



TO: AWCI Board of Directors
FROM: The Education Committee
Date: February 12, 2009
Subject: Midyear Report of Education Committee

Members of the Board:

As has been the case for the last several periods, the Education Committee and all its sections, has been hard at work on the various certification programs. To date, the Clock Program (CC21) has been completed, and is ready for sale. We have had 3 formal certifications as a result of the hard work of the pilot candidates. They helped us develop what we believe is the finest assessment for a professional clockmaker that is available! Sadly, because of the current economic climate, we have had no requests for examinations (60+ requested being informed when the product was ready). **But**, it would be out of line to suggest that the program is flawed because the professional public is more concerned with trying to keep the money flowing in their businesses and don't want to disturb that at this point. I believe that when things begin to shift, this trend will shift as well and we are ready whenever that may happen. I will close with some suggestions of how the Board may be able to help with this, at this point.

I have attached the current data on watch assessments. The BOE has also been working hard at studying and improving watch assessment test scores through improved education at the time the candidates begin the assessment process, by tightening up assessor discrimination skills, and shortly, through HT articles giving out better information on what quality level we are expecting and how to integrate that into their bench work and their preparation for the examination. Please see attached data.

Recently you should have received a copy of the newly revised Watchmaker's Standards and Practices document for your review and approval. It has taken many months of discussion, debate and review to bolster the original product and make it more user friendly and a more informative help for the candidates preparation. We ask **for** your approval so that we may put it on the AWCI website and allow the next group of examinees to begin making use of it. In a recent BOE appeals review session, we have uncovered a few inefficiencies and found several new ways to solve these problems. Hopefully, as we continue our work, we will be able to streamline the process, reducing the appeals, make some procedural challenges, and perhaps reduce some expense. Please refer to the report from the Chief Examiner, Wes Grau, for more information on the activities of the BOE.

The next step for the Watch section of the Education Committee, once the S&P is approved, is to begin the development of the CEU (Continuing Education Units) program and its functional details. We will be defining what is required, what value = how much class contact time, needed tie in to the S&P of all programs that are to have this value, and a needed evaluation process so that we can track who took what and how they did (NOTE: Without some sort of evaluation process, the student could sleep through class and not have learned what was expected and then try to pass themselves off as having that skill or knowledge—we couldn't make any determinations of their acquired skill without it.) When this new product is ready, it too will be sent to the Board for approval.

Perhaps the most important item that the Committee asks of the Board at this time is to aggressively market these products. Assign this task to the proper committee(s) such as Henry Kessler's promotion work. At this particular time in our history, it offers an unprecedented opportunity to raise the quality of our cadre and help them improve their bottom lines by being able to attract better business because of a higher level of skill and being able to demonstrate to the customer what they have achieved. I know from my own business experience that my biggest "edge" is my certification. It separates me from my competition clearly. For these certification programs to succeed, we need the Board to aggressively promote what AWCI really has a market corner on—quality education and identification of those who possess those qualities!

Respectfully submitted,
Jerry Faier, CMC21/AWCI
Chairman, AWCI Education Committee