

Preview: Certified Student Tour Organization (CSTO)

Presented by:

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Center for Student Travel Safety (CSTS)
Saturday August 25, 2018

Agenda

- 1. Why is CSTS giving this presentation?**
- 2. What Services does CSTS Provide?**
- 3. Who owns the material developed by CSTS?**
- 4. Why Develop a Certification Program**
- 5. Government Intervention-Case-in-point**
- 6. Controlling our Destiny – Key Dates**

Why is CSTS giving this presentation?

1. CSTS is a student travel safety consulting company and has several SYTA members as clients.
2. CSTS has provided previous consulting services to SYTA from 2015 to 2017.
3. October 2017, SYTA contacted CSTS to consider work on a few projects
4. December 2018- CSTS was asked to enter into 6 month agreement to provide multiple services
5. May 2015, contract extended to September 2018

What Services does CSTS Provide?

1. Develop Student Travel Industry Standards
2. Remain accessible to SYTA and its member for consultation
3. Deliver two presentations at Summit 2018
4. Attend on behalf of SYTA conferences, board meetings and other industry gathering.
5. Produce one safety blog post related to safety practices in the industry each month
6. Facilitate the Safety Committee and develop direction.
7. Develop tutorial guides related to standards as time allows.
8. Additional projects as assigned

Who owns the material developed by CSTS?

While under contract, material specifically developed for SYTA, SYTA owns all rights.

With respect to any reports, data, or information produced by the Consultant in the course of performing this Agreement, SYTA will have unlimited rights to use, disclose, reproduce, prepare derivative works, distribute copies to the public, and perform publicly and display publicly, in any manner and for any purpose, and to have or permit others to do so. Therefore, ***Consultant hereby transfers and assigns to SYTA all right, title, and interest in and to all such reports, data, or information and any other materials prepared or developed by SYTA with respect to this Agreement***, including but not limited to copyrights and all rights subsumed thereunder.

Why Develop a Certification Program

1. Increasingly, administrators, educators, procurement officers and parents are seeking ways to evaluate and select student travel companies that meet industry standards.
2. As the Voice of Student Travel, it is imperative that SYTA take the lead in developing risk management and safety standards.
3. We may be one major accident away from government imposed standards on the industry

Government Intervention-Case-in-point

1. 1995, poorly handled airlines accidents. 1996 Congress imposed the Passenger Bill of Rights.
2. May 17 2018, fatal Paramus school bus crash. May 29th, Representative introduces bill to make lap belts mandatory. 42 states don't require them. June 27th, New Jersey Senate send bill to Governor
3. July 19, Ride the Ducks Branson, boat sinking. July 31st, Sen. McCaskill introduces bill S.3301 to implement NTSB recommendations from 2002.

Controlling our Destiny – Key Dates

Key Dates

April 23, 2018 — Sample of standards shared with the SYTA Board

June 20, 2018 — Present the final list of standards during Board call and seek approval

August 23, 2018 — Board approves standards

October 2018 — Board approves standards

August 25 & 26 — Standards presented to membership along with program outline

Sept to December — Continued training material development on guides

Sept to December — CSTP Program updated to reflect approved standards

Spring 2019 — Target date for first applicants for certification

July 2020 — Seek accreditation if desired and if sample size is sufficient and records in order

How CTOC Works!

1. Member applies for Certification
2. Independent audit conducted to ensure evidence of compliance
3. Decision made on Audit result pass/open items/fail
4. Pass, 3-Year Student Travel Organization Certification issued
5. 1 year and 2 year from certification date, self audit required. End of 3rd year, reapply for Certification.

How will it be promoted!

1. SYTA will promote the standards and practices to customers and stakeholders as industry standards
2. SYTA Certified Members will receive recognition as a Certified Student Travel Organization (CSTO) with a special logo
3. SYTA will produce a press release.
4. SYTA will produce a CSTO brochure that can be shared with your customers

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ANSI Competitive Advantage

- ✓ ANSI accreditation assures that, participants-learners have achieved measurable learning outcomes at the end of a course or program
- ✓ ANSI accreditation provides educational defensibility to your program, conforming content validity and assessment validity and reliability.
- ✓ ANSI accreditation mark increases prestige and improves the market value of your certificate program for your stakeholders.
- ✓ The U.S. Department of Education (DoE) has selected ANSI-CAP as a quality assurance

Questions

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