



Major Program Accomplishments 2010

Safe Kids Worldwide would like to thank the Certification Program Sponsor State Farm, the State CPS Training Contacts, and dedicated certified instructors who offer the courses at the local level. Through these partnerships, child occupant protection issues remain at the forefront in the minds of American families.

Program Milestone

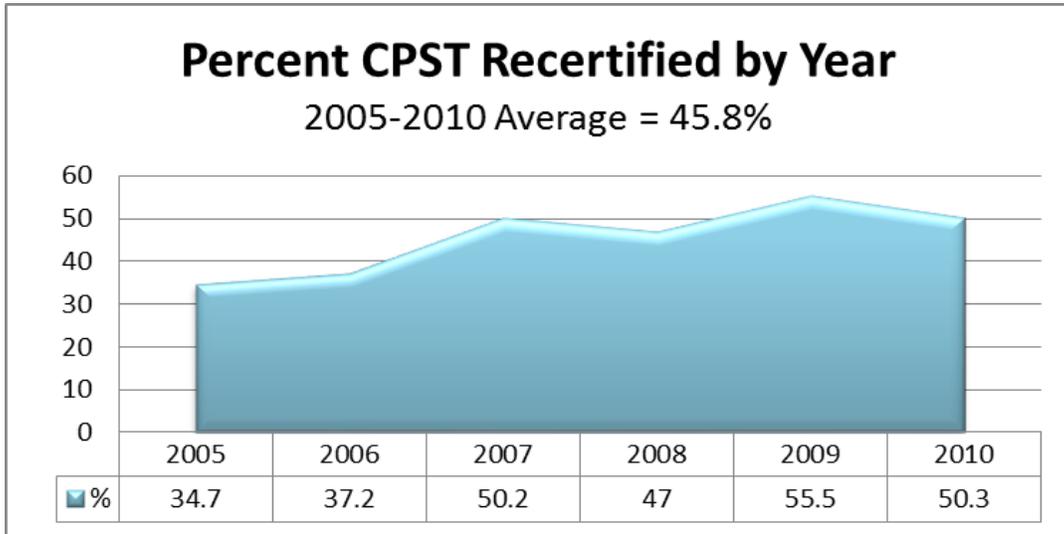
Recertification Rates

When Safe Kids Worldwide took over responsibilities as the Certifying Body of the national CPS Certification program, recertification was at 35%. Safe Kids, the State and Regional CPS Training Contacts, and certified instructors worked hard to improve the numbers. 2010 ended with a phenomenal recertification rate of 50.3%. Although a slight decrease from 2009, **more than one out of every 2 technicians chose to recertify.**

This success is likely due to improved communication, reminders and extra attention by the State and Regional CPS Training Contacts. Anecdotally, it appears the selection of those who become certified in the first place has also played an important role in the higher recertification numbers. More and more, those attending certification courses are there because they want to be there.

Samples of reasons posted on www.facebook.com/CPScert:

- *SD CPSTI: I think more people are taking the classes who actually WANT to be techs, so there are fewer people being forced by their employers to take them. The ones who are actually passionate about it are more likely to recertify. Also, I think more and more agencies are becoming aware of the importance of what we do and are finding people who want to take the training and stay certified.*
- *NE CPST: I think more people are coming into this on their own...and I think it's b/c most people are forced in to this for work and aren't in love w/ what they do.*
- *AR CPST: It's very important, and more and more parents are becoming safety conscious.*
- *MD CPSTI: If you're comparing to 2005, I'd say it has to do with the new curriculum/process vs the old*
- *SC CPSTI: I think a lot has to do with the recertification process. No more changes to the process means techs better know what they have to get done over the two-year period. Also, more online CEUs have been a big help.*



Real-time Access to Regional and State Data

In response to requests and to improve communication, Safe Kids continued to promote real-time, 24/7 access to the live data for all NHTSA regional and state CPS coordinators. This feature allows them to search and edit contact information for their constituents and view information on courses, including the roster.

Monthly updates on each state's re-certification numbers are now provided to each State and Regional CPS Training contact. Specific information for a particular time period also is provided by request.

State Contacts Main Menu

To show all records, leave the criteria blank and click on the search button.

Lookup Individual

SK ID

Lookup Course

Course Number

Search Individuals

*Only one language search is allowed at a time. Please run separate reports for multiple languages.

Export Data to Excel

Search Courses

Search All Courses

Re-certification

There are three basic requirements for technician re-certification, with several improvements in 2010.

- Auto-approval of seat checks after two weeks is removed. If a seat check is neither approved nor denied by the instructor, it stays pending. (April)
 - Technicians can now enter all their required seat checks on one screen instead of individually. (May)
 - Discover was added as an available online payment option. (August)
 - The recertification fee for instructors with 70 or more teaching hours is underwritten by Safe Kids and discounted from \$60 to \$40. (April)
1. **Five seat checks** approved by a certified instructor (you may use the technician proxy option). You can do the checks at any time during your certification cycle as long as they are entered online and a certified instructor approves them before your re-certification date.
 2. **Community education** (choose one):
 - Participation in at least one two-hour checkup event with at least one other CPS technician using any standardized checklist to provide documentation, if needed.
 - Provide at least four hours of community education. Examples include making presentations to parents, educators, kids, organizations (such as PTAs or law enforcement), or other stakeholders who are not technicians.
 3. A minimum of six hours of CPS technical **continuing education units** earned and reported during a current two-year certification cycle.
 - You cannot carry over CEUs from one period to the next, even if you have accumulated more CEUs than are required.
 - You can record CEUs at any time during your certification cycle, but they must fit into one of the five approved categories and meet content requirements.
 4. **Register and pay** the re-certification fee before your certification expiration date.

Fees:

- Instructor Candidate and Technician re-certification: \$50
- Instructor re-certification: \$60
- Instructors with 70 or more teaching hours: \$40

Online Training

In July of 2008, Safe Kids partnered with NHTSA and launched www.SafeKidsWebinars.org, an online training site where technicians may obtain CEUs for re-certification. Three training modules, *School Buses and CPS*, *A Technicians' Guide to Recalls* and *Transportation of Children in Vehicles Other Than Cars* with two additional modules added during the year: *Vehicle Safety Part 1 - Federal Testing* was added in March and *Vehicle Safety Part 2 - Consumer Testing* was added in June. Safe Kids hopes to offer one additional module in 2011.

Work on the modules is supported by many technician volunteers. We appreciate their ongoing dedication and donation of time, energy and ideas for CPS Certification.



Dedicated Program Sponsor



Since 2005, State Farm's sponsorship has helped make possible the program enhancements that CPS technicians and instructors across the United States enjoy through the certification Web site.

State Farm also supports CPS certification courses in at-risk communities and promotes re-certification of current technicians.

Major State Farm Activities per fiscal year (July 1 - June 30)

Through classroom support, State Farm zone reunions and certification scholarships, State Farm and Safe Kids provide opportunities to increase the number of nationally certified CPS technicians and instructors.

CLASSROOM SUPPORT: State Farm's classroom support provides students with State Farm branded materials in conjunction with their classroom instruction and hands-on skill training. Each course is provided with branded signage which includes a tablecloth and two mini-posters. Each student receives a course completion letter which includes recognition of State Farm as the program sponsor.

