



QUALITY CERTIFICATION CRITERIA

For Practice Enterprises

CRITERIA STRUCTURE

The goal of the EUROPEN-PEN International Quality Certification System for Practice Enterprises is to ensure the basics of the concept are respected, to ensure a certain degree of standardization exists across our network, and providing added-value to the service offering of national Central Offices.

The benefit for Practice Enterprises of the EUROPEN-PEN International Quality Certification System is to provide them with a tool to ensure the greatest level of quality and service offering is available to their clients, whether that is students or adults. It also provides a validation of the activities and a confirmation of concept and activities effectiveness.

The criteria of the quality certification system for Practice Enterprises are organized into Classes and Sections. Classes represent the macro area, Sections group items by type within a specific Class.

Each item in each section has a weighting assigned to it. The online web-form will automatically calculate the final scoring percentage based on all responses and their subsequent weighting. An automatic certification report will be produced by the online system for the certifier to present to the Practice Enterprise with the final score and items that may need improvement. A minimum threshold must be achieved for each section in order to acquire certification. If minimum thresholds are not achieved, the report will indicate what changes are necessary prior to certification.

The verification process is to be coordinated and whenever possible carried out directly by the Central Office. This is to ensure standardized scoring and transparency and to ensure the Central Office has the ability to follow-up on all Practice Enterprise activities.

Practice Enterprises must have been in operation for at least 6 months prior to being admissible for certification.

Certification is renewable each year for changes only. Yearly updates should be forwarded by the Practice Enterprise to the Central Office. Any previous certification date and the date for renewal are indicated directly on the computer-generated report.

SUMMARY OF CLASSES AND SECTIONS

Classes	Sections	Number of Items per Section
1 - Physical Parameters	Section A - Physical Structure	11
	Section B - Organizational Structure	10
	Section C - Management Structure	7
2 – Process Parameters	Section D - Concept Application	12
	Section E - Analysis and Assessment	9
3 – Service Level	Section F - Basic Service Data	4
	Section G - Commercial Activities Diagnostic	8
	Section H - Commercial Activities Documents and Forms	15

SUMMARY TABLE OF SCORES

	Total Score Achieved	Outcome
Final Score	less than 75 percent	<i>Requires work prior to acquiring certification</i>
	Final outcome for reported scores from 75 to 100 also requires achievement of Minimum Thresholds for each Class. If the total score is 75 percent or higher but the Minimum Thresholds are not achieved, certification is not achieved.	
	75 to 100 percent	<i>Certification achieved</i>

– PHYSICAL PARAMETERS –

Ensure defined structural standards as a function of the effectiveness of Practice Enterprise activity.

Section A - Physical structure

Section B - Administrative Structure

Section C - Operational structure

Section A - Physical Structure			
	<i>Parameter</i>	<i>Validation Material</i>	<i>Scoring Weight</i>
A1	Dedicated physical environment	Photos (min. 3)	↔
A2	Office furniture and equipment (files storage, office desks, chairs)	Photos (min. 3)	↔
A3	Structured office layout	Photos (min. 3)	↔
A4	Dedicated telephone line	Phone number	↔
A5	Dedicated email addresses for admin and virtual operations	Emails list	↔
A6	Computer/office equipment for each workstation/department	Equipment list- computers, copiers, etc.	↔
A7	Current versions of office software (MS Office, graphics, etc.)	Listing and usage	↔
A8	Accounting Software	Listing and usage	↔
A9	High-speed internet connection	Connection type	↓
A10	No restrictions on access to the internet	Verification of connection	↓
A11	Enterprise stamps and stationery	List	↔

Section B - Administrative Structure			
	Parameter	Validation Material	Scoring Weight
B1	Mentor company connection	Mentor company declaration	↔
B2	Marketing materials	Promotional materials, flyers, public website	↔
B3	Network brand identity	CO and/or EUROPEN-PEN International logo	↔
B4	Organizational structure	Documentation (Staffing, advisory board, etc.)	↔
B5	Organizational chart	Chart	↔
B6	PE mission statement	Documentation	↔
B7	Administrative procedures and/or flow charts	Documentation	↔
B8	Job/task descriptions for each trainee post	Job descriptions for trainees	↔
B9	Employee administrative forms	Forms	↔
B10	External advisory board/group/experts	Listing	↔

Section C - Operational Structure			
	Parameter	Validation Material	Scoring Weight
C1	Adequate trainer staff for number of trainees	Trainers list / numbers of trainees	↔
C2	PE trainers staff qualifications for departmental responsibilities	Qualifications list	↑
C3	Training of trainers structure	Dates and list	↑
C4	Participation in CO training seminars/meetings	List of participants and sessions	↔
C5	Evaluation criteria for learning process follow-up	Documentation/schema	↔
C6	Statistical data of former participants/alumni	Documentation/listing	↔
C7	Networking and contacts with regional employers/organizations	Listing	↔

– PROCESS PARAMETERS–

Ensure distinct process standards for encouraging and supporting individual learning and the learning-by-doing methodology.

