As such, it is recommended that individuals either have background experience or participate in the PASBO Elements program in specific areas.

Delivery Method

Recognizing that school business personnel lead a hectic and sometimes unpredictable schedule, Wilkes University has designed the courses in an on-line format. The on-line format allows individuals to access course materials at a time that is convenient. Wilkes University's course delivery system and design allow for a high level of interactivity with instructors and classmates.

M.S. School Business Leadership

The Master of Science degree with a concentration in School Business Leadership (SBL) consists of ten courses (30 credits). Only graduate credit, not continuing education hours, can be counted toward the degree. Individuals should follow the course of study outlined below to insure they meet all necessary program requirements.

- ◆ SBL 501 Public Relations and School Communications (fall semesters)
- ◆ SBL 502 School Facility Management (fall semesters)
- ◆ SBL 503 Financial Operations of School Districts (fall semesters)
- ◆ SBL 504 Financial Planning & Management for School Business (spring semesters)
- ◆ SBL 505 Human Resources in Education (spring semesters)
- ◆ SBL 506 Materials Management in Schools (summer semesters)
- ◆ SBL 507 Information Technology in Education (summer semesters)
- ◆ SBL 508 Student Transportation (spring semesters)
- ◆ SBL 509 Food Service in Education (summer semesters)
- ◆ SBL 510 Leadership for School Business (summer semesters)

Graduate Admission

For admission to this graduate program, the applicant must have a baccalaureate degree from an accredited institution with an appropriate major. Prospective candidates follow application guidelines as outlined in the most current Wilkes University Graduate Bulletin.

Continuing Education Students

Students interested in taking courses for continuing education credits need only submit an initial processing fee with their first course registration. People who do not possess a bachelor's degree are only eligible for continuing education credits. Courses that are taken for CPE credit cannot be converted to graduate credit at a later time.

For more information or application materials, contact:

Graduate Education in the School of Education
Toll free: (800)WILKES U, Ext. 4671 or (570)408-4671
Email: GradEd@wilkes.edu
<http://www.wilkes.edu/pages/1277.asp>

CERTIFICATE OF ENHANCED QUALIFICATIONS APPLICATION

Pennsylvania Association of School Business Officials

(Form available online at <http://www.pasbo.org/ceqprogram.asp>)

Submit to: Assistant Executive Director
PASBO, P.O. Box 6993
Harrisburg, PA 17112-0993

Date submitted: _____

This is to certify that I, the undersigned, have completed all the requirements to earn a Certificate of Enhanced Qualifications. I have provided the following items with this application:

- List of required CEQ courses and completion dates
- Photocopy of Wilkes transcript or course completion documentation
- CEQ fee payable to PASBO (see below)

The specific CEQ area(s) for which I am applying at this time:

- | | | |
|---|---|---|
| <input type="checkbox"/> Budgeting & Management | <input type="checkbox"/> Human Resources | <input type="checkbox"/> School & Community Relations |
| <input type="checkbox"/> Facility Management | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Financial Operations | <input type="checkbox"/> School Leadership | |
| <input type="checkbox"/> Food Service | <input type="checkbox"/> Materials Management | |

Payment:

- First CEQ Completion (**PASBO Member \$50; Non-Member \$100**)
- Each additional CEQ completion (**PASBO Member \$20/CEQ; Non-Member \$40/CEQ**)
- Check enclosed (Payable to PASBO)
- Credit Card Cardholder Name: _____

Card # _____ Exp Date _____

Signature _____

Record of CEQ Required Course Completion: (Courses must be completed within a five-year period.)

COURSE TITLE	COMPLETION DATE
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____

I certify to the truth and accuracy of all the statements and representations made in this application. I hereby grant the Pennsylvania Association of School Business Officials, its staff and its officials permission to review and verify any information submitted as part of this application.

Printed Name _____ Signature _____

Title _____

School Entity _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Superintendent Name _____

Complete mailing address if different than above _____



**Pennsylvania Association of
School Business Officials**

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