REUNION/TECHNICAL UPDATES: For each fiscal year, CPS reunions were held in each of State Farm's 12 zones. These reunions celebrated the work in the field by trained CPS technicians and provided networking opportunities for best practice discussions. Grants were provided to ensure a certified instructor was present to provide a technical update and answer technical questions. A Safe Kids CPS staff member provided information on re-certification, certification, instructor candidacy and other policy and procedure questions.

CERTIFICATION COURSE GRANTS: Course grants to support 21 national certification courses in communities serving at-risk families were awarded twice a year.

SCHOLARSHIPS: In addition, a scholarship program offered 100 in FY 10 and 42 in FY11 certification course scholarships to support the grant-funded certification courses in at-risk communities. This promotes CPS certification and directs resources to underserved communities.

2010 COURSE GRANTS (part FY10 and part FY11): Twenty grantees were awarded \$3000 to fund technician training to increase the number of certified technicians in underserved area/populations in selected zones. A total of 74 scholarships were made available for these trainings. The total number of technicians trained was 220.

FY10 and first half of FY11 Grant reports (course grants and reunions) available upon request.



Manheim, PA



Harriman, TN

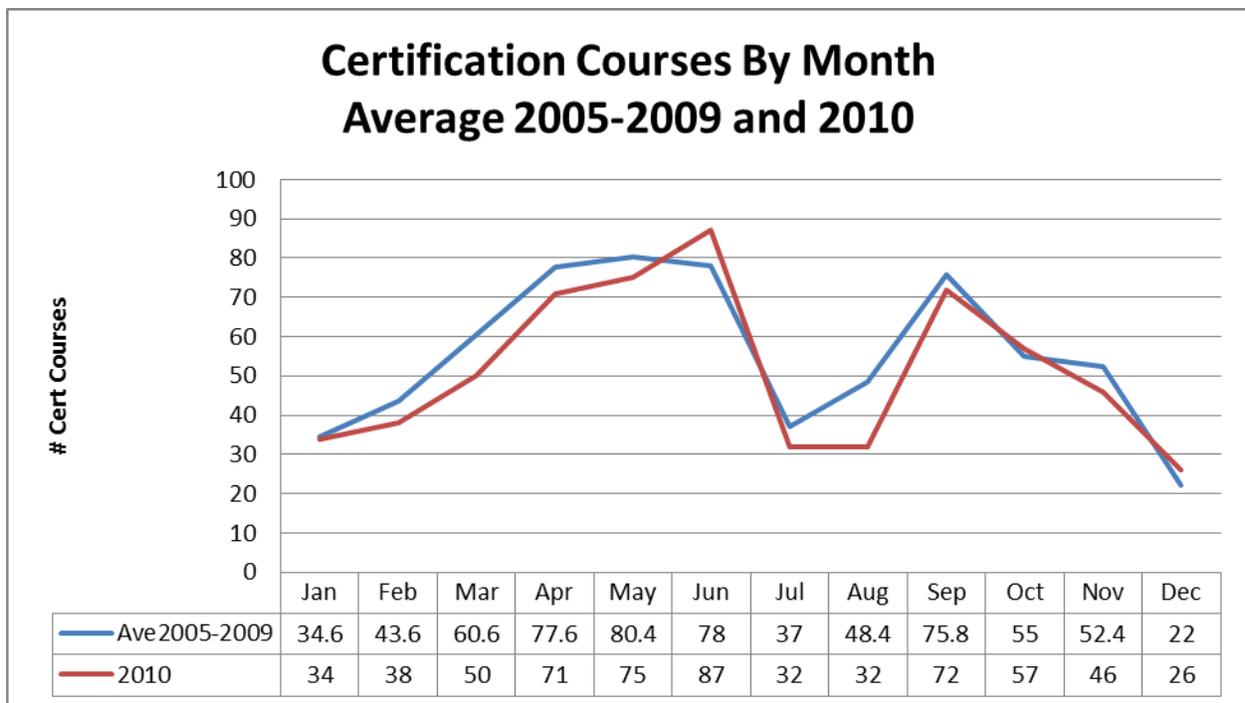
Program Statistics

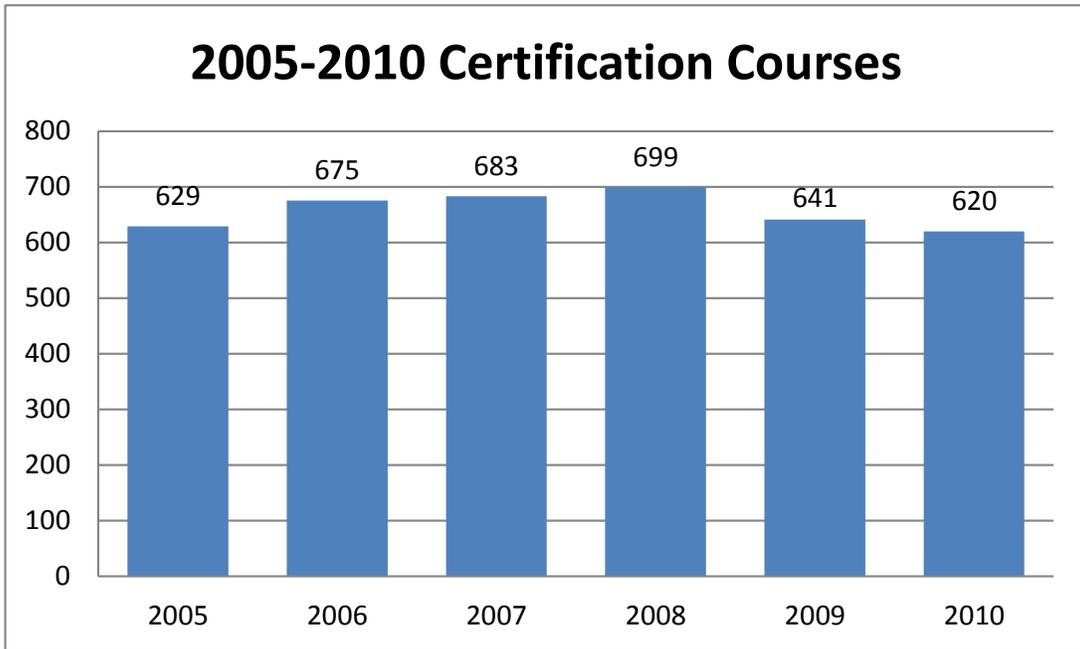
All certification and course data included in this report is accurate as of the first week in January 2011, unless otherwise indicated.

Full Certification Courses

The national standardized child passenger safety technician certification course is usually four days long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event, where students demonstrate proper use and installation of child restraints and safety belts and then teach these skills to parents. Successful completion of this course certifies the individual as a CPS technician for two years.

In 2010, 628 full certification courses were offered. Courses were held in all fifty states, Armed Forces Europe (Germany), the District of Columbia, Guam, Puerto Rico and the US Virgin Islands.

