

# Certificate of Enhanced Qualifications PROGRAM GUIDE



*Offered through a partnership between  
the Pennsylvania Association of School  
Business Officials and Wilkes University*



Wilkes University

# Certificate of Enhanced Qualifications (CEQ)

## WHAT IS A CEQ?

For years, school districts have sought standards and criteria to help them distinguish practitioners who have proven they can produce results through a systematic process.

At the same time, school business professionals have been asking for a credential that would help them build upon their knowledge, strengthen their ability, better focus their professional development efforts and recognize their capability.

In response to this need, PASBO offers a program through which individuals can receive a “Certificate of Enhanced Qualifications” in one (or more) of ten key school business areas. Requirements for each certificate area include completion of three PASBO elements or advanced study courses combined with a graduate level college course built on best practices and competencies identified by successful management practitioners—not untested academic theories.

The graduate level courses are offered through a partnership with Wilkes University. These courses address specific topics crucial for succeeding in today’s school business environment and are available for graduate as well as continuing education credit.

## REASONS TO EARN A CEQ?

- Career Resilience: Develop marketable skills that allow you to move beyond training and establish your place in school business management.
- Cutting Edge Tools: Learn about tools and techniques you can apply immediately to improve your job performance.
- Recognition: Enhance your reputation and advance your career by adding a credential to your resume.
- PASBO CEU Credits: All CEQ coursework counts toward PASBO CEU credits. Earn three CEUs for each full day course equivalent.
- PASBO Professional Registration Advancement: Each CEQ earned will count as one area of specialization in the Professional Registration program.
- Graduate Level Credit: Through a partnership with Wilkes University, each advanced level course will count toward graduate level credit, or can be taken for college level CEU at a lower cost.
- Earn a Master’s Degree in School Business Leadership: Complete all ten advanced CEQ courses and in addition to completing a large part of the CEQ requirements, you can earn a Wilkes University Master’s Degree in School Business Leadership.

## WHAT ARE THE TEN AREAS OF CEQS?

- Budgeting & Management
- Facility Management
- Financial Operations
- Food Service
- Human Resources
- Information Technology
- Leadership
- Materials Management
- School & Community Relations
- Transportation



# REQUIREMENTS TO EARN A CEQ

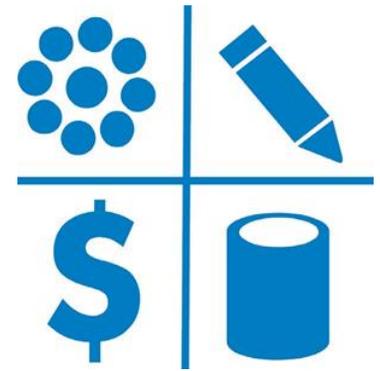
Each CEQ area combines core workshops that span the breadth of contemporary knowledge with in-depth, advanced instruction in a specialized area. To earn a CEQ, a candidate must attend three Elements or advanced study workshops and one Wilkes course specified below. All workshops associated with a CEQ must be taken within a **five-year period**.

Budgeting & Management	<p>Elements of School Law &amp; Organization            Elements of Budgeting &amp; Planning            Elements of Finance            WILKES: SBL 504 Financial Planning &amp; Management for School Business</p>
Facility Management	<p>Elements of School Law &amp; Organization            Elements of Facility Management            Choose one: Elements of Human Resources, Elements of Managing Technology in Schools or            Elements of Communications            WILKES: SBL 502 School Facility Management</p>
Financial Operations	<p>Elements of School Law &amp; Organization            Elements of Governmental Fund Accounting            Choose one: Elements of Finance or The Pennsylvania School Funding Model: Local and State            Revenue            WILKES: SBL 503 Financial Operations of School Districts</p>
Food Service	<p>Elements of School Law &amp; Organization            Elements of Food Service Administration            Choose one: Elements of Human Resources, Elements of Managing Technology in Schools or            Elements of Communications            WILKES: SBL 509 Food Service in Education</p>
Human Resources	<p>Elements of School Law &amp; Organization            Elements of Human Resources            Choose One: Elements of Communications or Elements of Payroll Administration            WILKES: SBL 505 Human Resources in Education</p>
Information Technology	<p>Elements of School Law &amp; Organization            Elements of Managing Technology in Schools            Elements of Human Resources            WILKES: SBL 507 Information Technology in Education</p>
Leadership	<p>Elements of School Law &amp; Organization            Elements of Leadership, Management &amp; Supervision            Elements of Communications            WILKES: SBL 510 Leadership for School Business</p>
Materials Management	<p>Elements of School Law &amp; Organization            Elements of Purchasing            Choose one: Elements of Human Resources, Elements of Managing Technology in Schools or            Elements of Communications            WILKES: SBL 506 Materials Management in Schools</p>
School & Community Relations	<p>Elements of School Law &amp; Organization            Elements of School Communications            Choose one: Elements of Human Resources or Elements of Managing Technology in Schools            WILKES: SBL 501 Public Relations and School Communications</p>
Transportation	<p>Elements of School Law &amp; Organization            Elements of Transportation            Choose one: Elements of Human Resources, Elements of Managing Technology in Schools or            Elements of Communications            WILKES: SBL 508 Student Transportation</p>

# ELEMENTS

## of school business management series

The Elements of School Business Management Series is a core curriculum of instruction that provides a solid foundation of basic knowledge critical for individuals beginning a career in school business management. The series includes courses that respond to general job functions or provide basic information of value to all job functions. The course content is based on the standards of proficiency adopted by the Association of School Business Officials International (ASBO) that have been adapted for application to Pennsylvania by PASBO's Education Committee. Courses are offered online at least once a year.



