
NATIONAL
CHILD
PASSENGER
SAFETY
CERTIFICATION

A Program of
Safe Kids Worldwide

2014 Certification Program Accomplishments



Why are we techs?

I really love it when they leave knowing how to do it right and are secure in the knowledge that they don't need me over their shoulder to do it right.

~ Susie B.

When I have worked on an installation with expectant parents and we are all finished going over everything and the car seat is in the car and the parents turn to me and say "wow I have a car seat in my car, this is getting real to me." It is sharing a moment with people who are usually experiencing a really happy, exciting time in their lives and knowing that you are helping them to do it correctly for the safety of their baby.

~ Nancy S

I love how grateful parents/caregivers are when I show them how to install a car seat the correct way and solve the issue they were having! It feels really good to help them be confident in their ability to get it right!

~Andrea W.

I was that clueless parent. I'm glad someone had the opportunity to show me a safer way. Now I'm paying it forward.

~Jennifer P.

My favorite part of being a CPST is seeing parents have a moment of realization. Whether they've only installed their seat incorrectly once before leaving the hospital, or they've been missing some steps for several years. It's a very real moment when parents can step back and be thankful that nothing happened before, but now they can be confident using their seats.

~Britney L.

I get to help people keep their most precious cargo safe.

~ Kristi H.

I love seeing that light go off behind parents' eyes when they really get what you're saying and you know they're really going to try to do better.

~ Jennifer S.

I love seeing the change in a parent from being completely overwhelmed to feeling empowered! What they used to feel was the impossible task now makes sense. (It's even better when they become an advocate out of it!)

~ Abbie P.

Because I love knowing kids leave safer than when they got there.

~ Clarissa B.

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

Safe Kids thanks the Certification Program Sponsor State Farm, NHTSA, the National Child Passenger Safety Board, State and Regional CPS Training Contacts, the dedicated instructors who offer the courses in their communities and the technicians who give so very much to their communities.

Thank You!

Table of Contents	
Program Partners	4
Program Sponsor and Activities	5
Full Certification Courses	8
Certification Renewal Testing Courses	12
Courses by State	14
Bilingual Technician Program	15
Course Testing	16
Total Certifications	17
New Certifications	20
New Certifications by Region/State	22
New Techs/Recertifications by State	23
Recertification	24
Recertification by Year	25
Recertification by State	26
Recertification CEUs	27
Safe Kids Live Webinars	28
Safe Kids Webinars/Online Training	30
CEU Audits	31
Website	32
Facebook	34
CPST Month	36
CPS Express!	37
Customer Service: Calls and Emails	38
Customer Service Survey	40

Program Partners



Safe Kids Worldwide

Safe Kids Worldwide is the current certifying body for the National Child Passenger Safety Certification Training Program. It is responsible for administering all aspects of certification and maintaining a directory of nationally certified CPS technicians and instructors. Safe Kids is a global network of organizations whose mission is to prevent unintentional childhood injury, a leading killer of children 19 and under. Safe Kids works with an extensive network of more than 500 coalitions in the United States and partners with organizations in 25 countries around the world to reduce injuries from motor vehicles, sports, drowning, falls, burns, poisonings and more.



National Highway Traffic Safety Administration

The National Highway Traffic Safety Administration's mission is to save lives, prevent injuries and reduce traffic-related health care and other economic costs. The agency develops, promotes and implements effective educational, engineering and enforcement programs to end preventable tragedies and reduce economic costs associated with vehicle use and highway travel.

Part of NHTSA's mission is to help states and local communities promote the use of safety belts and child safety seats. To this end, with the assistance of many child passenger safety experts and advocates, NHTSA developed the original National Standardized Child Passenger Safety Training Curriculum in the mid-1990s and continues to update its content with the latest technical information. NHTSA is also a founding member of the National Child Passenger Safety Board.



National Child Passenger Safety Board

The National Child Passenger Safety Board strives to improve the quality and integrity of child passenger safety information and materials. It provides recommendations and guidance to NHTSA and Safe Kids regarding curriculum and test development, and serves as a panel of experts and advocates for the program as a whole. The CPSB was established to provide program direction and technical guidance to states, communities and organizations as a means to maintain a credible, standardized child passenger training and certification program. Among its members are representatives from child restraint manufacturers, vehicle manufacturers, law enforcement, the medical field, the public health field, the insurance industry and many other CPS advocates.

Program Sponsor: State Farm®

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 website. Through online support and technical updates (reunions and webinars), State Farm and Safe Kids provide opportunities to increase the number of nationally certified CPS technicians and instructors.

ONLINE SUPPORT: State Farm’s sponsorship helps cover monthly expenses for website maintenance and support.

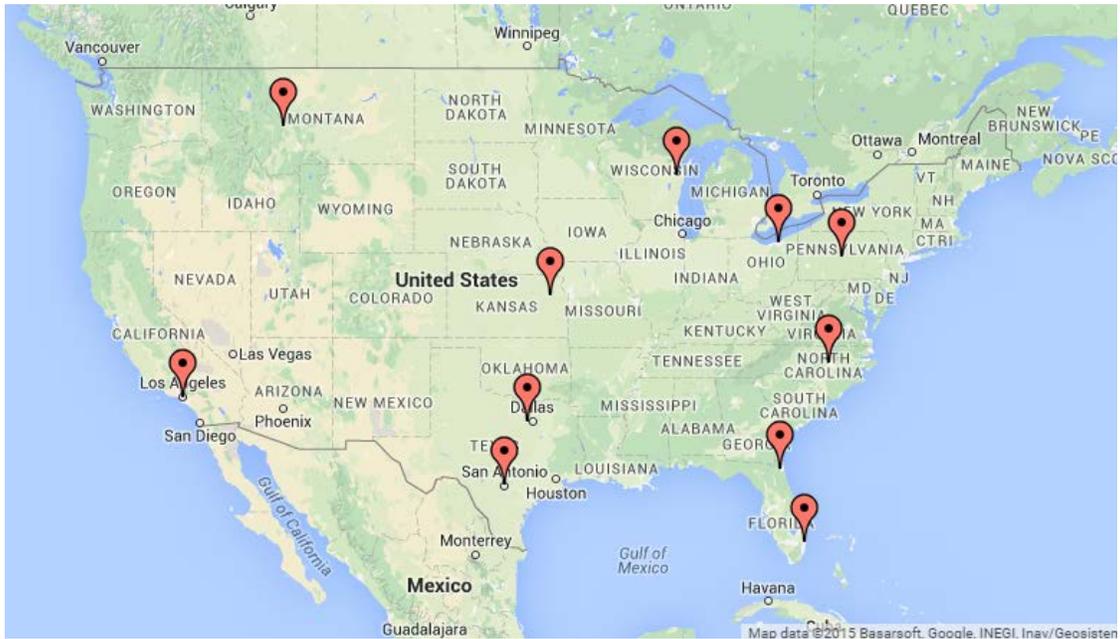
WEBINARS: A number of webinars were provided to technicians as a way to earn CEUs that could be applied towards their recertification. Experts and local leaders shared latest practice and technology free of charge. (See Safe Kids Live Webinars, p. 29)

IN-PERSON TECHNICAL UPDATES: For each fiscal year, two CPS reunions were held in each of State Farm’s six field market areas. Due to scheduling variations by fiscal year, there were 10 updates held in 2014. These technical updates 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 Certification staff member provided information on recertification, certification, instructor candidacy, and other policy and procedure questions.

Table 1: State Farm In-Person Technical Updates

2014	SF Market Area	City, State	# attendees
February 3, 2014	Southeastern	Jacksonville, FL	70
March 3, 2014	North Central	Cleveland, OH	200
March 24, 2014	Eastern	Raleigh, NC	320
April 24, 2014	South Central	Topeka, KS	100
May 13, 2014	Western	Helena, MT	30
May 16, 2014	Western	Los Angeles, CA	70
May 29, 2014	South Central	San Antonio, TX	30
June 24, 2014	Eastern	College Station, PA	650
August 24, 2014	West Central	Green Bay, WI	110
November 5, 2014	Southeastern	Boca Raton, FL	130
November 21, 2014	South Central	Arlington, TX	70
		2014 Attendees	1780

Figure 1: Map of State Farm Tech Updates 2014



Tech Updates: Learning and Networking



West Central; Green Bay, WI 8-27-2014



South Central; Arlington, TX 11-21-2014



South Central; Topeka, KS 3-24-2014



Western; Helena, MT 5-13-2014



North Central; Cleveland, OH 3-3- 2014

Why are the State Farm Tech Updates important?

The information will help technicians to keep their knowledge up to date. As a result, they will be better able to provide assistance to the families in their communities.

~ College Station, PA

Updated technicians can provide accurate and current information to caregivers. Not many of us are able to travel to the large conferences to get that information.

~ Jacksonville, FL

This update was truly worth my time. Thank you, I look forward to updating the technicians in my area.

~ San Antonio, TX

Learning about the features of the new car seats and the technology of vehicles that may make installations easy or challenging is very important for techs to be familiar with to assist families.