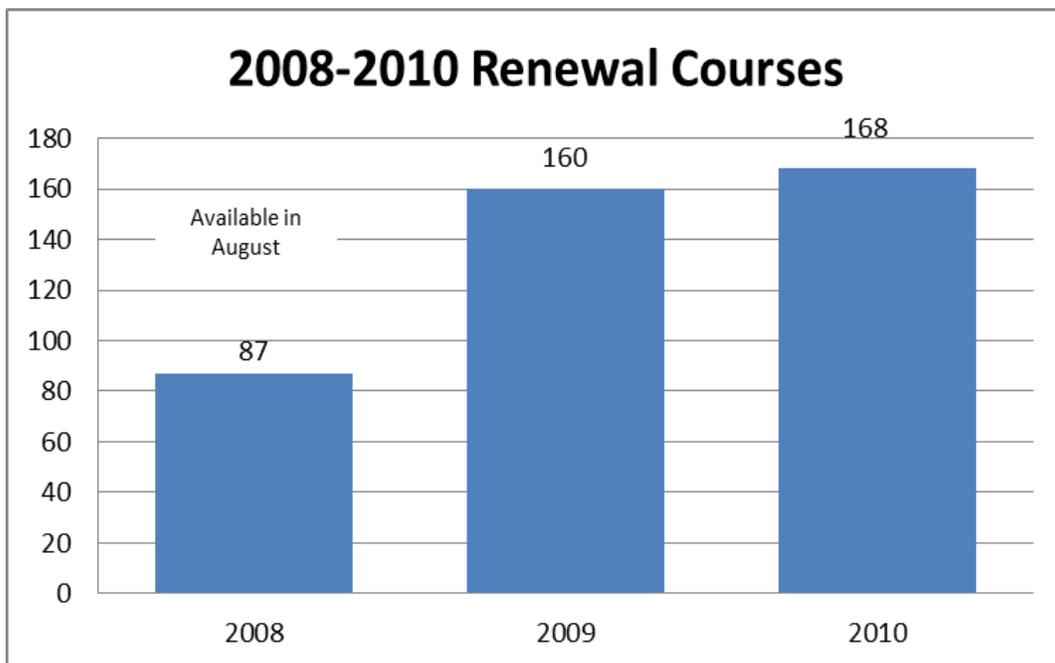




Certification Renewal Courses

Technicians whose certifications have expired are eligible to take the 8-hour Certification Renewal Course. This course is meant for expired CPS Technicians who have maintained their child passenger safety knowledge and their hands-on skills. This is not an update or refresher class. Teaching strategies include lecture, skills testing, and a written test.

In 2010, 168 certification renewal courses were offered. Courses were held in 42 states, the District of Columbia, Guam, and the Northern Mariana Islands.



2010 CPS Courses by State or Territory

N= 796

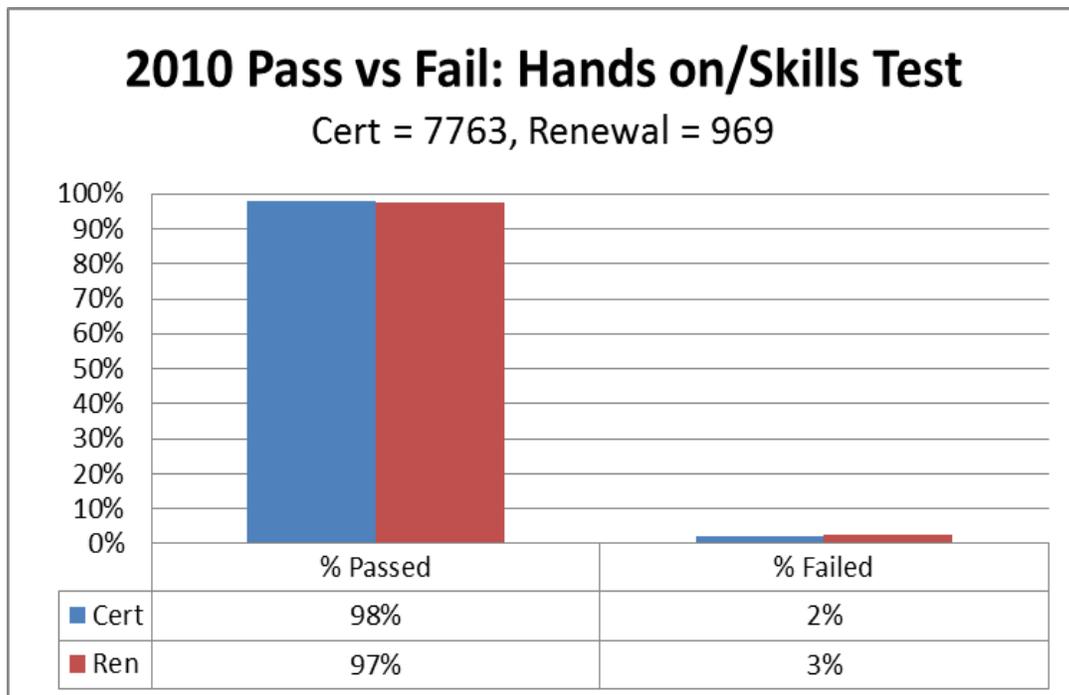
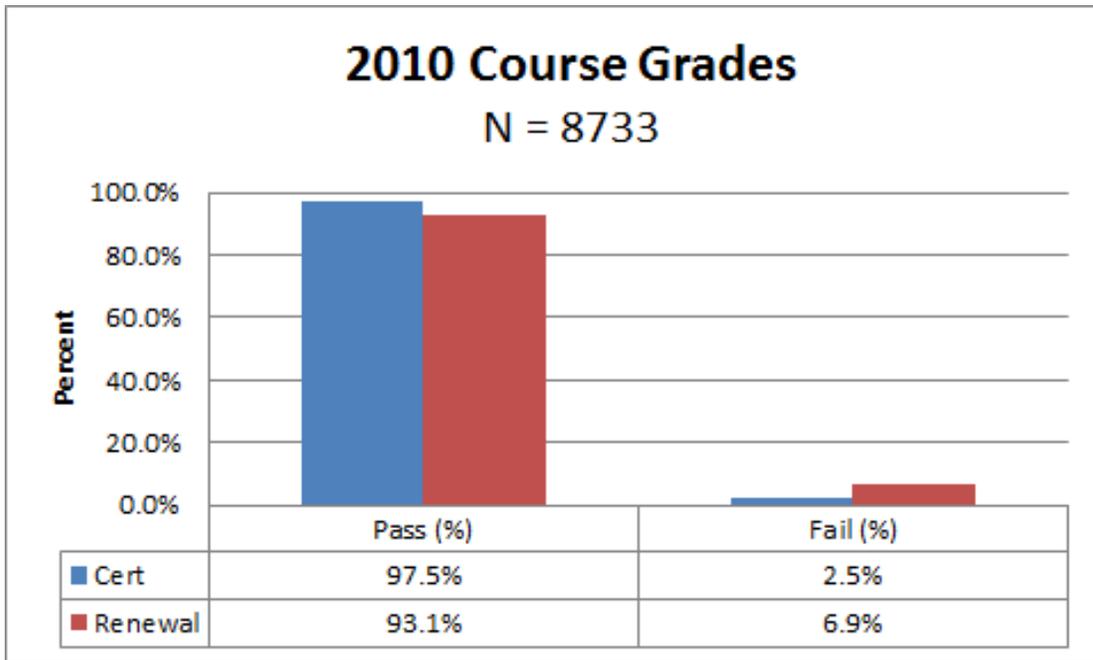
State	Cert Courses	Renewal Courses	State	Cert Courses	Renewal Courses
AF- Europe	2	0	MS	9	4
AK	6	1	MT	6	1
AL	18		NC	22	5
AR	10	2	ND	4	0
AZ	23	7	NE	5	0
CA	41	13	NH	2	1
CO	13	3	NJ	9	3
CT	6	2	NM	6	2
DC	1	1	NV	6	4
DE	2		NY	21	5
FL	34	2	OH	16	5
GA	41	12	OK	18	4
GU	1	1	OR	9	2
HI	4	0	PA	23	14
IA	6	0	PR	1	0
ID	3	1	RI	5	1
IL	29	5	SC	17	6
IN	17	2	SD	5	1
KS	9	4	TN	16	11
KY	11	2	TX	26	3
LA	3	0	UT	4	2
MA	8	2	VA	26	12
MD	11	2	VI	1	0
ME	3	1	VT	1	1
MI	17	3	WA	12	2
MN	5	0	WI	12	2
MO	15	3	WV	4	3
N. Mariana Islands	0	1	WY	3	4

