



**EUROPEN-PEN**  
**international**  
practice enterprises network

# **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. Everything is completed using an online form. The online form is in a check list format.

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 |
|--------------------------------|---|-----------------------------|
| <b>1 - Physical Parameters</b> | Section A - Physical Structure                        | 11                          |
|                                | Section B - Organizational Structure                  | 10                          |
|                                | Section C - Management Structure                      | 7                           |
| <b>2 – Process Parameters</b>  | Section D - Concept Application                       | 12                          |
|                                | Section E - Analysis and Assessment                   | 9                           |
| <b>3 – Service Level</b>       | 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  |
|--------------------|--|--|
| <b>Final Score</b> | <b>less than 75 percent</b>  | <b><i>Requires work prior to acquiring certification</i></b> |
|                    | Final outcome for reported scores from 75% to 100% also requires achievement of Minimum Thresholds of 65% for each Class. If the total score is 75% or higher but the Minimum Threshold for each class is not achieved, certification is not achieved. |  |
|                    | <b>75 to 100 percent</b>   | <b><i>Certification achieved</i></b>                         |

**– 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**

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

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

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

**- 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**

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

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

**– 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**

| <b>Section F - Basic Service Data</b> |   |                               |  |                       |
|---------------------------------------|---|-------------------------------|--|-----------------------|
|                                       | <i>Parameter</i>  | <i>Validation Material</i>    | <i>Input Criteria</i>  | <i>Scoring Weight</i> |
| F1                                    | Number of PE commercial activity sessions per week                            | Data (minimum 1 session/week) | Excellent/Satisfactory/NI<br>+ Textbox (minimum 1= Avg,<br><1= Good) | ↔                     |
| F2                                    | Total number of hours of PE training per week per trainee                     | Data (minimum 3 hours)        | Excellent/Satisfactory/NI<br>+ Textbox (minimum 3= Avg,<br><3= Good) | ↔                     |
| F3                                    | PE name, contact details, website, email remain same year-over-year           | Data                          | Excellent/Satisfactory/NI  | ↑                     |
| F4                                    | Targets achieved in last calendar year (job placement and/or number trainees) | Data                          | Excellent/Satisfactory/NI  | ↑                     |

| <b>Section G – Commercial Activities Diagnostic</b> |  |                                    |   |                       |
|---|--|------------------------------------|---|-----------------------|
|   | <i>Parameter</i>   | <i>Validation Material</i>         | <i>Input Criteria</i>   | <i>Scoring Weight</i> |
| G1  | Number national customers/suppliers in the last year                     | Data (minimum 10)                  | Excellent/Satisfactory/NI<br>+ Textbox (minimum 10= Avg, <10= Good) | ↑                     |
| G2  | Number national commercial transactions in the last year                 | Data (equal or above national avg) | Excellent/Satisfactory/NI   | ↑                     |
| G3  | Number foreign customers/suppliers in the last year                      | Data (minimum goal 15% of total)   | Excellent/Satisfactory/NI   | ↑                     |
| G4  | Percentage of foreign transactions in the last year                      | Data (minimum goal 15% of total)   | Excellent/Satisfactory/NI   | ↑                     |
| G5  | Business taxes paid in the last year                                     | Data (Yes/No)                      | Yes/No  | ↔                     |
| G6  | Accounting of trainee simulated salaries                                 | Schema - Yes/No                    | Yes/No  | ↔                     |
| G7  | Transactions carried out over phone/Skype (one-on-one)                   | Data (minimum goal 15% of total)   | Excellent/Satisfactory/NI   | ↔                     |
| G8  | All transactions executed to completion (final invoicing and/or payment) | Data (incomplete transactions)     | Excellent/Satisfactory/NI   | ↑                     |

| <b>Section H - Commercial Activities Documents and Forms</b> |   |                                   |                           |                       |
|--|---|-----------------------------------|---------------------------|-----------------------|
|  | <i>Parameter</i>  | <i>Validation Material</i>        | <i>Input Criteria</i>     | <i>Scoring Weight</i> |
| H1   | Sales catalogue/listings (updated, multilingual, etc.)          | Specimen documentation            | Excellent/Satisfactory/NI | ↔                     |
| H2   | Purchase orders (employee/B2B)                                  | Specimen documentation            | Excellent/Satisfactory/NI | ↔                     |
| H3   | Bill of sale/delivery receipts                                  | Specimen documentation            | Excellent/Satisfactory/NI | ↔                     |
| H4   | Inventory management system                                     | Outline, supporting documentation | Excellent/Satisfactory/NI | ↓                     |
| H5   | Management of supplier accounts (physical/online)               | Outline/Schema                    | Excellent/Satisfactory/NI | ↔                     |
| H6   | Management of client accounts (physical/online)                 | Outline/Schema                    | Excellent/Satisfactory/NI | ↔                     |
| H7   | Schedule of sales/receipts/payments                             | Specimen documentation            | Excellent/Satisfactory/NI | ↓                     |
| H8   | Accounting of current expenses - rent, electricity, hydro, etc. | Outline, supporting documentation | Excellent/Satisfactory/NI | ↑                     |
| H9   | Health and safety program/system                                | Outline/Schema                    | Excellent/Satisfactory/NI | ↓                     |
| H10  | Trainee paychecks/pay slips                                     | Specimen documentation            | Excellent/Satisfactory/NI | ↔                     |
| H11  | Electronic payment processing (national/international)          | Supporting documentation          | Excellent/Satisfactory/NI | ↔                     |
| H12  | Transport procedures/system                                     | Outline/documentation             | Excellent/Satisfactory/NI | ↓                     |
| H13  | Customs procedures/system for international transactions        | Schema/documentation              | Excellent/Satisfactory/NI | ↓                     |
| H14  | Financial statements (monthly and/or yearly)                    | Documentation                     | Excellent/Satisfactory/NI | ↔                     |
| H15  | Updated website and/or e-commerce site                          | URL                               | Yes/No                    | ↔                     |

**\*\* Input criteria:**

For each input there should be a textbox by default for remarks so that the CO can add comments as needed.

There will be three radio buttons for each input criteria: 1. Excellent 2. Satisfactory 3. Needs improvement (or two for Yes/No questions)

For calculating the total number:

↑

Excellent = 1.75

Satisfactory = 1.25

Needs improvement = 0.25

↔

Excellent = 1.25

Satisfactory = 0.75

Needs improvement = 0.25

↓

Excellent = 0.75

Satisfactory = 0.5

Needs improvement = 0.25

↑

Yes = 1.75

No = 0

↔

Yes = 1.25

No = 0

↓

Yes = 0.75

No = 0