~ Cleveland, OH

Course Statistics

Full Certification Courses

The intense course combines classroom lecture and activities, hands-on work with car seats and in vehicles, and a community safety seat checkup event. The event is the students' final assessment component where they demonstrate proper use and installation of child restraints and safety belts, then teach these skills to parents. Successful completion of this course certifies the individual as a CPS technician for two years.

2014 was a big year for the program. The first major update since 2007 rolled out with a launch on March 1, 2014. The new curriculum was designed to be taught in closer to 3 days than 4. The materials were completely updated and revised, including new videos, PowerPoint files, and a shorter, full color technician guide.

Supplemental materials, including a series of videos, were posted on the National Child Passenger Safety Board YouTube channel (<https://www.youtube.com/user/cpsboard>) with items formerly in the appendix posted on their website. Having the materials available electronically allows access from any online computer and for updates to be provided in the most expedient manner possible.

In 2014, there were 674 Certification courses (up from 655 in 2013) held in all 50 states, the District of Columbia (1), China (2), Guam (1), Israel (1), the Northern Mariana Islands (2), Puerto Rico (1), Qatar (3), the Virgin Islands (2), and an Air Force base in Italy (1). This averages 56.2 courses each month.



Technician candidates learning about vehicle belt systems during a March course in Doha, Qatar.



Technician candidates practice car seat installations in Shanghai, China.

Table 1: Certification Courses: Average by Month and Year



Table 2: Certification Course Locations

Course Location	# Courses
United States	660
Armed Forces Europe	1
China	2
District of Columbia	1
Guam	1
Israel	1
Northern Mariana Islands	2
Puerto Rico	1
Qatar	3
Virgin Islands	2
	674

Figure 1: Certification Course Locations by State (and DC)