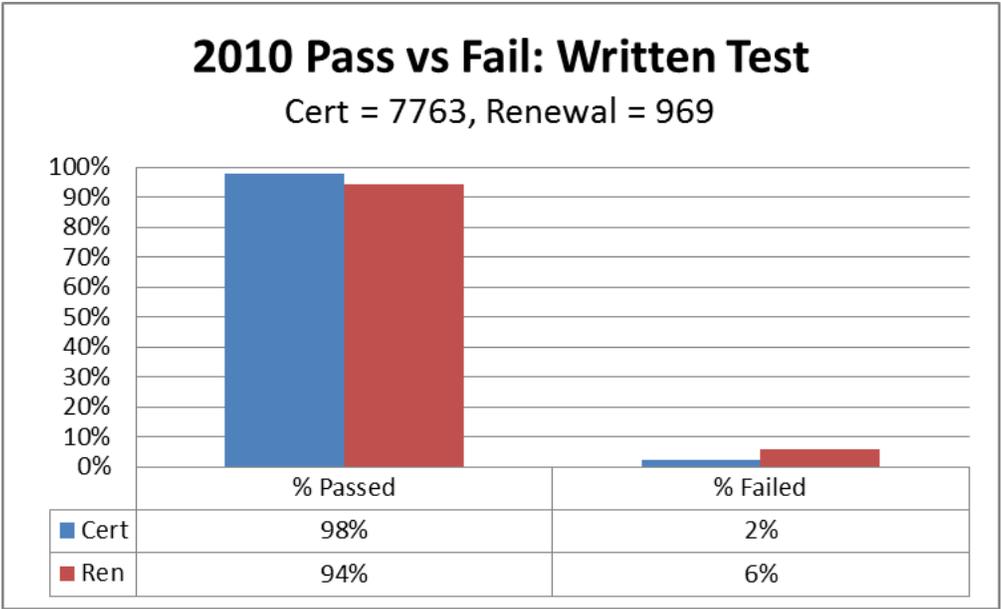
Testing

To successfully complete the Certification course, students must pass three hands-on skills tests, cumulatively pass (84 percent) a series of three open-book quizzes, and actively participate in a checkup event.

To successfully complete the Certification Renewal course, students must pass a hands-on skills test and pass (84 percent) an open-book quiz.

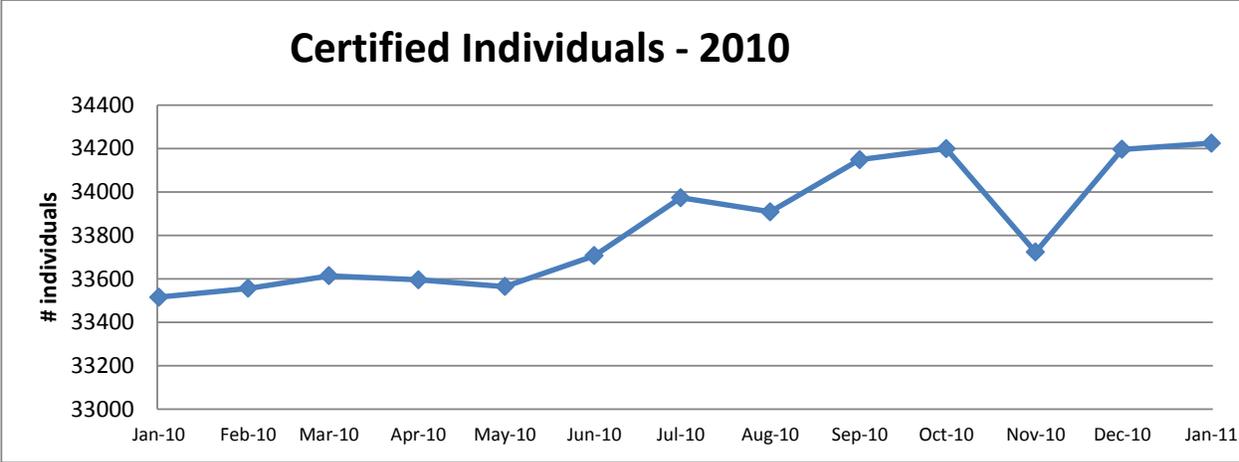
In 2010, 8733 people took the either a Certification or Certification Renewal course.





Total Certifications

The certification program stayed relatively constant in 2010, with a slight increase of 709 techs to 34,224 from this time last year.



Number of Certified Individuals by Type – 2010

Date	Instructors	Instructor Candidates	Technicians	Total
January 2010	1497	33	31985	33,515
February	1499	42	32015	33,556
March	32066	43	1505	33,614
April	1511	44	32040	33,595
May	1516	56	31992	33,564
June	1519	49	32138	33,706
July	1,533	38	32,402	33,973
August	1,537	38	32,333	33,908
September	1,537	46	32,565	34,148
October	1,552	46	32,601	34,199
November	1,549	39	32,135	33,723
December	1,562	35	32,559	34,196
January 2011	1,671	32	32,621	34,224

Monthly numbers were generated during the first week of the month.

Number Certified/Recertified in 2010 by State/Territory

N = 15,991

New Techs: 8,433

Re-certifications: 7,557

State/Territory	New Certs	Recerts	2010 total	State/Territory	New Certs	Recerts	2010 total
Unk/missing	0	3	3	N Mariana Islands	3	5	8
AF-Americas	3	1	4	MS	79	38	117
AF-Europe	17	8	25	MT	46	45	91
AK	43	64	107	NB (Canada)		0	0
AL	111	64	175	NC	526	537	1063
AF-Pacific	0	1	1	ND	54	43	97
AR	153	117	270	NE	84	77	161
AS	0	1	1	NH	52	39	91
AZ	319	174	493	NJ	207	273	480
CA	628	448	1076	NM	95	74	169
CO	210	223	433	NV	62	37	99
CT	62	78	140	NY	297	339	636
DC	11	9	20	OH	187	257	444
DE	29	13	42	OK	207	101	308
FL	295	254	549	ON (Canada)	1	0	1
GA	558	288	846	OR	148	120	268
GU	19	12	31	PA	271	320	591
HI	56	32	88	PR	18		18
IA	83	96	179	QC (Canada)	1	0	1
ID	33	40	73	RI	67	23	90
IL	371	427	798	SC	165	107	272
IN	211	245	456	SD	58	61	119
KS	111	153	264	TN	331	164	495
KY	87	101	188	TX	401	318	719
LA	80	121	201	UT	93	68	161
MA	161	175	336	VA	297	237	535
MD	98	113	211	VI	4	3	7
ME	29	37	66	VT	16	31	47
MI	226	216	442	WA	131	91	222
MN	62	200	262	WI	133	158	291
MO	216	203	419	WV	75	39	114
				WY	42	35	77