## WHO SHOULD ATTEND

The Elements of School Business Management is intended for the newer business officials. However, the courses have value for a much broader audience including:

- Business officials with two years of experience or less
- Business officials who have not completed a course of basic instruction
- Support personnel in school business offices
- Individuals desiring to broaden their scope to advance in their careers in school business
- Experienced business officials looking for a “refresher”

### Elements of Budgeting & Planning

While budgeting and planning specifics are unique to the personality of each LEA, this course explores commonalities, underlying principles, and effective development and presentation techniques.

### Elements of Communications

This course rejects the notion that effective community and public relations are the sole responsibility of a communications or public relations director. It is a team effort, and business officials are key team members. This course has applicability to all business office leaders and managers.

### Elements of Facility Management

The days of the “tool belt” facility manager are long gone. Today’s leaders protect major capital investment, are responsible for employee and student health and safety, ensure environmental compliance, and manage large budgets and staffs. They are key members of the administrative team.

### Elements of Finance

High-quality decision-making about public school investment and debt requires knowledge and creativity because of a limiting regulatory environment. This course focuses on effective and legally compliant short and long-term debt, and investment strategies that result in maximum earnings and savings. This workshop is a “must” for business managers or for those aspiring to assume that role.

### Elements of Food Service Administration

School food service directors face the constant challenge of operating a financially solvent program in a highly regulated environment. This course explores the range of knowledge, skills, and strategies required for success.

### Elements of Governmental Fund Accounting

All school staff engaged in reading and interpreting financial data or in data-generating activities must have a working knowledge of the underlying principles that drive the governmental accounting model. This course explains those principles with no assumed prior knowledge. It is for accountants and non-accountants.

# ELEMENTS Continued...

## **Elements of Human Resources**

Whether HR is handled by a stand-alone department or integrated throughout the organization, every supervisor must have a working knowledge of its basics. This course addresses a range of topics specific to HR and general payroll administration, and it is valuable to anyone with a reporting staff.

## **Elements of Leadership, Management & Supervision**

There has never been a time when public schools need high quality and effective business office leadership – at all levels – more than now. This course approaches the topic with the assumption that all PASBO members can and should develop management skills and understand the nature of leadership. This course is both specific and inspirational.

## **Elements of Payroll Administration**

If there is one area of school business operation where we must be both correct and on time, that area is payroll. It is the most pervasive and unforgiving of all business office activities. This course is a comprehensive and detailed exploration of the law and procedure that directly touches the payroll department and indirectly touches all employees.

## **Elements of Purchasing**

Effective purchasing – in its totality – is an art. Mastering that art requires command of three concepts: legality, procedure, and making the best deal. This course offers a foundation in each and is a “must” for anyone involved in school procurement activities.

## **Elements of School Law and Organization**

Much of a business official’s daily activity is rooted in legal compliance. This course will survey the body of law that directs school business operation. It is a “first stop” on every business office employee’s professional development journey.

## **Elements of Managing Technology in Schools**

Information technology cuts across every facet of school business and instruction, and every school business official has some level of involvement. This course addresses the basics of technology department operation and the ways it integrates with school business functions.

## **Elements of Transportation**

The over-arching goal of a transportation department is to provide safe, efficient, and cost-effective service. Attaining that goal begins with a thorough understanding of relevant law and the principles of effective departmental management. This course provides a framework for both district-operated and outsourced operations.

## **The Pennsylvania School Funding Model: Local and State Revenue\* (Advanced Study Workshop)**

This specialty and advanced study workshop is a deep-dive into one of a business office’s most important assignments: managing the revenue stream. The curriculum is a mix of theory, law, and practice designed for understanding that leads to maximizing school district financial resources. The target audience includes business office leaders, assistants, and tax office personnel.

*\* Advanced study workshops delve deeper into an area of critical importance for the school business official. Course content is more focused and detailed than Elements workshops, providing an opportunity to develop acuity in a specific aspect of job performance. These workshops are ideal for those who are looking to take their elements knowledge one step deeper and those with a focused job function. Attendees may include: business officials of all experience levels seeking to build on the foundation skills presented in the elements series, experienced business officials seeking greater depth in a specific application area, support personnel charged with a very specific job function, and individuals seeking to sharpen a specific area to advance in their careers as school business officials.*

# WILKES UNIVERSITY

## MASTER'S DEGREE IN SCHOOL BUSINESS LEADERSHIP

PASBO has partnered with Wilkes University to develop a series of advanced courses for school business officials as part of the CEQ program offered through PASBO. These courses address specific topics crucial for succeeding in today's school business environment and will be available for graduate as well as continuing education credit.