N = 661

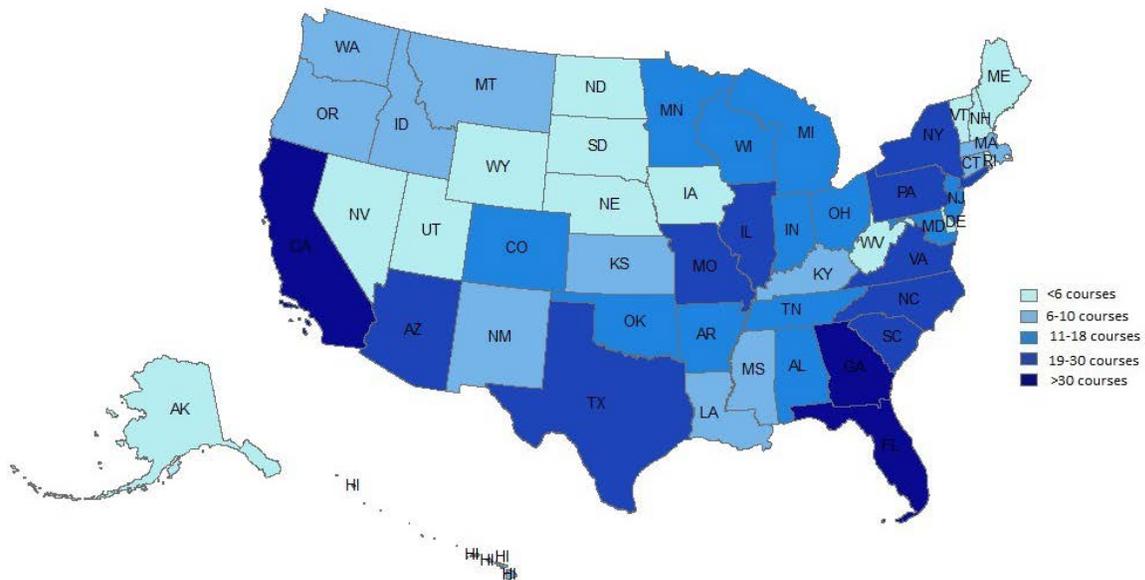


Figure 2

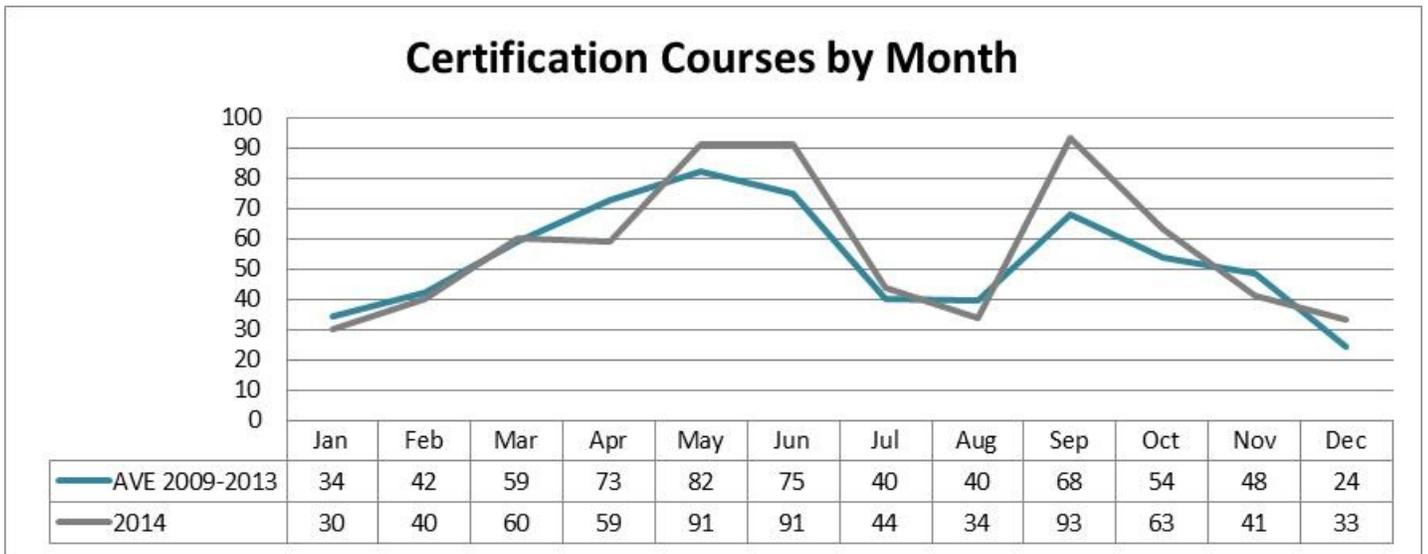


Figure 3



Figure 5

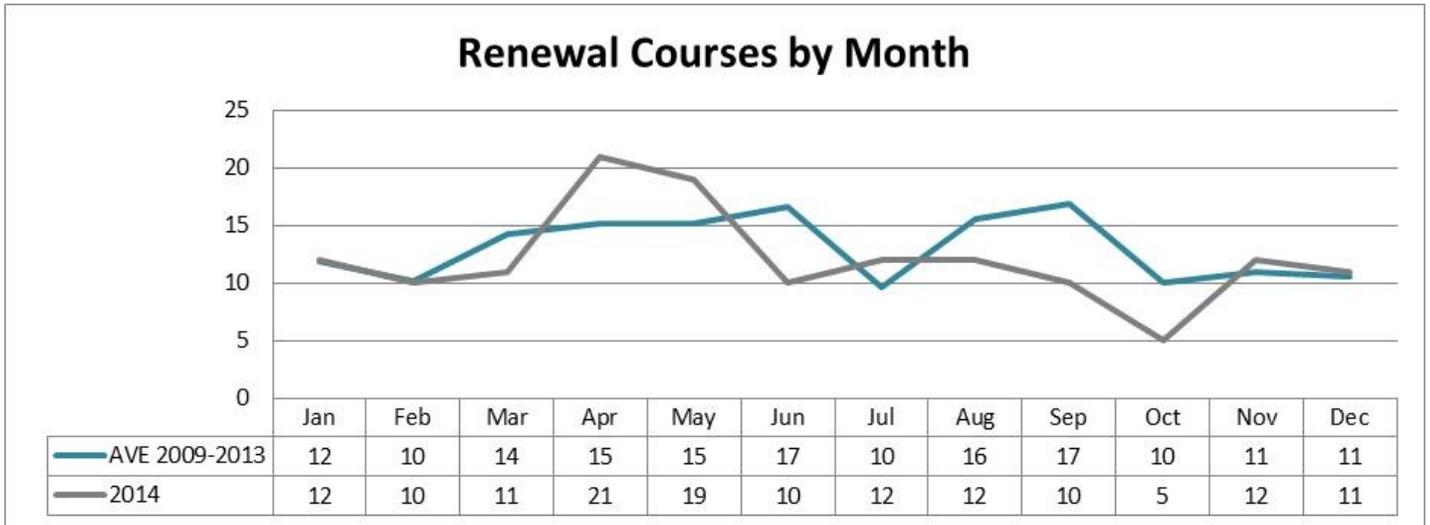


Figure 6

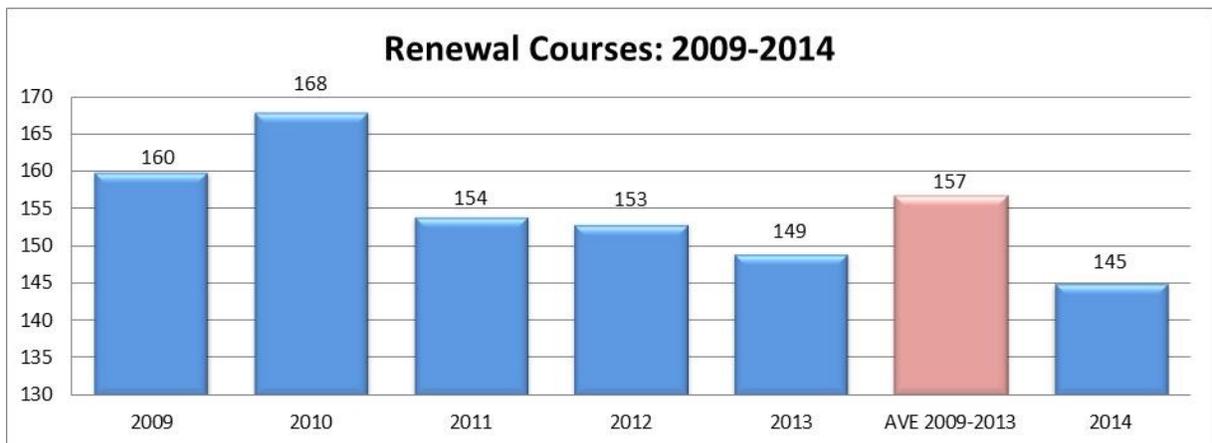


Table 4

2014 CPS Courses by State, Territory, or Country

Certification = 674 Renewal Testing = 145

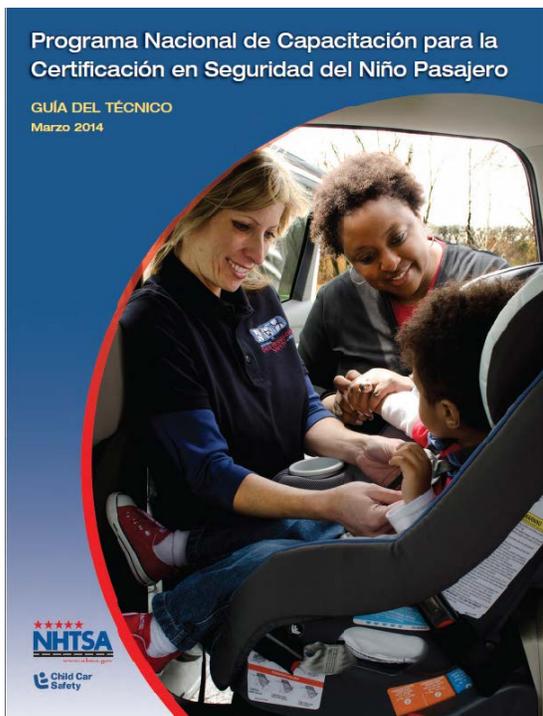
State	Cert Courses	Renewal Courses	State Total	State	Cert Courses	Renewal Courses	State Total	Country/Territory	Cert Courses	Renewal Courses	State Total
AF - Europe	1		1	MT	7	1	8	China	2		2
AK	5	1	6	NC	26	4	30	Guam	1	1	2
AL	16		16	ND	6	1	7	Israel	1		1
AR	11	3	14	NE	4		4	N. Mariana Islands	2		2
AZ	20	7	27	NH	2	1	3	Puerto Rico	1		1
CA	40	10	50	NJ	12	2	14	Qatar	3		3
CO	17	15	32	NM	7	1	8				
CT	9	1	10	NV	6	1	7				
DC	1		1	NY	25	3	28				
DE	1		1	OH	15	4	19				
FL	39	7	46	OK	13	2	15				
GA	41	4	45	OR	10	2	12				
HI	8		8	PA	26	10	36				
IA	3		3	RI	3	2	5				
ID	7	4	11	SC	22	4	26				
IL	26	7	33	SD	1		1				
IN	13	2	15	TN	18	8	26				
KS	9	2	11	TX	27	3	30				
KY	8		8	UT	2	2	4				
LA	7		7	VA	29	4	33				
MA	9	6	15	VI	2		2				
MD	14	1	15	VT	3	1	4				
ME	5	1	6	WA	10	1	11				
MI	16	3	19	WI	14		14				
MN	11	1	12	WV	3	1	4				
MO	21	3	24	WY	3	4	7				
MS	10	4	14								

Bilingual Technician Pilot Program

Safe Kids Worldwide, with the support of NHTSA, launched a pilot program to support native Spanish speaking (reading) technician candidates taking Certification and Renewal Testing Courses. Launched in November, Safe Kids began providing Spanish language technician guides and quizzes for designated courses. These courses follow all policies and procedures and are taught in English. We believe that providing these Spanish resources will encourage much needed bilingual candidates to consider and earn technician status.

In addition to the program here in the United States, we partnered with Safe Kids Qatar, led by the Hamad Medical Corporation, to provide Arabic materials for courses in Qatar.

Safe Kids believes that by providing these native language materials, we will see more bilingual technicians serving their communities. We are monitoring the value of this pilot project to determine if this opportunity increases the number of bilingual technicians successfully recruited and trained.



Course Testing

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

To successfully complete the certification Renewal Testing course, students must pass a hands-on skills assessment and pass (84 percent) on the written assessment.

In 2014, 9,349 people (up from 8,710 in 2013) took either a Certification or Renewal Testing course.

Figure 7

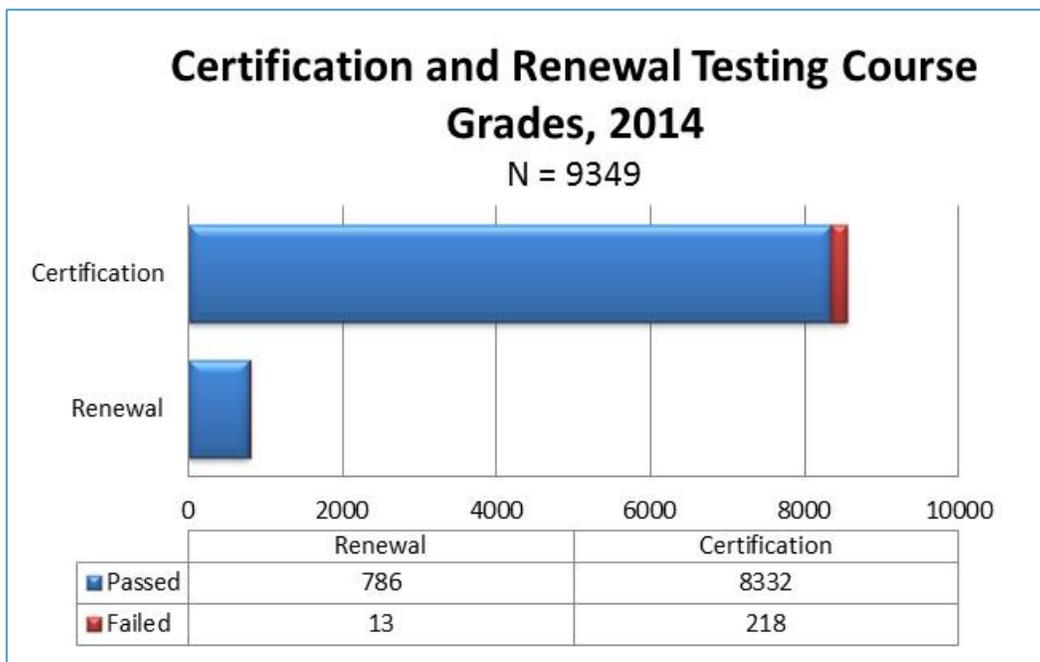


Table 5

RENEWAL	#	%	CERT	#	%
Passed	786	98.37%	Passed	8332	97.45%
Failed	13	1.63%	Failed	218	2.55%
Total	799		Total	8550	

Certifications

The certification program stayed relatively constant in 2014, with an increase of 1,450 techs, for a total of 37,403 certified technicians. We gained three times as many new techs in 2014 than in 2013. There were 488 more techs in 2013 than in 2012.

