



# Justin Shuler

SYTA President

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# Update: Certified Student Travel Organization (CSTO)

Presented by:

Michael Bowers

Center for Student Travel Safety (CSTS)

Friday February 8, 2019

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# Agenda

- 1. Who is CSTS?**
- 2. Why Develop a Certification Program**
- 3. Government Intervention-Case-in-point**
- 4. 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 2019.
3. In the fall of 2017, SYTA contacted CSTS to work on a few projects
4. December 2018- CSTS was asked to enter into an agreement to provide multiple services

# 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 & Annual conference
4. Attend conferences, board meetings and other industry gathering on behalf of SYTA .
5. Produce a 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

# 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

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# Project– Key Dates

## Key Dates

Feb 8, 2019

Standards presented to membership for feedback

Feb 1 to April 28

Continued training material development, CSTP program updating & guides specific to standard topics

April 29

Board consider approval of standards

May 1

Program marketing launch

May 1 to Aug 7

Multiple learning webinars on standards

August 9

First Training classes related to standards

Fall 19 to spring 20

Target date for first applicants for certification

2021-2022

Seek accreditation if approved for CSTP Program followed by Standards accreditation.

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# How the CSTO Works!

1. Member applies for Certification when policies in place with history.
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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# How much would an audit cost?

1. Most likely 1-2 day in person audit. \$1,000 to \$2,000.
2. Transportation, lodging and meals- \$550 to \$1,100
3. Application fee \$250.
4. **Best current estimate, \$1,800 to \$3,350 once every tree years.**

# Are the standards Mandatory

9 Standards are mandatory:

ADM – Minimum Students & Revenue

ADM – Background Check for Organization's Principals

ADM – Consumer Protection Plan

ADM – Business License & Mailing Address

ADM – Laws, Regulations & Licensing

ADM – Organization Insurance

ADM – SYTA Code of Ethics

EMR – Emergency/Crisis Plan and Training

EMR – Emergency Simulation Training

# Optional Standards 75%

ADM – Sexual Harassment Prevention

BUS – Seatbelt Usage

BUS – Safety Briefing

BUS – Facility & Equipment Inspection

CUS – Tour Satisfaction Survey

CUS – Family Assistance and Support

HTL – Emergency Evacuation Briefing

HTL – Accommodation Property Inspection

MED – Medical Information Management

MED – ADA Specialist

MED – Medical HIPAA Specialist

RST – Dining Facility Property Inspection

SAF – Staff Background Checks

SAF – Swimming Safety

SAF – 1<sup>st</sup> Aid and CPR Training

SAF – Incident Reporting and Response Procedure

SAF – Annual Incident Analysis

SAF – Lost Student Protocol

SAF – None Guided Tour Best Practices

SEC – Security Organization Audit

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# Standard format



## Hotels (HTL) #1 – Emergency Evacuation Briefing

*Each organization will ensure an emergency evacuation and gathering point briefing takes place on arrival at all hotel properties.*

**Requirement: Optional  
Included in self-assessment**

**Applies to:**

- Tour Operators
- Receptive Tour Operators
- Travel Agencies

**Application:**

- Any trip or program where tour guide and /or chaperones are selected by tour organization.

## On-site Visit and Self Audit Requirements

**Written Documentation:**

- ✓ Training document outlining policy and timing of briefing.
- ✓ Annual training of employees and contracted service providers

**On-site inspection:**

- ✓ Site inspector to review training material.
- ✓ Site inspector to audit training records including matching training rosters to tour name lists

**RESOURCE:** SYTA Tour Operator Safety Guide: <https://www.syta.org>

# American National Standards Institute-ANSI

## When accreditation makes sense:

- ✓ 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

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# How much would an audit cost?

1. \$3,000 Application fee
2. \$1,250 per day each for two auditors for 10-12 day for \$25,000 to \$31,000.
3. Two audit days on-site, hotel, meals, transportation \$1,800
4. **Best current estimate, \$29,800 to \$35,800 every 5 years paid for by SYTA, not the members!**

# Questions

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# Recording

[Click here for the audio recording.](#)