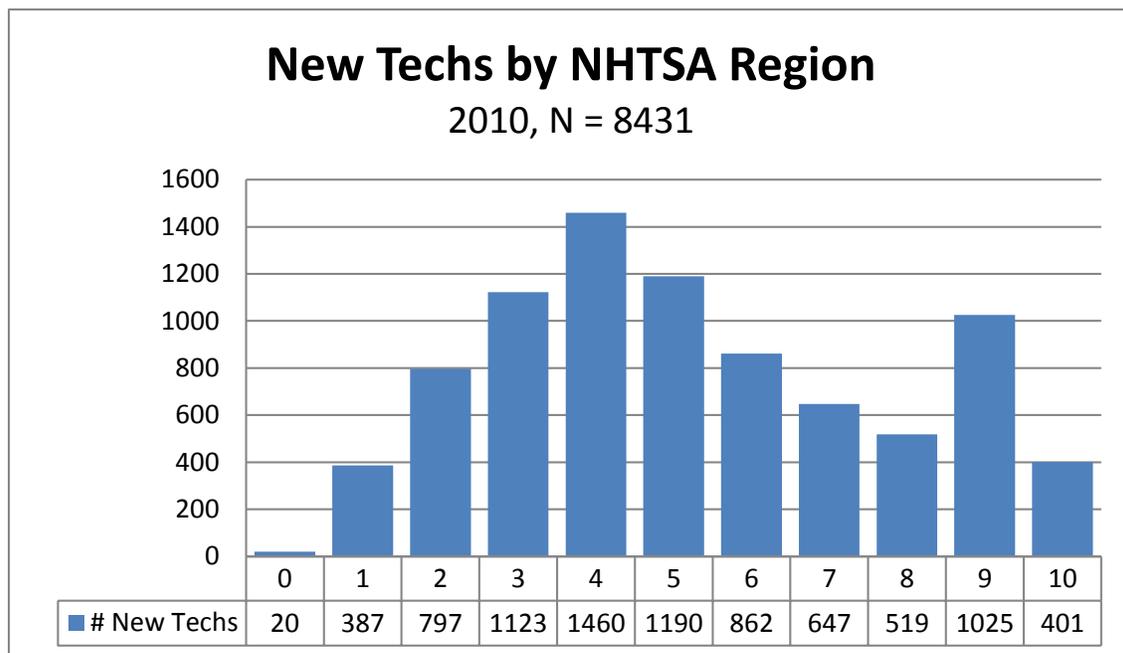
* AF = Armed Forces

New Certifications

In 2010, there were 8,433 new certifications, down from 8,921 in 2009 and 9,534 in 2008. Of these, nine became instructors and one is an instructor candidate.

Status	Number
Certified Instructor	9
Certified Technician	8422
Instructor Candidate	1
Permanently Revoked*	1
Total	8433

* Certification Voided



NOTE: Two technicians are not included in the regional breakdown as they do not reside in the US or a US Territory.

Number of New Techs by Region and State
N = 8431 (2 are non-US/territory)

Region/State	# new techs	Region/State	# new techs	Region/State	# new techs
Region 0	20	Region 4	1460	Region 8	519
AA	3	AL	111	CO	210
AE	17	FL	295	ND	54
UNK	0	GA	558	NV	62
Region 1	387	SC	165	SD	58
CT	62	TN	331	UT	93
MA	161	Region 5	1190	WY	42
ME	29	IL	371	Region 9	1025
NH	52	IN	211	AP	0
RI	67	MI	226	AS	0
VT	16	MN	62	AZ	319
Region 2	797	OH	187	CA	628
NJ	207	WI	133	GU	19
NY	297	Region 6	862	HI	56
PA	271	LA	80	MP	3
PR	18	MS	79	Region 10	401
VI	4	NM	95	AK	43
Region 3	1123	OK	207	ID	33
DC	11	TX	401	MT	46
DE	29	Region 7	647	OR	148
KY	87	AR	153	WA	131
MD	98	IA	83		
NC	526	KS	111		
VA	297	MO	216		
WV	75	NE	84		

Re-certifications

Re-certification: 2010 Calendar Year

Eligible for Recert between 1/2010 - 12/2010

- Eligible for Recertification: 15,009
- Recertified: 7,557
- Percentage Recertified: **50.3%** (up 0.4% from Jan-November)

State	Eligible	Certified	%	State	Eligible	Certified	%
Unk/missing	12	3	25.0%	MO	503	203	40.4%
AF-Americas	4	1	25.0%	N Mariana Island	16	5	31.3%
AF-Europe	39	8	20.5%	MS	99	38	38.4%
AK	114	64	56.1%	MT	89	45	50.6%
AL	169	64	37.9%	NB (Canada)	1	0	0.0%
AF-Pacific	1	1	100.0%	NC	899	537	59.7%
AR	237	117	49.4%	ND	85	43	50.6%
AS	3	1	33.3%	NE	152	77	50.7%
AZ	436	174	39.9%	NH	68	39	57.4%
CA	929	448	48.2%	NJ	529	273	51.6%
CO	383	223	58.2%	NM	172	74	43.0%
CT	157	78	49.7%	NV	103	37	35.9%
DC	27	9	33.3%	NY	578	339	58.7%
DE	25	13	52.0%	OH	435	257	59.1%
FL	619	254	41.0%	OK	257	101	39.3%
GA	603	288	47.8%	OR	209	120	57.4%
GU	19	12	63.2%	PA	532	320	60.2%
HI	88	32	36.4%	QC (Canada)	2	0	0.0%
IA	146	96	65.8%	RI	50	23	46.0%
ID	74	40	54.1%	SC	271	107	39.5%
IL	785	427	54.4%	SD	96	61	63.5%
IN	431	245	56.8%	TN	441	164	37.2%
KS	280	153	54.6%	TX	649	318	49.0%
KY	247	101	40.9%	UT	137	68	49.6%
LA	218	121	55.5%	VA	532	237	44.5%
MA	331	175	52.9%	VI	12	3	25.0%
MD	235	113	48.1%	VT	39	31	79.5%
ME	92	37	40.2%	WA	204	91	44.6%
MI	391	216	55.2%	WI	288	158	54.9%
MN	310	200	64.5%	WV	88	39	44.3%
				WY	68	35	51.5%