Figure 8

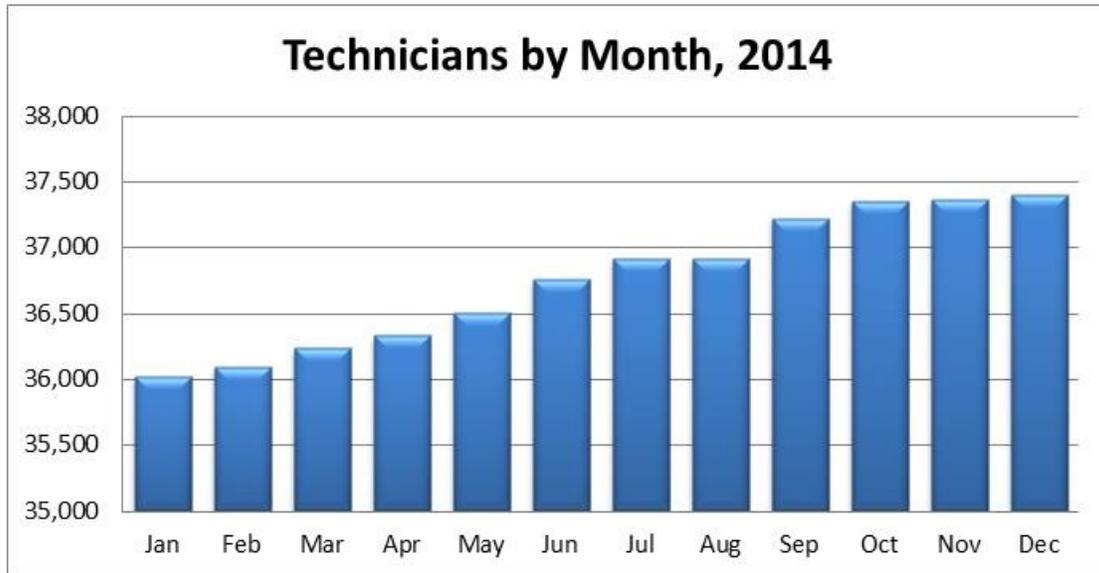
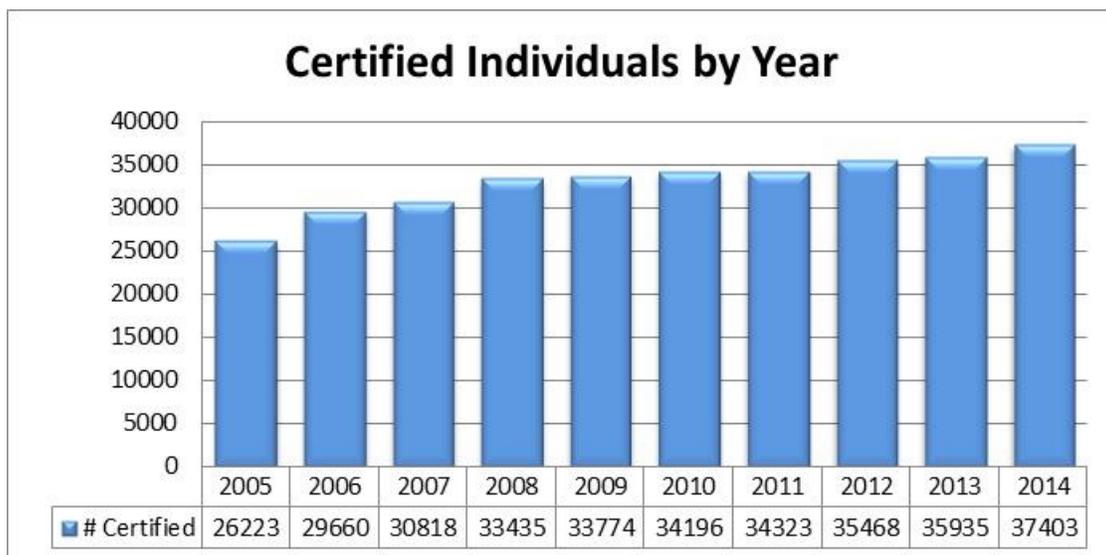


Table 6
Number of Certified Individuals by Type – 2014

Month	Instructors	Instructor Candidates	Technicians	Total
January	1,615	42	34,366	36,023
February	1,613	54	34,421	36,088
March	1,613	54	34,564	36,231
April	1,622	54	34,652	36,328
May	1,641	37	34,829	36,507
June	1,636	37	35,085	36,758
July	1,641	31	35,242	36,914
August	1,645	46	35,228	36,919
September	1,652	49	35,520	37,221
October	1,656	42	35,648	37,346
November	1,659	41	35,662	37,362
December	1,659	43	35,701	37,403

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

Figure 9



NOTE: Data as of December of that year.

Table 7

Number CPS Certified in 2014 by State/Territory

N = 37,403

State/ Territory	2014 total	State/ Territory	2014 total	State/ Territory	2014 total
Outside US/Canada	94	IL	1724	NY	1753
AF – Americas	1	IN	856	OH	1020
AB (Canada)	1	KS	601	OK	679
AF – Europe	32	KY	471	ON (Canada)	1
AK	180	LA	454	OR	489
AL	431	MA	718	PA	1370
AF - Pacific	2	MD	584	PR	123
AR	544	ME	207	QC (Canada)	1
AS - American Samoa	12	MI	978	RI	192
AZ	940	MN	641	SC	866
BC (Canada)	1	MO	1086	SD	149
CA	2208	MP -N. Mariana Islands	44	TN	957
CO	1132	MS	309	TX	1558
CT	400	MT	213	UT	295
DC	86	NC	2748	VA	1254
DE	73	ND	221	VI	31
FL	1363	NE	364	VT	139
GA	2631	NH	146	WA	439
Guam	44	NJ	927	WI	751
HI	271	NM	413	WV	226
IA	366	NS	1	WY	216
ID	209	NV	167		

* AF = Armed Forces

New Certifications

In 2014, there were 9,132 new certifications, up from 8,553 in 2013. We added 144 new instructors, with the most (19) living in California.

