The EWS Programmatic Certification, awarded by the Accrediting Commission of Career Schools and Colleges (ACCSC), formally recognizes career education programs of accredited institutions that effectively provide opportunities for development and practice of the essential workforce skills necessary for career success.

What Are Essential Workforce Skills?

Essential workforce skills are the set of skills needed to succeed in any career and empower students to achieve long-term career success. These skills comprise "workforce competency" and are a necessary part of any high-quality career education program.

Examples of Essential Workforce Skills:

- Time Management
- Active Listening
- Project Management
- Self-Awareness
- Problem Solving

The Need for EWS Programmatic Certification

Students

There is growing consensus that essential workforce skills needed in the labor market are in high demand. It's imperative career education institutions close this skills gap to better prepare students to succeed in the workforce.

Employers

Employers need candidates with essential workforce skills to power their businesses and the economy. However, they lack reliable signals to identify programs that effectively address the essential workforce skills they need.

Institutions

Institutions can use EWS certification to identify and define the specific essential workforce skills to address in their programs, establish quality criteria against which to evaluate their practices, and provide a structured process for self-assessment.

Leveraging decades of experience as an accrediting agency focused on vocational and career education, ACCSC has developed the EWS Programmatic Certification to support and advance the needs of students, employers, and institutions.
ACCSC-OTC provides just-in-time training for newly hired faculty and offers a wide variety of training courses for ongoing development of campus and online faculty.

All PDC participants can receive 20% off ACCSC’s Online Training Center!

Use the discount code ACCSC2022

This offer expires January 2, 2023.
For more information visit: https://www.accsctraining.org/
Did you know that the Commission regularly publishes research, brochures, and newsletters designed to support ACCSC-accredited institutions and enhance the student educational experience? These free resources are all available on the ACCSC website—click the links below for more information!

**Resources**

The **Blueprints for Success** series provides a framework that can help a school gain a better understanding of the expectations and rigor of the accreditation process, as well as sample documentation that a school might consider in order to demonstrate compliance with accrediting standards.

- **Module I:** Preparing a Comprehensive Response for Commission Consideration
- **Module II:** Organizing an Effective Electronic Submission
- **Module III:** Preparing for the On-Site Evaluation
- **Module IV:** The Graduation and Employment Chart

ACCSC’s **Webinars** provide an opportunity to hear updates on recent initiatives, revisions to standards, and professional development. Webinars and PDC Power Sessions presented in 2020 are available on ACCSC’s [Online Training Center (OTC)](https://accsc.org/online-training-center); visit the OTC’s [Free Resources](https://accsc.org/online-training-center/free-resources) to access Virtual Trainings and Webinars including:

- Updates to the Standards of Accreditation
- Initial Distance Education Applications
- Virtual Visits
- Celebrating the 2020 Schools of Excellence and Distinction
- 2020 PDC Celebration

Visit [Webinars](https://accsc.org/online-training-center/free-resources) on ACCSC’s website for more past webinars, presentations, and certificates.

The **Monograph Series** is designed to provide guidance to ACCSC-accredited schools in the cycle of continuous performance improvement, self-evaluation, and self-improvement processes and practices.

- Completing a Successful Degree Application
- Maximizing Program Advisory Committees
- Learning Resource Systems
- Faculty Improvement Planning/Implementation
- Self Evaluation Processes and Practices
- Institutional Assessment and Improvement Planning/Implementation
- NEW in 2022! Assessing Student Learning Outcomes

The Commission has created a series of **Letters for Students, Graduates, and Employers**, designed to provide useful information regarding the role ACCSC plays in supporting and enhancing the educational experience.

- **New Student** ([Engl.](https://accsc.org/online-training-center/free-resources) / [Span.](https://accsc.org/online-training-center/free-resources)) - schools are encouraged to incorporate this letter with any existing orientation packet provided to new students;
- **Graduation** ([Engl.](https://accsc.org/online-training-center/free-resources) / [Span.](https://accsc.org/online-training-center/free-resources)) - this letter extends the Commission’s congratulations and reminds graduates to stay in touch with their school as a means to provide feedback on the program and the graduate’s success in the workplace; and
- **Employer** ([Engl.](https://accsc.org/online-training-center/free-resources) / [Span.](https://accsc.org/online-training-center/free-resources)) - this letter is designed to help schools partner with employers in order to assess and verify how successful students are in obtaining employment in the field of study after

The **Spotlight on Excellence** is an online publication highlighting innovation and best practices being implemented by ACCSC-accredited schools to better support today’s students. Written by the schools for our publication, the Spotlight on Excellence provides an opportunity for schools to share best practices with each other in the ACCSC community as a means to support student success in the workforce.

