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"Navigating Global Quality in a New Era"



June 21, 2011 (Tuesday) 55th EOQ Congress

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

Tuesday 13:30 – 17:30
Erzsébet tér 7-8, Budapest V.

SALON BANDINI/MARZIO

9.2. EDUCATION OF QUALITY – QUALITY OF EDUCATION II. 15:30 – 17:30

Co-Organizer: Óbuda University

Session Chair: *Eric Janssens, European Organization for Quality, Brussels, Belgium*

15.55 The Cooperation with Professional Associations – Possibly Future for Personnel Certification
Romana Hofmanova, Czech Society for Quality, Czech Republic

Hofmanová, Romana (Czech Republic)

In 1988 she completed the Technical University of Liberec, Faculty of Textil Engineering. From 2002 up to now she works at the Czech Society for Quality as a Quality Manager responsible for communication affairs and personnel certifications. Her special training skills include method of work programming and risk prevention; she is holder of Quality Manager and Quality Auditor certificates.

The cooperation with professional associations – possibly future for personnel certification

Czech Society for Quality was established in 1990 as an Unincorporated Association joining together a wide spectrum of people and organisations acting in various areas of management systems. Its main interest was to offer its members, and people who want education in Quality management systems, a wide spectrum of services and products (education, publications, conferences, workshops).

In 1994, the Czech Society for Quality established certification body CSQ-CERT to enlarge the portfolio of its services. On December 13, 1994, the CSQ obtained the Accreditation Certificate No. 087/1994 for the personnel certification, issued by the National Accreditation Organ – the Czech Institute for Accreditation. On January 4, 1995, the Czech Society for Quality obtained, as the only organization in the Czech Republic, an Accreditation Certificate of the European Organization for Quality, and it became accredited to certify persons active in the area of quality assurance of production enterprises, laboratories and organisations of the public administration.

In the crisis period, the personnel certificate became a very valuable and prized document for its holder. The certificate holders prove by certificate, that they have definite knowledge and skills, which were verified by a third independent party – certification body. Different professional associations came out of this philosophy, which established the minimum requirements for their branch. These requirements have to be fulfilled by the person who wants to carry out business in a given branch. The professional associations fixed the conditions according their long-term experiences and new observations. After it, they appealed to certification body to cooperation. Certification body addressed the independent specialists to create the certification programme according the Standard EN ISO 17024. Czech Society for Quality used their long – term experiences in the field of personnel certification, notably their cooperation with the Czech Chamber of Commerce. This established new scopes of personnel certification.

The Czech Chamber of Commerce (English verbal translation of its registered legal name is Economic Chamber of the Czech Republic according to the law No. 301/1992 Col.).

The Czech Chamber of Commerce (CCC) is an entity representing the entrepreneurial public and became an integral part of the economic life in the Czech Republic. It protects the interests of its members – small, medium and large enterprises associated in a network of regional chambers and trade associations.

The Czech Chamber of Commerce is a unique institution. Their members advocate adherence to the principles of ethical behaviour towards their respective partners and customers.

Membership in the Czech Chamber of Commerce is voluntary.

The Chamber of Commerce considers education as one of the supporting pillars of its activity; it strives after creating a system of recognizing qualification and further professional education. The Chamber supports education at trade schools, cooperation between development, educational institutions and entrepreneurs.

In 2003, the Czech Society for Quality was approached by the Czech Chamber of Commerce to cooperate on the European project Leonardo. The aim of this project was to involve unemployed persons into power cycle in areas with high unemployment. This project had to make it easier for its graduates to find employment. This project was realized in North and West Bohemia. The education programme was divided among 5 specialized high schools in

this territory. The personnel certification solved 2 certification bodies. CSQ gained accreditation to issue certificates in 3 scopes:

- Trained as Assembler of Dry Constructions (D-MSS)
- Trained as Cook and Waiter (D-K-Č)
- Trained as seamstress (D-S)

Bureaus of Labour in North and West Bohemia addressed the unemployed persons in their neighbourhoods and offered them an opportunity to participate in a 3-month educational training in a specialized high school. CSQ organized 3 exams for 40 people and consequently issued 21 personnel certificates for the succeeding participants. The exam contained an oral part (one oral question) and a practical part. The participants cooked, sewed and built within the practical part. The duration of these certificates was 7 years.

This scope represents the lowest level of education. But it was a very important step in our activities. We attempted to certificate persons in different scopes beside quality, environment and health and safety.

I have to mention the then head of the certification Body, Mr. Pavel Rysanek. His activities deserve great credit, not only at the start of personnel certification in CSQ, but also on the extension of personnel certification into unaccustomed areas.

This project was evaluated as successful, but, from a long-term perspective, it was unsuitable. The certificate holders didn't want to travel to employment more than 10 kilometres, and didn't want to further educate. We decided to focus on different groups of persons.

CSQ created on the occasion this cooperation "The Programme of Certification", which is applied up to this day. It was necessary to establish the rules because these scopes are "open trade" in the Czech Republic, without a given level of competency requirements.

Unfortunately, the people, which want to carry out business in these trades, don't need to fulfil any requirements according to law.

Creation of the Programme of Certification (according the Standard ISO EN 17024):

1) The first step is to make market research. We point on the possible target group. This research shows us a lot of important information: how large the target group is, how high the demand of these certificates would be, where it would be possible to use the certificate for example in selection procedure, which is the buying power of the target group. The fee for the exam and issuing the certificates depends on these dates. It is also important to note that what the certificate brings to its holder; which advantages will the owner have? It is difficult to say in the beginning, but the time shows the best way.