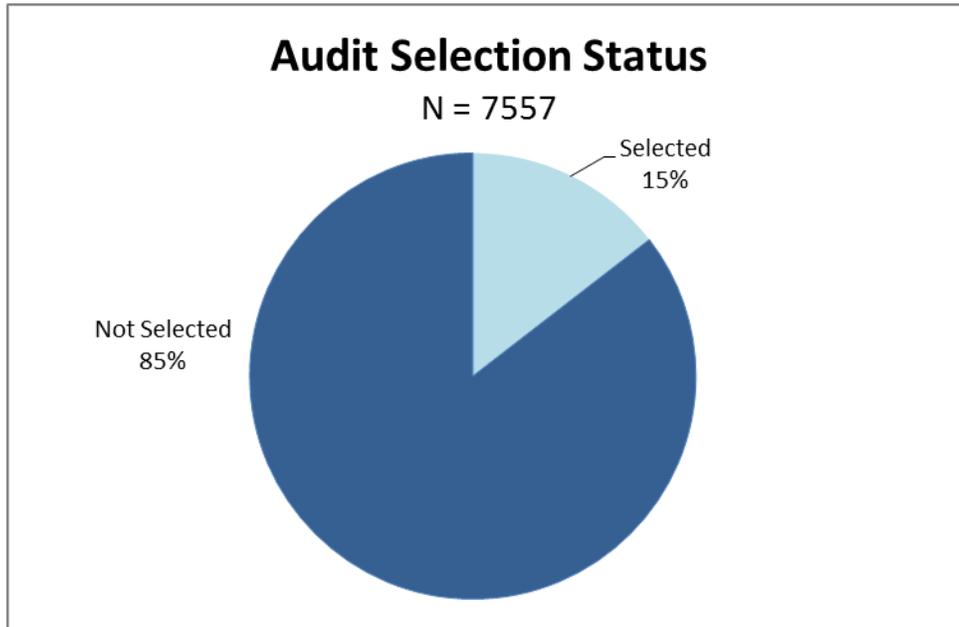
* AF = Armed Forces

States/Territories with >=50.3% (national average) recertification are bolded.

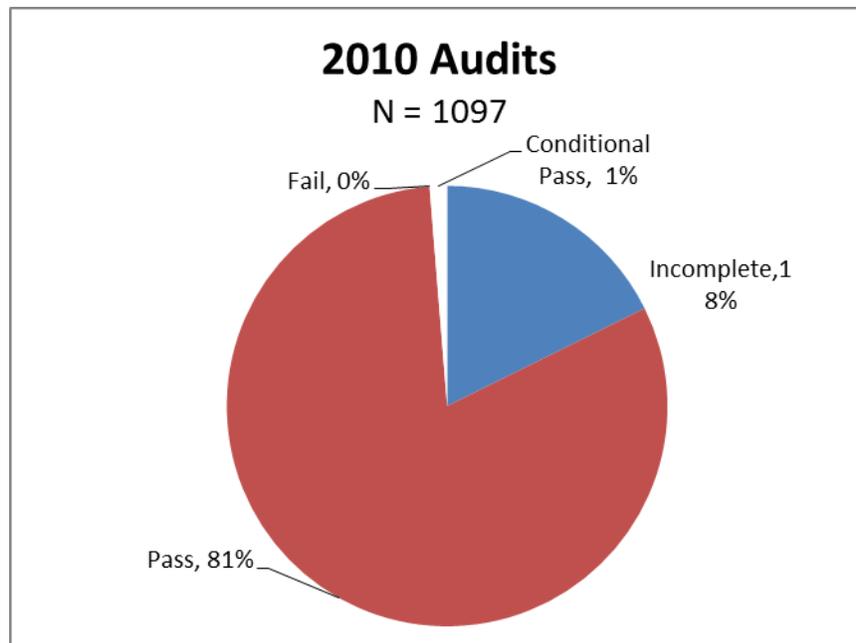
Re-certification Audits

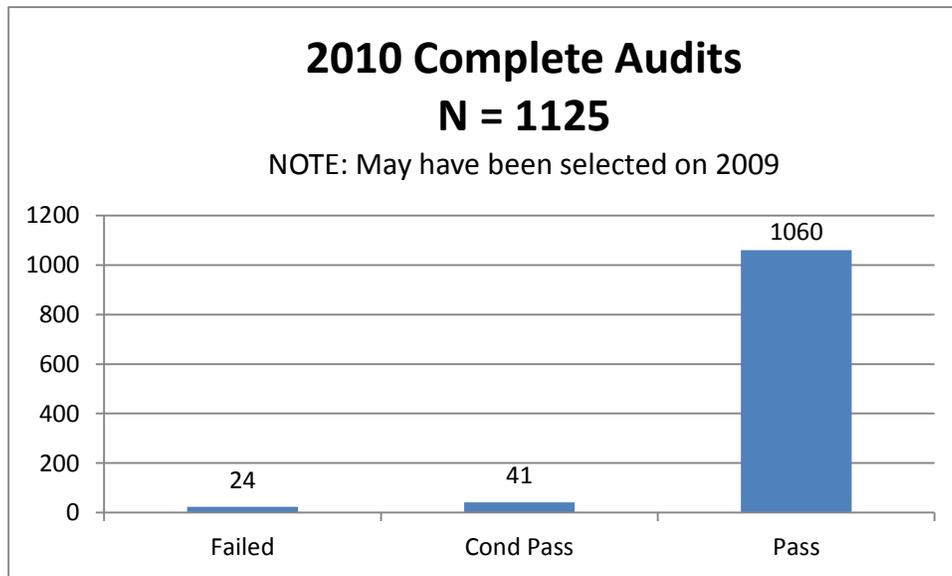
A quality assurance process put in place with the new CEU requirement in 2007 was the re-certification audit. In March of 2008, NHTSA funded a contract position, a part-time Quality Assurance Specialist, to increase the number of re-certification audits and add course audits.

Technicians who have recently re-certified are eligible for audit. If randomly selected, they must provide documentation to support their CEUs. In 2010, 14.5 percent of techs who recertified were audited for CEUs.



1,097 technicians from all 50 states, the District of Columbia, Northern Mariana Islands, Puerto Rico, Germany, Guam, and Armed Forces-Europe were selected to be audited in 2010. Those whose audits are considered incomplete are still within the acceptable time period to get the required documentation into Safe Kids.





Course Audits

The Quality Assurance Specialist also arrived unannounced at four certification courses in Alabama, Ohio, New Jersey, and Oklahoma. She helps instructors by verifying their course information, making sure the course roster is correct, and assisting in the appropriate calculation of teaching hours. She observes the course in its entirety and discusses any issues with the instructor team at the end of each day. She also ensures that Lead Instructors are following the policies and procedures so that the quality of each course is comparable from state to state.

To reach more lead instructors, the Quality Assurance Specialist completed a series of desk audits. Desk audits are a quality assurance measure to ensure proper finalization of courses. In 2010, seven courses were desk audited. The courses were held in Tennessee, Oklahoma, Connecticut, North Carolina, Nevada, Wisconsin, and Minnesota. There is a goal of 10 desk audits in 2011.

If selected, the Lead Instructor is notified via e-mail. Their agenda is requested so that instructor hours can be calculated and verified. The review also includes an overview of general course policies. Instructors are given an opportunity to ask questions about calculation of hours, policies, and anything else related to the course. If there is a discrepancy in the reported hours, the Lead Instructor is consulted before the hours are changed in the course finalization.