Figure 10

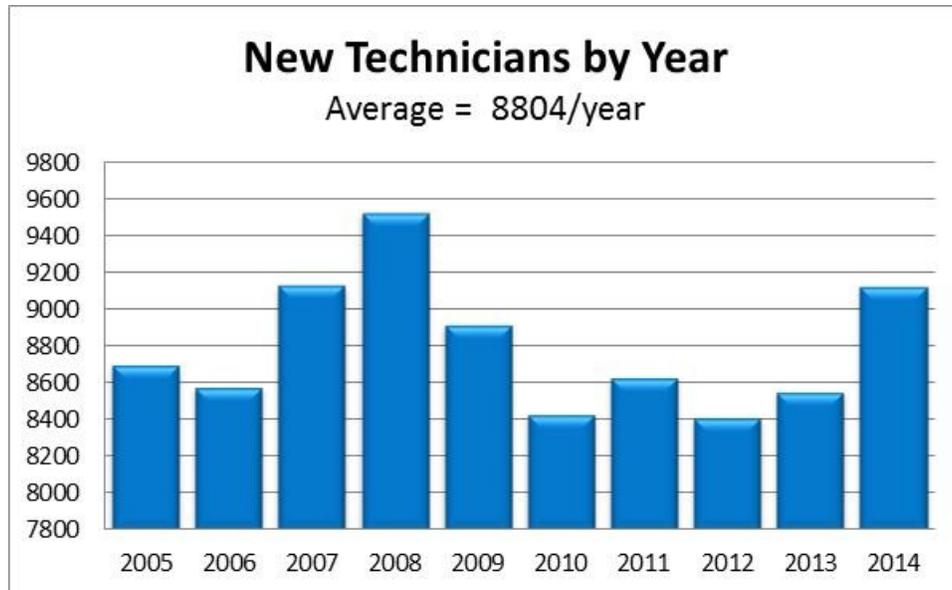


Figure 11

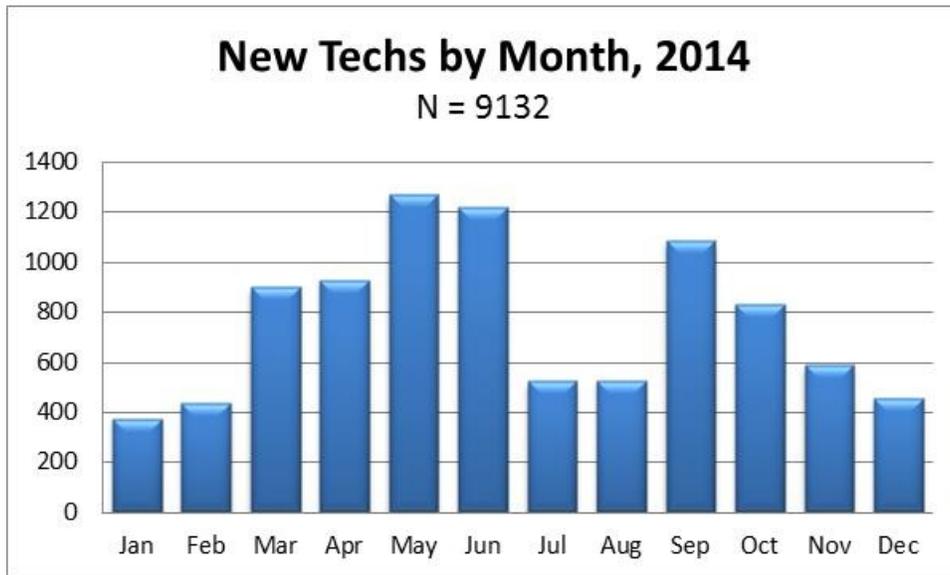


Figure 12

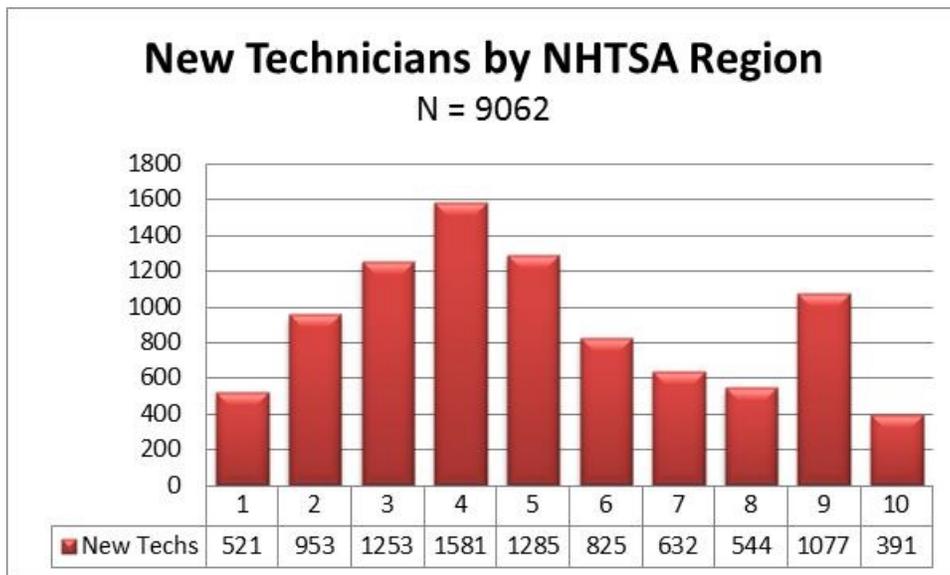


Table 8

Number of New Technicians by NHTSA Region and State
 2014, N = 9,132

Region/ State	# new techs	Region/ State	# new techs	Region/ State	# new techs
Region 0	70	Region 4	1581	Region 8	544
Non-US	55	AL	104	CO	314
APO	15	FL	399	ND	58
Region 1	521	GA	509	NV	45
CT	106	SC	272	SD	29
MA	192	TN	297	UT	53
ME	78	Region 5	1285	WY	45
NH	37	IL	326	Region 9	1077
RI	63	IN	162	AS	0
VT	45	MI	251	AZ	315
Region 2	953	MN	132	CA	631
NJ	214	OH	210	GU	16
NY	386	WI	204	HI	101
PA	304	Region 6	825	MP	14
PR	28	LA	119	Region 10	391
VI	21	MS	80	AK	45
Region 3	1253	NM	110	ID	79
DC	20	OK	164	MT	71
DE	27	TX	352	OR	107
KY	92	Region 7	632	WA	89
MD	157	AR	130		
NC	567	IA	44		
VA	352	KS	121		
WV	38	MO	264		
		NE	73		
				Total = 9132	

Table 9

Number Certified/Recertified in 2014 by State/Territory

N = 19,560

New Techs: 9,132

Recertifications: 9,402

State/ Territory	New Certs	Recerts	2014 total	State/ Territory	New Certs	Recerts	2014 total	State/ Territory	New Certs	Recerts	2014 total
Outside US and Canada	54	10	64	IN	162	258	420	NY	386	451	837
AB (Canada)	1		1	KS	121	156	277	OH	210	260	470
AF- Europe	14	8	22	KY	92	104	196	OK	164	186	350
AK	45	54	99	LA	119	125	244	OR	107	136	243
AL	104	87	191	MA	192	183	375	PA	304	396	700
AF- Pacific	1	0	1	MD	157	130	287	PR	28	4	32
AR	130	136	266	ME	78	65	143	RI	63	39	102
AZ	315	215	530	MI	251	248	499	SC	272	179	451
CA	631	516	1147	MN	132	187	319	SD	29	52	81
CO	314	285	599	MO	264	293	557	TN	297	164	461
CT	106	106	212	N. Mariana Islands	14	7	21	TX	352	407	759
DC	20	22	42	MS	80	59	139	UT	53	94	147
DE	27	13	40	MT	71	61	132	VA	352	341	693
FL	399	288	687	NC	567	783	1350	VI	21	0	21
GA	509	627	1136	ND	58	51	109	VT	45	33	78
Guam	16	1	17	NE	73	96	169	WA	89	110	199
HI	101	51	152	NH	37	51	88	WI	204	161	365
IA	44	123	167	NJ	214	256	470	WV	38	71	109
ID	79	51	130	NM	110	93	203	WY	45	58	103
IL	326	423	749	NV	45	38	83				

* AF = Armed Forces

Recertification

There are four basic requirements for technician recertification.

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 recertification 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 recertification fee before your certification expiration date.

Outstanding Recertification Rates

When Safe Kids Worldwide took over responsibilities as the Certifying Body of the National CPS Certification program, recertification was at 35 percent. Safe Kids, the state and regional CPS training contacts, and certified instructors worked hard to improve the numbers. There was a very slight dip in recertification in 2014, ending at 56.0 percent. This is just below last year's recertification rate of 58.5 percent.

This success is due to outreach and attention by the state and regional CPS training contacts and local instructors. Careful course promotion to ensure that the people who attend the courses are most appropriate plays an important role in the higher recertification numbers. Courses attended by people who want to be there, rather than those who are forced to attend, usually result in more community activity and partnerships when the class is over.

Figure 13

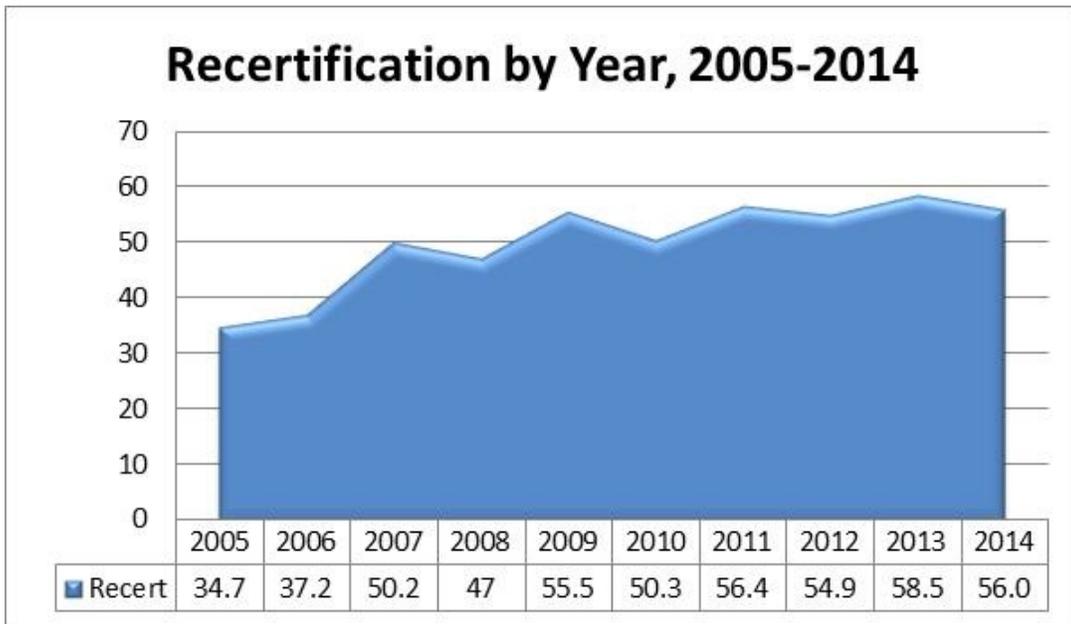


Table 10
Recertification: 2014 Calendar Year

- Eligible for recertification: 16,799
- Recertified: 9,402
- **Percentage recertified: 56.0%** (up 0.5% from last month, down from 58.5% this time last year)

Any states/territories that do not appear had no one eligible for recertification in 2014.

State	Eligible	Certified	%	State	Eligible	Certified	%	State	Eligible	Certified	%
Out of country	29	10	34.5%	KS	280	156	55.7%	NY	695	451	64.9%
AF-Europe	15	8	53.3%	KY	252	104	41.3%	OH	430	260	60.5%
AK	91	54	59.3%	LA	253	125	49.4%	OK	382	186	48.7%
AL	188	87	46.3%	MA	289	183	63.3%	OR	241	136	56.4%
AF-Pacific	4	0	0.0%	MD	233	130	55.8%	PA	606	396	65.3%
AR	314	136	43.3%	ME	122	65	53.3%	PR	5	4	80.0%
AZ	428	215	50.2%	MI	460	248	53.9%	RI	69	39	56.5%
CA	1036	516	49.8%	MN	283	187	66.1%	SC	314	179	57.0%
CO	480	285	59.4%	MO	494	293	59.3%	SD	115	52	45.2%
CT	163	106	65.0%	MP - N. Mariana Islands	14	7	50.0%	TN	382	164	42.9%
DC	38	22	57.9%	MS	113	59	52.2%	TX	766	407	53.1%
DE	23	13	56.5%	MT	106	61	57.5%	UT	165	94	57.0%
FL	584	288	49.3%	NC	1158	783	67.6%	VA	542	341	62.9%
GA	1025	627	61.2%	ND	104	51	49.0%	VI	9	0	0.0%
Guam	7	1	14.3%	NE	157	96	61.1%	VT	44	33	75.0%
HI	117	51	43.6%	NH	89	51	57.3%	WA	196	110	56.1%
IA	185	123	66.5%	NJ	466	256	54.9%	WI	267	161	60.3%
ID	97	51	52.6%	NM	202	93	46.0%	WV	128	71	55.5%
IL	819	423	51.6%	NV	95	38	40.0%	WY	96	58	60.4%
IN	534	258	48.3%								

* AF = Armed Forces

States/Territories with >56.0 (national % recertification) are bolded.

