



AWCI Education Committee 2011 Annual Report

Herman Mayer, Chair

I would like to thank the president and the AWCI Board of Directors for my appointment as Education Committee Chairman. My current goals in this position are:

1. Finalize the implementation of a Master Level Certification to complement the CW21 certification.
2. Assess the feasibility of, and the demand for, a Master Level Certification as the next higher proficiency level to the CC21 certification.
3. Promote industry recognition for the new Master Watchmaker Certification.
4. Assess the feasibility of, and the demand for, Watch Technician and Clock Technician Certification. Assess the possible risks for the profession and the Institute that come with involvement in semi-skilled activities.
5. Assess the feasibility, benefits and risks of a regulated apprenticeship system as an alternative to full-time schools to become a certified watchmaking professional.
6. Review and make recommendations for the training offerings currently provided by AWCI, under the criteria of demand and efficiency.

I am looking forward to working on these and other tasks with Mike Gainey, Manuel Yazijian, and their content experts.

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