Resources from ACCSC on challenges for schools from COVID-19 are available on the [Commission’s website](https://accsc.org/) to include guidance on various accreditation matters as well as webinars focusing on best practices and practical advice.
Auxicent
SINGLE CONNECT

Single Connect is a fully featured application designed for placement verifications, employer surveys and to build a job database that will be campus specific. Single Connect provides end-to-end solutions designed for career services.

When we connect with your employers and graduates using Single Connect, we will:

- Verify your placement data with employers
- Complete employer and graduate surveys
- Collect and deliver current job leads from your employers

Be confident of your entire (100%) placement data plus get current employer job postings.

Ask us to see a demo of “Single Connect”!

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Let [Collegiate Admission and Retention Solutions](https://www.collegiateersvp.com) (CARS) do the heavy lifting by expanding the reach of your team with blended inbound and outbound campaigns by fielding calls for admissions, registrar, financial aid or student affairs.

**Ninety percent** of inbound student contacts for assistance are routine or repetitive. CARS Student Contact Center can handle these calls, freeing your team to support those students who really require your expertise.

Benefits of partnering with CARS:

- 80% of inbound calls are handled within 30 seconds or less
- Phone, email, text and live chat options available
- Extended evening and weekend hours to expand your coverage
- 200+ institutions partner with CARS
- Robust ongoing remote workforce capability with NO downtime due to COVID social distancing
- Most campaigns launch within 7-14 days
- Branded as your institution to support student success

CARS Supports Student Success in the Following Service Areas:

- Independent Placement Verification
- Student Contact Center Support + Financial Aid Helpdesk
- Student Retention Management
- Admissions Support

[AskUs@collegiatesvp.com](mailto:AskUs@collegiatesvp.com)

866-820-1502
a good story of
Bad Lead Detection Success

A private institution of higher learning purchased 62,703 leads for a quarter from the usual quality sources.

62,703 leads

These leads were charged at $50.00 each, a typical price for a school to pay for what could turn in to tuition revenue.

$50.00 per leads

The college spent a total amount for potential student leads for the quarter of $3,135,150.00

The college partnered with CARS to promptly contact leads for qualification, confirm information and then transfer to their admissions team.

Charging per lead, CARS specialists do the heavy lifting so that the school can focus on only qualified potential students.

$5.00 per lead

The college spent a total amount for lead qualification for the quarter of $313,515.00

Included in the service provided by CARS is Bad Lead Detection. CARS found 8,480 leads that the university could return for a credit refund.

8,480 bad leads

The college was able to return these bad leads to the vendors for full credit refund of $50.00 per bad lead.

$50.00 per bad leads

The college received full refund credit from their vendors for the returned leads, a total of $424,000.00

what is the
Moral of the Story?

The service CARS provides more than pays for itself by the Bad Lead Detection outcomes alone. We saved our clients over $10.1 million last year.

Did you know?
On average, 15% of purchased leads are not qualified students.

That means the school is throwing 15% of the money spent on leads down the drain.

Assuming the average lead-to-student conversion rate of 1.2%, this college’s opportunity cost from the identified bad leads is over $6 million in tuition revenue.

How much money are you wasting on bad leads and lost tuition revenue? It’s likely millions!

Other benefits of the service include:
• heavy lifting, allowing your admissions team to focus on only qualified potential students
• prompt response time with contact made within 30 seconds to 5 minutes of the prospect’s initial inquiry
• no minimum volume requirements with per lead pricing
• customizable solutions including duplicate lead detection
• bad lead vendor identification and lead vendor rapport
• online dashboard reporting with real-time data
• 100% call recordings with client access and ownership

Collegiate Admission & Retention Solutions
AskUs@collegiatersvp.com – 205-776–6831 – www.collegiatersvp.com
Placement Verification

Optimize compliance and employer relationships with neutral third-party specialists handling your heavy lifting in "real-time" or periodic audits.