Recertification: CEUs

Each recertifying technician is required to enter at least six CPS CEUs from a number of available categories during their two-year certification cycle.

1. In-person Session/Workshop (maximum six CEUs)
2. Teleconferences (maximum five CEUs)
3. Online/Web sessions (maximum five CEUs)
4. Newsletters/Manuals/Journals (maximum three CEUs)

Technicians may mix and match categories to meet the six required hours of continuing education.

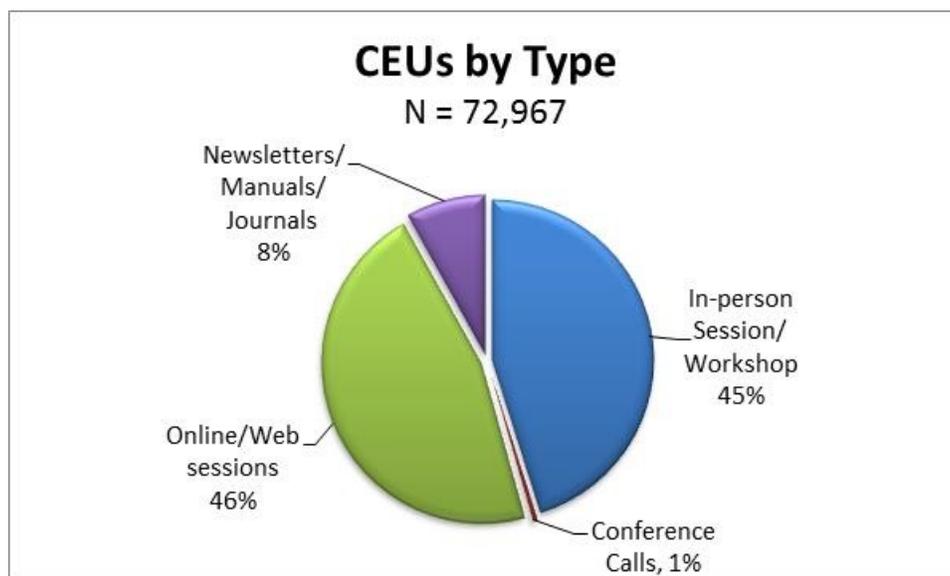
Table 11

CEU type	Hours entered	Percent
In-person Session/Workshop	5870	36.3
Teleconferences	207	1.3
Online/Web sessions	5774	35.8
Newsletters/Manuals/Journals	4298	26.6
TOTAL	16,149	100%

Table 12

CEU type	% 2014	% 2013	Difference
In-person Session/Workshop	45.2	36.3	8.9
Teleconferences	0.5	1.3	-0.8
Online/Web sessions	46.3	35.8	10.5
Newsletters/Manuals/Journals	8.1	26.6	-18.5

Figure 14



Safe Kids Live Webinars

With the support of State Farm®, Safe Kids offered nine webinars, free of charge, as a way for technicians to earn CEUs from expert presenters. An additional three webinars* provided instructors with course management tips and tools.



Kerry Chausmer and Kim Herrmann working together to provide webinars to assist technicians in recertifying and learn technical skills necessary to assist families.

Table 13

Date	Webinar Title	# Attendees
January 23, 2014	CRS What's New	387
May 15, 2014	CRS Manufacturer Update: Diono	329
June 11, 2014	CRS Manufacturer Update: Cybex	246
July 23, 2014	CRS Manufacturer Update: Dorel	331
August 21, 2014	Instructors: More Hands On*	53
September 4, 2014	Skills Assessments*	48
September 24, 2014	Learn, Practice, Explain*	193
October 16, 2014	CRS Manufacturer Update: UPPAbaby	262
November 13, 2014	CRS Manufacturer Update: Clek	331
November 20, 2014	CRS Manufacturer Update: Britax	355
November 30, 2014	CRS Manufacturer Update: Ingenuity & Safe Traffic System	257
December 11, 2014	CRS Manufacturer Update: Graco	335
	Total	3127

Figure 15



* indicates non-CEU webinar

Safe Kids Webinars/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 recertification.

In the summer of 2014, Safe Kids terminated their agreement with the hosting provider and began transitioning to a new platform and site. Once built, it will be a more secure and robust platform. The page www.safekidswebinars.org was closed on August 1 and people were redirected to a new page, <http://training.safekids.org>. While the modules are being re-coded and the page is under construction, techs are being directed to other sites to earn CEUs.

The new webinar platform has been updated and two webinars, “New Technology” and “Using Rear-Facing Restraints Longer,” will be posted in the first quarter of 2015. Once the site layout and functionality are confirmed, webinars will be added regularly until they are fully migrated to the new system.

SAFE KIDS WEBINARS IS GETTING A MAKEOVER!

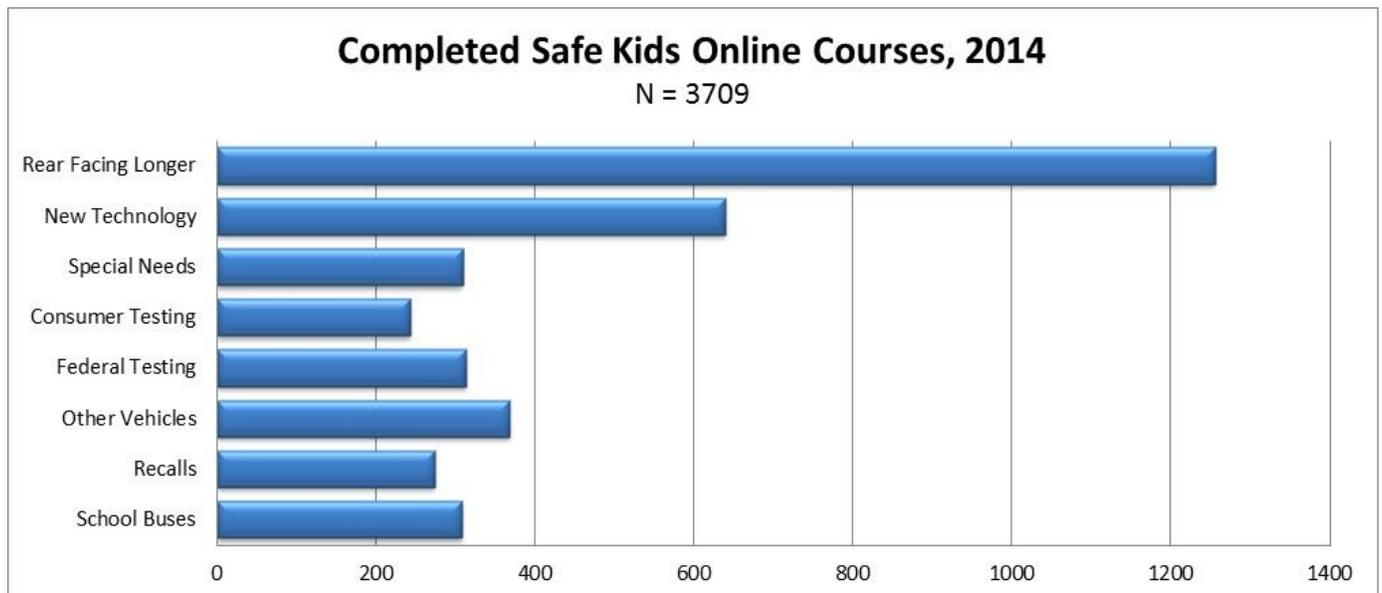
SafeKidsWebinars.org is currently unavailable as we transition to a new system. While we work to improve options for earning online Child Passenger Safety CEUs, there are resources available from [Safe Kids Certification](#) and the [CPS Board](#).

Look for an announcement in [CPS Express](#) once the new site is up and running!