2) The second step is to establish the conditions for the cooperation between CSQ and professional association. Who will be responsible for the whole project on both sides?

3) The third step is to choose and address the independent examiners and one member of the programme committee.

4) The fourth step is to fix the requirements on certified persons

- education – level of education, depends on the given branch
- training – content of specialized training, voluntary or obligatory graduation
- praxis – how many years in the given branch

5) The fifth step is to set up the exam (written, oral or practical), to create the question pool and guideline for applicant.

6) The sixth step is to organize the pilot exam. On this exam we do the validation of the Programme of Certification.

CSQ used its own experience from previous projects and in 2004 started to cooperate with Association dry-cleaners and laundries. Their member Professor Jiri Koci created the education programme for the owners or top managers from dry-cleaners and laundries. This

programme was composed of 3 semester education in the private university. Professor Koci directed CSQ and the Czech Chamber of Commerce to participate in this education programme. The participants ended their education with the personnel certification. The name of the certificate is Master of craft laundering and dry-cleaning. Their owners have had to invest a lot of effort, private time, money and effort, when they would stay a certificate holder.

The duration of certificate was 7 years and in 04/2011 75 % certificate holders have recertified. It was a signal for CSQ that this certificate is beneficial for their holders. They used the certificate in the selection process to document their knowledge and skills.

In the following years CSQ became famous as a certification body, who knew how to establish rules for specific scopes.

CSQ started its cooperation with the association SOTKVO in 2005. SOTKVO is an association of special technical inspectors, producers, assembly workers and servicemen in the area of Gymnastic equipment and Children's Playground. CSQ reacted on market requirements, because this branch is an open trade. Special technical workers and servicemen, which want to conduct business in these trades, mustn't fulfil any requirements. The media presented a lot of serious injures and deaths on public children playground equipment or on football fields. Schools and state administration bodies were searching for responsible persons, who could carry out the installation or technical inspection and maintenance. SOTKVO and CSQ established the rules for persons in this scope and created the personnel certification Revision/Service Technician in the area of Gymnastics Equipment and Children Playground. The education proceeded in specialized training focusing on the legislation and skills from praxis. The certificate holders, on the grounds of a performed written and oral exam, sustain their capability to carry out the installation of new sets of gymnastics or children's playground equipment, strengthening and popular entertainment means including adjustment and replacement of spare parts of this equipment or to carry out expert technical inspections and maintenance in this scope.

Next, cooperation came with the Czech maintenance society (CMS). It started in 2007. CMS has the aim: Improvement of production facility maintenance, work productivity increase, cost reduction and quality improvement in production facilities. CMS and CSQ established the rules for persons in this scope and created the Programme of Certification for this scope. The target groups are the managers of maintenance in large enterprises such as CEZ Group (the largest electricity producer in the Czech Republic), RWE (one of Europe's five leading electricity and gas companies), Honeywell and others. Education was organized in specialized trainings courses; they focussed on the organization and management of maintenance and skills from study. The participants show their skills from praxis in the case study. The certificate holders, on grounds of a performed written and oral exam, sustain their capability to organize and manage the maintenance, to operate reliability of production equipment, to control the maintenance by computer control and they know the maintenance technology, diagnostics and repair.

In 2008, the Czech and Slovak Testing Board (CaSTB) showed interest in cooperating with CSQ in the testing area. CaSTB is a recognized regional testing board for Czech Republic and Slovakia, providing regional training accreditations according to ISTQB regulations, actively cooperating with accredited training providers, certification bodies and organizational units of the ISTQB. The applicants of this certification are the persons who test the programmes for banks, insurance companies or persons from testing organizations. This certification consists of 2 levels. First level – CTFL (Certified Tester Foundation level) is appropriate for persons who want a basic understanding of software testing, such as project managers, quality

managers, software development managers, business analysts, IT directors and management consultants. Second level – CTAL (Certified Tester Advanced Level) is appropriate for persons who will be able to go on to a higher-level of software. The duration of this certificate is unlimited.

In 2009, CSQ started their cooperation with “Remax Academy” and with specialists at law, land register, public service and financial engineering on new scope of personnel certification – Certified real estate agent. This scope of certification was in reaction to market requirements. This profession is open trade and anybody can carry on this business – without any requirements. The aim was to establish and integrate requirements on real estate agents. The target group is the owners and employees of estate agencies. The exam participants show their skills from praxis in the case study. The certificate holders, on grounds of a performed written and oral exam, sustain their knowledge and skills of the Standard EN ISO 9001, marketing plan of real estate, personal marketing plan of agent, legislation related to real estate market, financial advice in real estates, business environment in Czech Republic, knowledge of IT technology and software equipment.

Certified mortgage agent and Certified financial consultant continue on previous scope. CSQ has been creating these scopes with Academy 365. It is a new private university. CSQ has used its own long-term experiences from the creation of The Programme of Certification from unusual scopes. The target group is financial advisers who are working in terrain. The first exam will be organized in July 2011.

Conclusion.

- Establishing the rules according the Standard EN ISO 17024 for the open trade professions in the Czech Republic. The persons who want to carry business in these trades don't have to fulfil any requirements.
- Transfer the quality into various branches
- The result of this cooperation – “Quality product” – well-educated person in given branch
- The treatment, how to sustain qualification (education, professional skills, praxis) in unusual branches
- Possibility to cooperate with persons and firms from different branches
- The calibration of the persons, they carry the business in unusual branches