The U.S. Department of Education, state regulators, and national accrediting commissions require the collection and reporting of verifiable job placement statistics. Inaccurate reporting could mean loss of funding, accreditation findings, legislative scrutiny, or damage to the institution’s reputation. Students and families are also becoming increasingly interested in the outcomes they can expect from their investment, so maximizing contacts with students and employers is critical. Using an independent third-party with the expertise and resources to improve contact and maintain data integrity is key. Third-party verification and documentation (through call recordings, digital dashboard reporting and online forms/faxes) creates an audit trail of the institution’s compliance with the program integrity, disclosure regulations, and provides executive management confidence in the accuracy of placement data. By using our service to verify placement information in “real time”, your career services team can focus on their #1 priority… placing students.

Our Approach

We utilize multi-modal outreach to ensure the highest contact rates, including phone, email and fax. Our advanced workflow technology organizes data for contact effectiveness, and our knowledgeable Student Information Specialists pursue successful employer and graduate contact for verification. A secure web-portal to upload data and real-time dashboard reporting make it a simple process for our clients to transfer data for verification and monitor performance and outcomes.

Best Practices

- Interviews are recorded and data collected is securely stored for extended periods to ensure compliance and quality assurance.
- Email and fax options allow the employer/graduate to verify data at their convenience.
- Extended office hours including weekends, help maximize contact effectiveness.
- Staffing capacity is available to handle outbound and inbound workflow at peak periods.

Why Choose CARS?

Our program is highly flexible, so that we can adapt our Placement Verification services to your school’s specific needs, priorities and budget. CARS is able to achieve economies of scale that no single institution can achieve with highly trained agents, innovative technology, and industry background to understand your exact needs and execute successfully. We do the heavy lifting so your career services team can focus on building employer relationships and preparing students for successful entry into the workforce.
CASE STUDY

Student Retention Management

Client Profile:
An accredited career college located in the Southeastern region. Founded in the 1990s, this degree-granting college offers programs ranging from certificates to associate degrees and is comprised of multiple ground campuses.

Client Issue:
- Client felt that a lack of follow up and engagement had led to an increase in student withdrawal.
- Client follows a philosophy of "consistent contact," but also wanted to augment staff efforts and increase the frequency and reach of their contact with students during crucial moments in the term (i.e. the first week of classes and the last week of classes).
- The client’s internal retention procedure involved professors contacting students anytime they were absent either by phone calls or email, with the deans also following up with calls and check-ins. However, with a myriad of responsibilities, these faculty members were sometimes pressed to make contact.
- Client partnered with CARS with the hope that CARS could supplement the existing retention and re-entry framework by helping the client with additional outreach, calling and identification of obstacles to retention.

Our Solution:

CARS Student Success Coaches proactively contact students via phone and email.

Our Coaches are trained to answer up to 90% of student questions while identifying at-risk students through a risk assessment that identifies 25+ risk factors and obstacles to retention.

Escalations sent to Academic Services, Financial Aid, Registrar/Bursar or Student Services.

Nearly 100% of calls are resolved by the Student Success Team. However, more advanced questions are escalated (transferred) to the institution.

Results:

- 40,890 Outbound calls made in 15-month period
- 2,641 Emails sent to students
- 22.3% Reduction in withdrawals
- Less than 0.2% Escalation rate (transfers to school)
- 95% Average retention rate during contact period
- 340% Total ROI for client

Reporting:
- Dashboard reporting provides the retention rate for each five-week module with results based on students active at term’s start and end.
- Dashboard reporting provides the risk information for each module, including number of students marked "at-risk" and risk percentage based on number of students enrolled.
- 100% call recording and documentation
- All data and recordings are client’s property

Contact us to learn more!
Phone: 205.776.6831
Email: AskUs@collegiatersvp.com
Website: www.collegiatersvp.com

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Thank you for joining us at ACCSC’s 2022 PDC!

It’s so wonderful to be together for a few days of learning and networking. It is a truly special event because of YOU, the community of partners in education who join us for a few days of collaboration, celebration, and making lasting connections.

SAVE THE DATE to join us on September 18 - 20, 2023, at the Professional Development Conference in Arlington, VA. Registration will open late Spring 2023.

As a 2022 PDC participant, please use the discount code PDC2022 when you register to take 5% off your 2023