If you are being [CEU-audited](#) and need proof of webinar completion, simply send an [email](#) requesting it and we'll respond within 3 business days



Figure 16

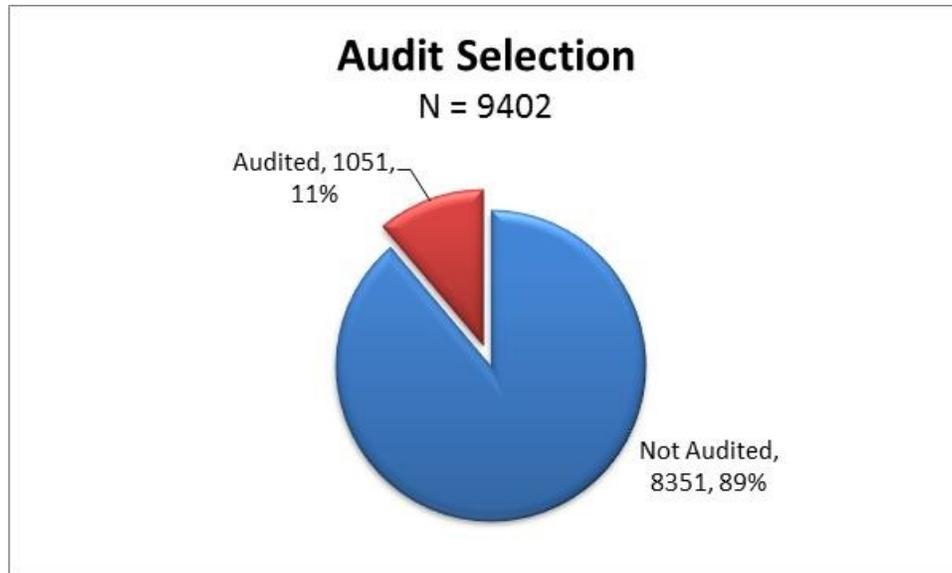


CEU Audits

With the 2007 CEU requirement, the recertification audit was put in place as a quality assurance process. In March of 2008, NHTSA funded a contract position, a part-time quality assurance specialist, to increase the number of recertification audits and add course audits.

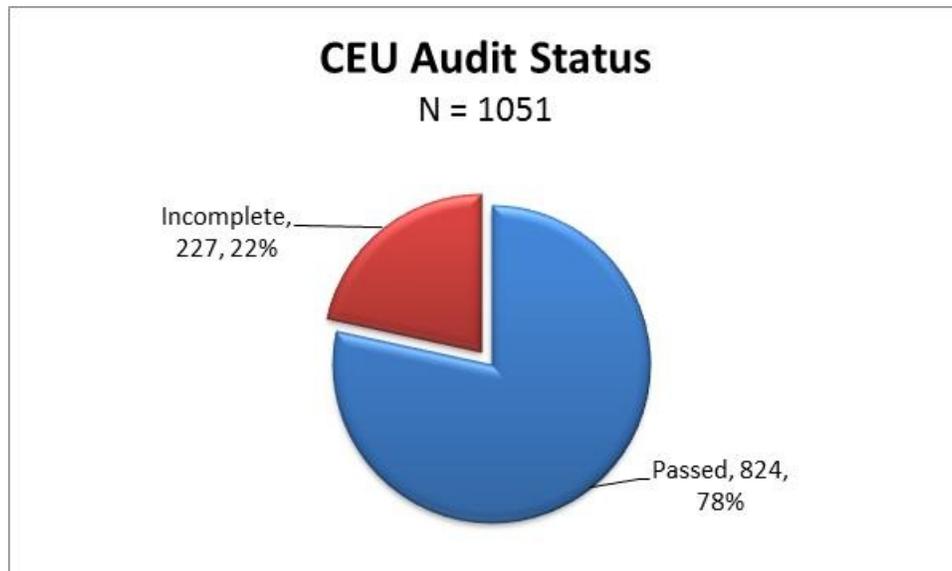
Technicians who have recently recertified are eligible for audit. If randomly selected, they must provide documentation to support their CEUs. In 2014, 11 percent of techs who recertified were audited for CEUs.

Figure 17



A total of 1051 (up from 1016 in 2013) technicians from all 50 states, Armed Forces Europe, the Northern Mariana Islands, Israel, and the United Arab Emirates were selected to be audited. Those whose audits are incomplete are still within the acceptable time period to get the required documentation into Safe Kids.

Figure 18



Outreach

Safe Kids continues to improve its communication with its stakeholders in the CPS community regarding the certification program. The national CPS Certification Training Program reaches out to techs through our website, Facebook and the CPS Express.

Website: <http://cert.safekids.org>

Through the website, technicians, instructors, course administrators and designated agency representatives have better access to the certification information that affects them and their programs.

The screenshot shows the homepage of the National Child Passenger Safety Certification website. At the top, there is a navigation bar with links for 'Who We Are', 'Newsletter', 'Policies and Procedures Manual', 'Contact Us', and a phone number '1-877-388-8154'. A search bar is located on the right. Below the navigation bar are several menu items: 'GET A CAR SEAT CHECKED', 'FIND A TECH', 'FIND A COURSE', and 'LOG IN'. A secondary navigation bar includes 'BECOME A TECH', 'I'M A TECH', 'COURSE ADMINISTRATION', 'ORGANIZATION MANAGEMENT', and 'RESOURCES - FAQs'. The main content area features four large image tiles with captions: 'I'M A TECH' (a technician checking a car seat), 'BECOME A TECH' (a technician with a parent), 'FIND A TECH' (two women looking at a tablet), and 'CUSTOMER SERVICE' (a smiling woman on a headset). Below these tiles are two text sections: 'ABOUT CPS CERTIFICATION' with a paragraph about personalized instruction and a photo of a child in a car seat, and 'BUBBLE WRAP OR A CPS TECH? GO WITH THE TECH!' with a video player titled 'Bubble Wrap: Having Trouble Installing Your Car...'. The footer contains four columns of links: 'ABOUT THE PROGRAM', 'TECHS', 'INSTRUCTORS/MANAGERS', and 'FAQS/HELP'. Logos for 'SAFE KIDS WORLDWIDE', 'NHTSA', and 'State Farm' are displayed on the right side of the footer.

Website traffic increased in 2014. The total site visits were 331,129, a 27.5 percent increase over 2013, which had 259,682. There was also a significant increase in users, which totaled 181,612, a 41.85 percent over 2013, which had 128,035.

Site page views by 24 percent, from 845,695 in 2013 to 1,049,204 in 2014.

Figure 19

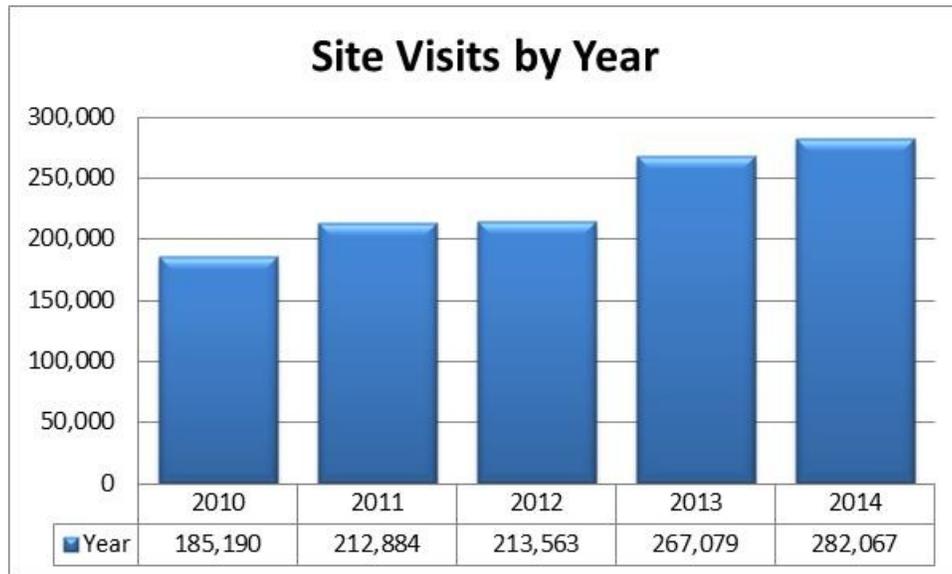


Figure 20



Facebook



The CPS certification program has an active Facebook page, www.facebook.com/CPSCert. We ended 2014 with 14,901 likes, up from 3,512 from this time last year. This is due, in part, to the CPST Month campaign, which promoted CPS courses held in May.