Communications

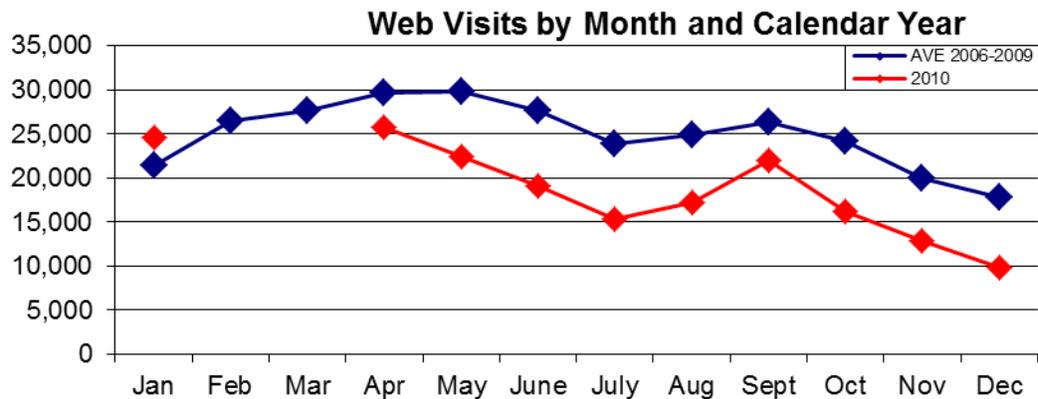
Safe Kids continues to improve its communication with its stakeholders in the CPS community regarding the certification program.

The two primary forms of communication for the program are the Web site, www.safekids.org/certification, and customer service (phone and e-mail).

There were 185,190 visits to the Web site (home page) in 2010. Two months of data, February and March, are unavailable due to a change in analytics processing.

Change your bookmarks! Our URL changed from www.safekids.org/certification to <http://Cert.safekids.org>.

Join us on facebook! The CPS Certification program joined the social networking site as www.facebook.com/CPSCert on June 4. We ended 2010 with 1,310 people “liking” our page.



Through the Web site, technicians, instructors, course administrators, and designated agency representatives have better access to the certification information that affects them and their programs. Policies and Procedures documentation has been centralized and continually improved, and is also available via the Safe Kids certification Web site.

CPS Express!: Twelve editions of the *CPS Express!* e-newsletter were sent out in 2010. This newsletter was created to keep people aware of developments and sent to all individuals with a valid e-mail address in the certification system.

National CPS Certification

CPS *Express!*



December 1, 2010

We don't want you to miss out on the latest edition of the *CPS Express!* Please add cps.certification@safekids.org to your address book or safe list today.

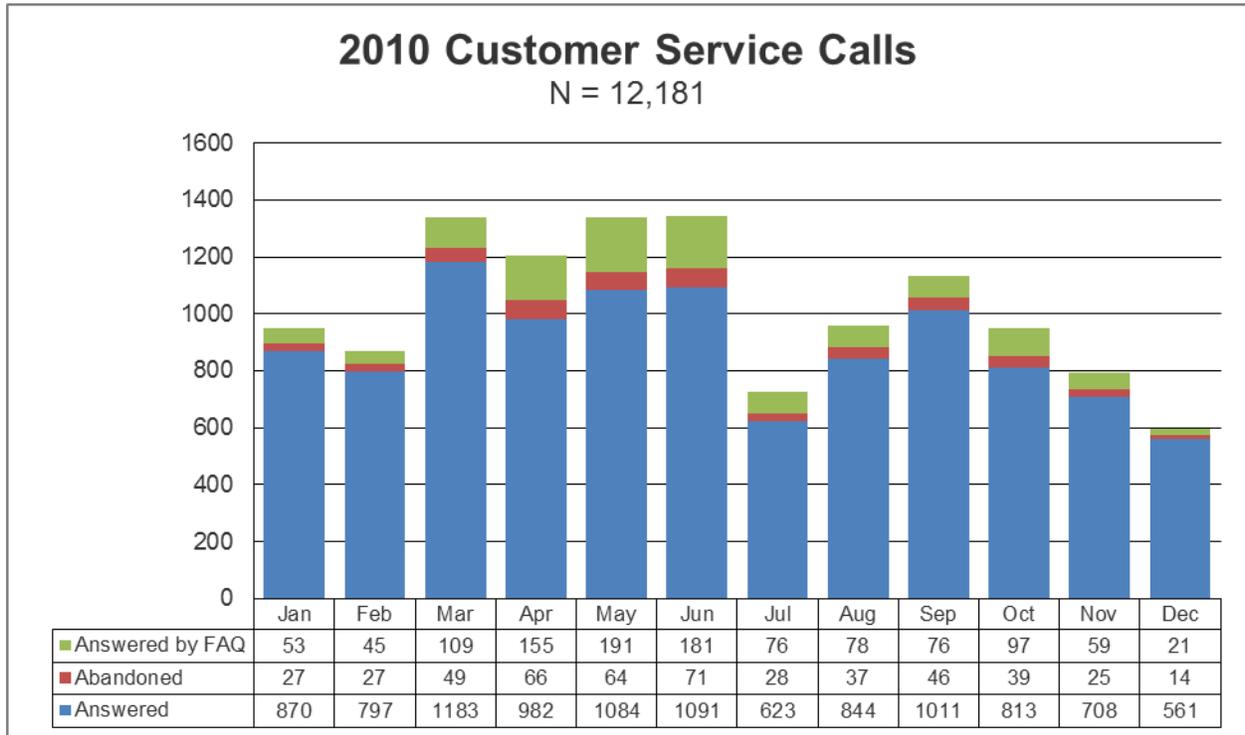


When was the last time you checked the information in your CPS online profile?

>> PLEASE DO IT NOW! <<

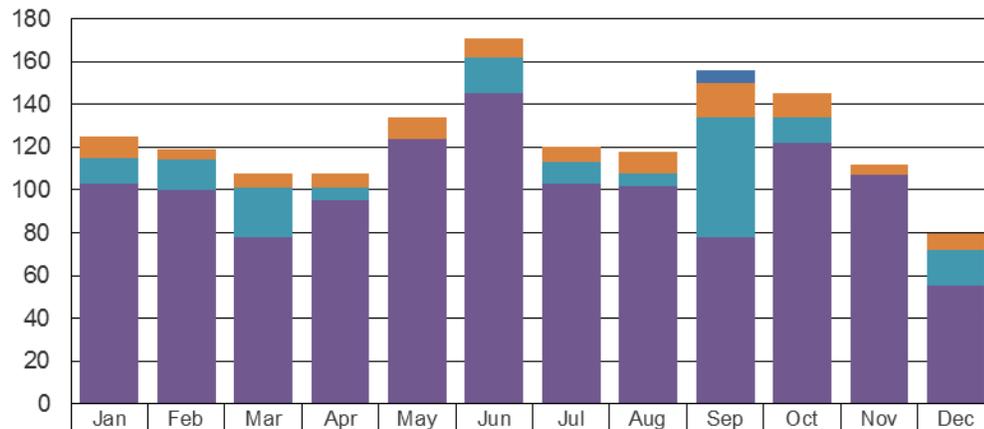
Customer Service: Professional Examination Services (PES) is the contracted provider of Certification customer service. Customer service assistance requests were down in 2009, likely because there were no major policy or qualification changes.

Customer Service received 12,181 phone calls (down almost 15 percent, 2606 calls, from 2009) and 1,373 e-mail messages (down 42 percent, 991 emails, from 2009) were received by customer service during 2010 — an average of 47 calls and 5 e-mail messages per workday.