### Courses can serve two purposes

Individuals taking graduate courses in School Business Leadership (SBL) can apply them toward specific areas of "enhanced qualifications" and earn CEQs through PASBO. If an individual successfully completes all of the courses for graduate credit, they will be awarded a Master's Degree from Wilkes University in SBL.

Courses are designed to provide advanced training for practicing school business personnel. The courses also serve to provide a preparation track for qualified individuals who are seeking positions in the area of school business. As such, it is recommended that individuals either have background experience or participate in the PASBO Elements program in the specific areas prior to enrolling in a Wilkes course.

### Delivery Method

Recognizing that school business personnel lead a hectic and sometimes unpredictable schedule; Wilkes University has designed the courses in an online format. The online format allows individuals to access course materials at a time that is convenient. Wilkes University's course delivery system allows for a high level of interactivity with instructors and classmates.

### M.S. School Business Leadership

The Master of Science degree with a concentration in SBL consists of ten courses (30 credits). Only graduate credit, not continuing education hours, can be counted toward the degree. Individuals should follow the course of study outlined below to insure they meet all necessary program requirements.

- SBL 501 Public Relations and School Communications
- SBL 502 School Facility Management
- SBL 503 Financial Operations of School Districts
- SBL 504 Financial Planning & Management for School Business
- SBL 505 Human Resources in Education
- SBL 506 Materials Management in Schools
- SBL 507 Information Technology in Education
- SBL 508 Student Transportation
- SBL 509 Food Service in Education
- SBL 510 Leadership for School Business

### Graduate Admission

For admission to this graduate program, the applicant must have a baccalaureate degree from an accredited institution with an appropriate major. Prospective candidates follow application guidelines as outlined in the most current Wilkes University Graduate Bulletin.

### Continuing Education Students

Students interested in taking courses for continuing education credits need only submit an initial processing fee with their first course registration. People who do not possess a bachelor's degree are only eligible for continuing education credits. Courses that are taken for CPE credit cannot be converted to graduate credit at a later time.

### For more information or application materials, contact:

The Graduate Admissions Office (<http://www.wilkes.edu/sbl>)  
Toll free: (800) WILKES-U, Ext. 4235  
[graduatestudies@wilkes.edu](mailto:graduatestudies@wilkes.edu)



Wilkes University

# FREQUENTLY ASKED QUESTIONS

## How long does it take to complete a CEQ?

The maximum time permitted for an individual to complete all CEQ requirements is five years. All Elements and Applications courses will be offered at least once a year on a rotating basis across the state. At minimum, Wilkes University courses will be offered at least once every year.

## How much does it cost?

The cost of each CEQ includes the normal tuition required to participate in each course. For PASBO workshop fees and schedule, visit <http://www.pasbo.org/workshops>. Wilkes tuition is very competitive and is based on that of the state system of higher education. For information, visit <http://www.pasbo.org/wilkes>. In addition to course fees, a CEQ member application fee of \$50 for the first CEQ and \$20 for additional CEQs is required once you have completed all courses and submitted your CEQ transmittal application. Higher fees apply for non-members.

## What do I get once I complete a CEQ?

Initial CEQ recipients receive a plaque with their name. All CEQ recipients receive an individual plate for each CEQ area they are approved. Recipients are also recognized in a future monthly issue of *PASBO Report*.

## Is PASBO membership required?

Membership in PASBO is not required to earn a CEQ. However, if you are a PASBO member when you submit your application, you may apply at the member rate.

## I don't have a college degree. Do I have the skills necessary to handle the course work?

Yes! Courses are designed to build on one another. The three required Elements or Applications courses provide the foundation for the advanced course and are taught by school business officials who compliment the course content with real-life experience. The graduate level courses through Wilkes University can be taken for Continuing Education by individuals who do not hold a bachelor's degree and are taught by practitioners. The small classes and hands-on training are designed for practical, not theoretical, knowledge that is attuned to your specific needs.

## I have a college degree. Why should I consider the CEQ Program?

A Certificate of Enhanced Qualifications can help you advance your career by adding skills and knowledge to your present experience. Specialized training can help you adapt to changing environments, give you an additional credential and contribute to your continued success. It can also help you advance in the PASBO Professional Registration program. You also have the option to apply advanced courses toward a Wilkes University Master's Degree.

## How is my performance proficiency assessed?

Performance assessment will be completed as part of the Wilkes University advanced courses. All students, whether taking the course for graduate or college CEU credit, will be required to complete projects or assessment tools demonstrating their ability to apply course knowledge in a real-life setting.

## Why is PASBO working with Wilkes University?

The Wilkes University partnership enables PASBO to complement the existing professional development program with the addition of graduate level credit and elevates the status of the school business official with a Master's Degree in School Business Leadership. Wilkes University was chosen for the partnership following an extensive RFP process. Wilkes courses are offered online and provide for flexible scheduling.