Figure 21

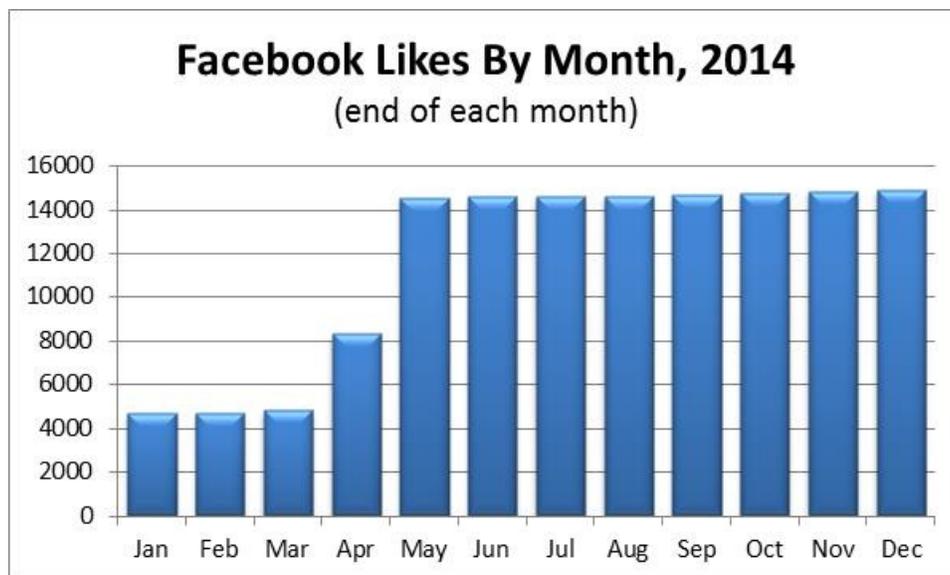


Figure 22

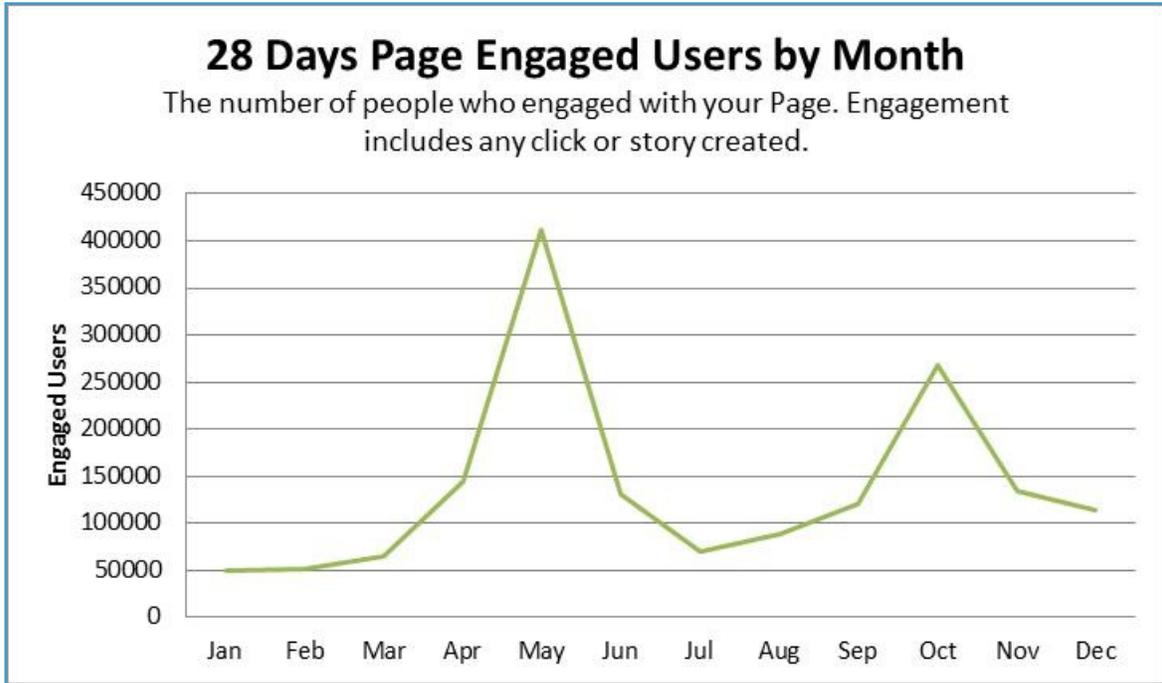


Figure 23



CPST Month: Campaign to promote CPS certification

For the first time, Safe Kids launched a campaign to promote CPS certification. Instructors were encouraged to offer courses in May, and becoming a tech was promoted on the Safe Kids Worldwide and CPS Certification Facebook pages. Ads targeted people involved with public safety.

Facebook post targeting instructors:



The image shows a promotional graphic for CPST Month 2014. It features a large, square, metallic-looking lapel pin with the text "CPST MONTH 2014" in blue and green. Below the pin, the text "Teach a Class in May" is written in a green, sans-serif font. The background is a solid green color.



The image shows a screenshot of a Facebook post from the "National CPS Certification" page. The post is dated March 11 and was posted by Julie Kenneally. The text of the post reads: "CPS Instructors, we're working to increase the number of certified car seat techs. We are declaring that May is CPST Month. If you teach a Cert Course in May, you'll get this lapel pin to celebrate the first annual CPST Month." Below the text are options to "Tag Photo", "Add Location", and "Edit". The post has 15 shares and several comments. One comment from Rebekah Cyr says, "Interesting idea! If we have leftovers...we may sell them." Another comment from Lisa Hendrix says, "Sounds good! Instructors add courses regularly so be sure to check back at <http://cert.safekids.org> and click on FIND A COURSE." There is also a photo of a woman wearing a headset, with the text "National CPS Certification cert.safekids.org Have you heard about events where folks get one-on-one personalized instruction ... See More". At the bottom of the post, there is a "Write a comment..." field.

Facebook post targeting potential technician candidates:

SAFE KIDS Worldwide
April 8

You can be a hero in your community. Learn how to become a car seat tech this year. <http://bit.ly/OxMJNh>

Like · Comment · Share

Janet Black Brooks, Suzanne Grace, Louanne Robinson Greene and 2,301 others like this.

392 shares

Megan McMacken Rock That little girl looks so tiny to be in a backless booster!

Karen Beason Cpst Getting certified next month! Can't wait!

Jenna Saylor Excited to start class this month

Brit Garcia My sons 5 point harness holds 70 pounds. He's gonna be in a harness until then. I think its 80 lbs or 60 inches. Carseatsfortittles on fb will be able to help more

Andrew Munger Would be great if there was a Saturday courses some of the folks that want to become techs have full time jobs M-f

Zhani ArhAyas <http://csftl.org/boosters-are-for-very-big-kids/>

View 39 more comments

Write a comment...

Find out why car seat techs love what they do.

May, historically the month with the most courses offered, was a busy month. The campaign was a success with 91 courses offered in 39 states, DC, Guam, and Israel. We gained 1,268 new technicians in May, 12 percent of the year's new technicians.

CPS Express!

Thirteen editions of the CPS Express! e-newsletter were sent out in 2014, which included one special edition in December. This newsletter is e-mailed to all currently certified technicians the first Monday of the month and was created to keep people aware of developments and news in the field.

An online CPS Express! archive is maintained and allows technicians to look up past editions.

CPS Express
E-News for CPS Technicians

December 2014

IN THIS EDITION

- [Announcements and Notices](#)
- [Program Reminders](#)
- [General](#)
- [Just For Instructors](#)
- [CEU Corner](#)

Customer Service

ProExam (formerly Professional Examination Services) is the contracted provider of certification customer service. Customer service assistance requests remained relatively constant in 2014, likely because there were no major policy or qualification changes.

Customer service received 9,575 phone calls (down 278 from 9853 in 2013) and 1,515 e-mail messages (up 218 from 1,297) during 2014 — an average of 36.8 calls and 5.8 e-mail messages per workday.

Figure 24



Figure 25

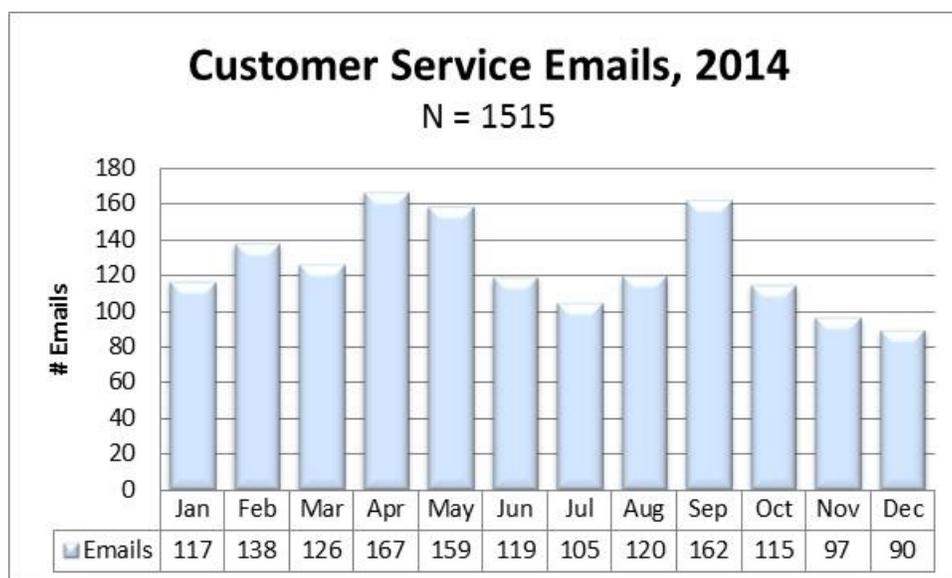


Figure 26



The decrease in the number of calls handled by customer service may be due to the fact that there were no major changes to the program in the past few years.

Figure 27



Customer Service Survey

Survey submissions are reviewed monthly with the contract customer service provider, ProExam, which follows up on any surveys with a response indicating that the issue remains unresolved.

When the survey platform was changed in August, it was streamlined. The number of surveys submitted is extremely low, with only 19 submitted in 2014.

Figure 28



Continuing Improvement

Safe Kids appreciates the input and guidance from the CPS community, including technicians, the National CPS Board, NHTSA representatives, state and regional CPS training contacts. We welcome ideas and suggestions on how to improve the certification program and services.

Thank you for your continued participation and constructive input!