Section D - Concept Application

Section E - Analysis and Assessment

Section D - Concept Application			
	<i>Parameter</i>	<i>Validation Material</i>	<i>Scoring Weight</i>
D1	Preparatory training in PE structure and operation, processes, roles	Outline, nbr. hours	↔
D2	Pedagogical employment contract	Documentation	↔
D3	Curriculum offered based on trainee target group	Documentation	↑
D4	Training offered along individual paths of self-learning	Outline	↑
D5	Training in technical skills (office equipment and software)	Outline, supporting documentation	↑
D6	Training in business language/writing skills	Outline, supporting documentation	↑
D7	Training for job search techniques (resume, interview, networking, etc.)	Outline, supporting documentation	↔
D8	PE operational meetings (departmental, team, etc.)	Protocols	↔
D9	Errors handling procedures	Documentation/Schema	↔
D10	Departmental organization, processes and procedures	Documentation /Schema	↑
D11	Participation in trade fairs/visits with other PEs	Listing over last year	↑
D12	Internal audit/continuous improvement systems	Supporting documentation	↔



Section E - Analysis and Assessment			
	<i>Parameter</i>	<i>Validation Material</i>	<i>Scoring Weight</i>
E1	Defining goals for the enterprise/departments	Documentation	↔
E2	Definition of individual goals	Documentation	↑
E3	Recognition of competency development	Documentation	↑
E4	Self-assessment for trainees at arrival	Documentation	↔
E5	Self-assessment for trainees at departure	Documentation	↔
E6	Overall assessment of learning outcomes	Documentation	↔
E7	Social behavior assessment	Documentation	↔
E8	Professional behavior assessment	Documentation	↔
E9	Trainee certification system	Documentation	↑

– SERVICE LEVEL –

Ensure distinct service standards as a function of the effectiveness of Practice Enterprise activity.

Section F - Basic Service Data

Section G - Commercial Activities Diagnostic

Section H - Commercial Activities Documents and Forms

Section F - Basic Service Data			
	<i>Parameter</i>	<i>Validation Material</i>	<i>Scoring Weight</i>
F1	Number of PE commercial activity sessions per week	Data (minimum 1 session/week)	↔
F2	Total number of hours of PE training per week per trainee	Data (minimum 3 hours)	↔
F3	PE activities (PE name, contact details, website, etc.) remain same year-over-year	Data	↑
F4	Targets achieved in last calendar year (job placement and/or number trainees)	Data	↑

Section G – Commercial Activities Diagnostic			
	<i>Parameter</i>	<i>Validation Material</i>	<i>Scoring Weight</i>
G1	Number national customers/suppliers in the last year	Data (minimum 10)	↑
G2	Number national commercial transactions in the last year	Data (equal or above national avg)	↑
G3	Number foreign customers/suppliers in the last year	Data (minimum goal 15% of total)	↑
G4	Percentage of foreign transactions in the last year	Data (minimum goal 15% of total)	↑
G5	Business taxes paid in the last year	Data (Yes/No)	↔

G6	Accounting of trainee simulated salaries	Schema - Yes/No	↔
G7	Transactions carried out over phone/Skype (one-on-one)	Data (minimum goal 15% of total)	↔
G8	All transactions executed to completion (final invoicing and/or payment)	Data (incomplete transactions)	↑

Section H - Commercial Activities Documents and Forms			
	<i>Parameter</i>	<i>Validation Material</i>	<i>Scoring Weight</i>
H1	Sales catalogue/listings (updated, multilingual, etc.)	Specimen documentation	↔
H2	Purchase orders (employee/B2B)	Specimen documentation	↔
H3	Bill of sale/delivery receipts	Specimen documentation	↔
H4	Inventory management system	Outline, supporting documentation	↔
H5	Management of supplier accounts (physical/online)	Outline/Schema	↔
H6	Management of client accounts (physical/online)	Outline/Schema	↔
H7	Schedule of sales/receipts/payments	Specimen documentation	↔
H8	Accounting of current expenses - rent, electricity, hydro, etc.	Outline, supporting documentation	↑
H9	Health and safety program/system	Outline/Schema	↔
H10	Trainee paychecks/pay slips	Specimen documentation	↔
H11	Electronic payment processing (national/international)	Supporting documentation	↔
H12	Transport procedures/system	Outline/documentation	↓
H13	Customs procedures/system for international transactions	Schema/documentation	↓
H14	Financial statements (monthly and/or yearly)	Documentation	↔
H15	Updated website and/or e-commerce site	URL	↑