



## **Certified Student Travel Professional Program (CSTP) - 2017**

The Certified Student Travel Professional, CSTP, is an industry designation that provides credibility amongst student travel professionals and their clients. CSTP sharpens business skills, and provides specific knowledge and understanding of the student and youth travel industry. The program is available to SYTA members and/or recipients of the CTIS program administered by ABA (American Bus Association).

Graduates receive a designation recognizable throughout the travel industry. This continuing education program gives enrollees the opportunity to spend time focusing on challenges and opportunities facing their organization and, of course, provides a personal sense of accomplishment.

### **Requirements**

1. Three “Fundamentals of Business” courses through IUPUI (Indiana University-Purdue University Indianapolis). Same program as ABA-CTIS.

Two Required courses - choose from three

*Customer Service*

*Promoting Your Business*

*Business Grammar and Writing*

One Elective course - Choose from four

*Effective Advertising*

*Running a Business: Understanding the Numbers is Step # 1*

*Personal Organization & Effectiveness*

*Ignite Your Effectiveness by Improving Your Sales Skills*

\*If you have earned IUPUI credits through ABA within 10 years of the date that you apply for the CSTP program you can use them to meet the requirements, but you must have completed two CSTP required courses.

2. Three Face-to-Face SYTA Events since 2012- SYTA Conferences and/or SYTA Summits
3. Minimum of 3 face-to-face education sessions at SYTA Conference or SYTA Summit. Sign-in required.
4. Six Online SYTA Educational webinars (SYTA University) since 2012. Must complete post webinar survey. (Up to 3 previously recorded webinars can count towards the 6 required. At least 3 must be attended live. Must complete webinar viewing certification form.)
5. Three Industry Volunteer Actions since 2012— may include at SYTA Annual Conference, SYTA Summit or serving on a SYTA Committee/Board for one year. Volunteer actions must be 3 different events or committees.
6. One Written Essay –minimum 500 words- on any subject that helps the participant gain a better understanding of the student and youth travel industry and improves their general knowledge of the industry.

## How to Apply

\* Please note, you must complete the program within four years from the date that you applied through SYTA. The registration fee is \$295 for SYTA members and \$585 for nonmembers.

1. All materials can be found at [my.syta.org](https://my.syta.org) under the Resources tab/CSTP  
<https://my.syta.org/eweb/DynamicPage.aspx?Site=SYTA&WebCode=CSTP>
2. Fill out the CSTP registration form and send to SYTA
3. Register for courses through IUPUI  
-Registration and billing for these courses are handled directly through IUPUI.  
((\$229.00 each course/20% discount if you register for all three at once/\$89.00 re-take fee)  
[https://v2.aitapps-s.iu.edu/AIT\\_INlighten\\_V1\\_Online/cepd](https://v2.aitapps-s.iu.edu/AIT_INlighten_V1_Online/cepd)

For any questions, contact Shohn Beeson at [sbeeson@iupui.edu](mailto:sbeeson@iupui.edu) or 317-278-5901.

## 2017 IUPUI Course Schedule

### ***Effective Advertising***

Course Dates: March 15 – April 30, 2017

This course explores the fundamental principles and procedures of advertising. Through exercises and readings, you'll examine the psychology of advertising, yearly programming, image barriers, graphics, layout and copy, publicity and public relations. Whether you're responsible for preparing your company's advertising strategy or want to better understand the basic advertising concepts, this course will provide you with a solid foundation. You'll gain greater confidence in working with ad agencies or providing input to your organization's advertising program.

### ***Running a Business: Understanding the Numbers Is Step #1***

Course Dates: March 15 – April 30, 2017

As a business professional who would like to be more comfortable understanding financial data to help you make financial decisions, this course was designed to help professionals understand everything from budget to financial analysis of key metrics and benchmarks. From financial statements to budgeting to operations and management analysis, the following will be covered in class: reading financial statements, preparing operational budgets, determining how to make projections and how to analyze critical success factors/metrics. It's imperative to be able to present data to illustrate, motivate, and monitor. The class will incorporate business finance basics (terminology and functionality) with the reality of how to use financial data to support decision making.

### ***Personal Organization & Effectiveness***

Course Dates: May 1 – June 30, 2017

T.S. Eliot is quoted as saying, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work tasks, but also as a whole person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent, and other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for

maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People." Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life.

***Ignite Your Effectiveness by Improving Your Sales Skills***

Course Dates: May 1 – June 30, 2017

Every day in every situation, we must sell. We sell ourselves, we sell our company, we sell a service that our company offers, and we sell employees on how to be more motivated and effective. This course takes you from the "pre-sell" perspective through to "closing a deal." Learn effective sales competencies; learn what differentiates an individual who has not yet succeeded in selling well from a sales superstar. Gain an in-depth look at the dynamics and key components of a successful sales presentation - from the words you choose, to the medium your message is delivered, to your personal aura and actual physical presentation. In addition, this course will help you gain insight into critical measurements of sales success - from lead generation to qualifying potential audiences to writing RFPs.

***Customer Service - Required option***

Course Dates: July 1 - August 31, 2017

Learn to identify and profile your customer base; analyze their environment, develop tools to access that base and learn techniques that can enhance your company's image to your customers. Five operating principles will be reviewed. Through exercises, you'll have an opportunity to take a look at your organization's strengths and weaknesses as well as your own.

***Promoting Your Business - Required option***

Course Dates: September 1 – October 15, 2017

Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed along with exploration of successful advertising and promotions programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars.

***Business Grammar and Writing - Required option***

Course Dates: November 1 – December 15, 2017

Learn practical tips and techniques for successful business writing. This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a portfolio of assignments for reference to gain greater confidence and proficiency in both your business and personal correspondence.

**Requirements to CSTP Maintain Designation (Recertification)**

Recertification required every 3 years. Must complete 2 SYTA Educational webinars (SYTA University) and one face-to-face educational session.

For more information, please contact Lisa Berretta at [lberretta@syta.org](mailto:lberretta@syta.org) or 703-610-9034.