2010 Customer Service Emails

N = 1,373



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Email Unaccounted for	0	0	0	0	0	0	0	0	6	0	0	0
Email fwd SKW	10	5	7	7	10	9	7	10	16	11	5	8
Ret 3-5 Bus. Days	12	14	23	6	0	17	10	6	56	12	0	17
Ret 1-2 Bus. Days	103	100	78	95	124	145	103	102	78	122	107	55

Customer Service Survey

Safe Kids, in cooperation with Professional Examination Services (PES), provides an online customer service survey. However, with only 56 responses in all of 2010 (only 58 in 2009), participation is extremely low.

As in 2010, it was promoted in every *CPS Express!* in this way:

CPS Customer Service Survey Available

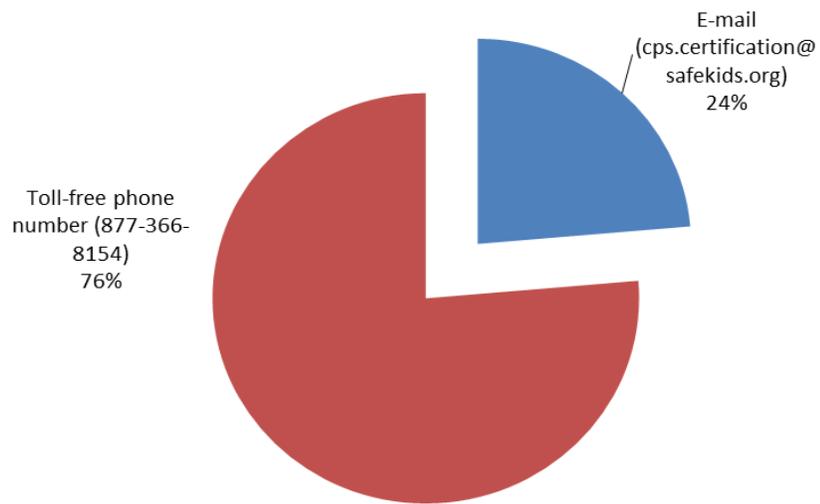
Safe Kids USA is interested in your experiences with our CPS customer service. If you have contacted the customer service representatives by calling the toll-free number (877-366-8154) or by emailing them at cps.certification@safekids.org, please take a few minutes to complete the online survey under [Contact Us](#) on the Certification Web site.

This survey should take no more than five minutes to complete. There is no limit to the number of times you can share your opinions with us. Thank you for helping us improve our customer service.

The survey submissions are reviewed monthly with the contract customer service provider, Professional Examination Services (PES), which follows up on any surveys with a response indicating that the issue remains unresolved.

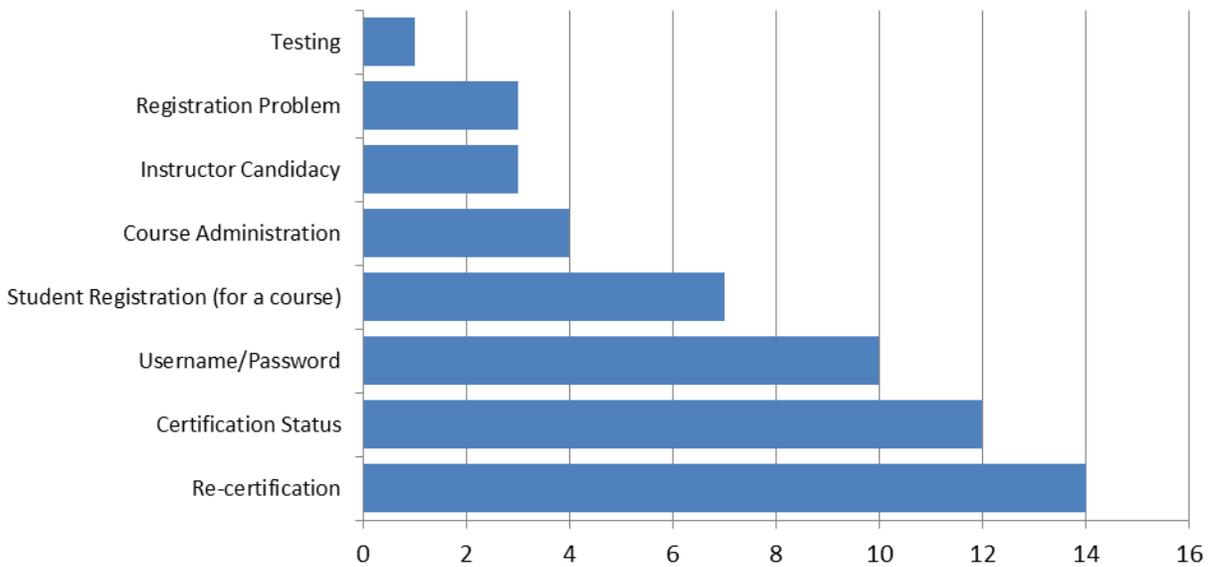
How did you contact Customer Service?

N = 55



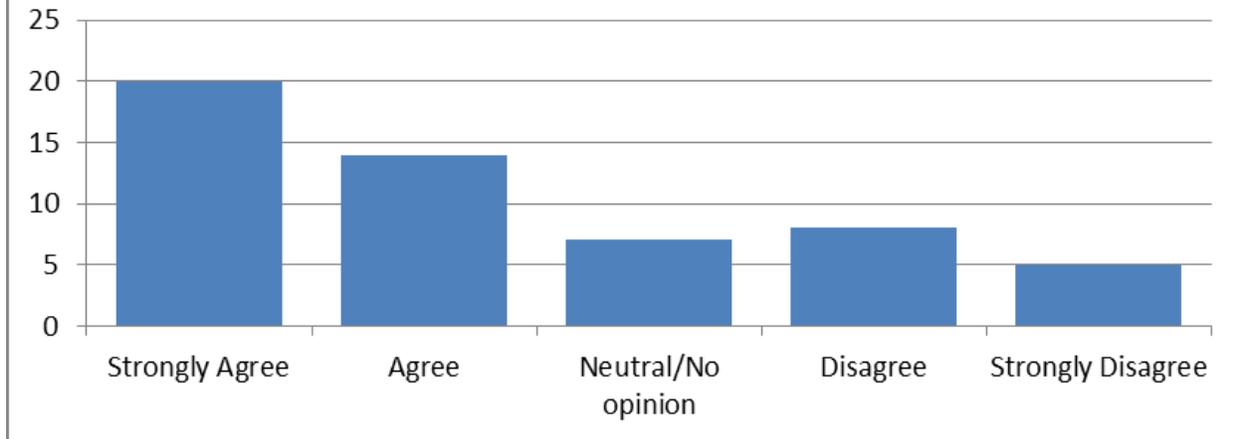
Primary Reason for Contacting Customer Service

N = 55



Overall Level of Satisfaction with Customer Service

N = 54



Continuing Improvement

Technicians, National CPS Board members, NHTSA representatives, state stakeholders and other individuals are in regular communication with us about further planned and potential system developments.

Safe Kids uses this shared information to continually enhance system functionality, communication, policies, and procedures. In addition, we are active participants in related curriculum development, exam development, field issue resolution, and information dissemination efforts.

Thank you for your continued participation and constructive input!

