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SNA’s Certification and Credentialing Program: A Step-by-Step Guide

Wednesday, September 21, 2011

Moderated by Ruth Bennett, CMP

Education Center Consultant

School Nutrition Association (SNA)
Questions & Answers

• Type your questions into the “Question” box at any time during the webinar

• Questions will be addressed during the webinar and at the end as time allows
How many people are viewing the webinar at your computer?

- 1-2
- 3-4
- 5-6
- 7-8
- 9 or more
Expert Panel

Ruth Bennett, CMP
Education Center Consultant
School Nutrition Association (SNA)

Shantal Hall
Certification & Credentialing Manager
School Nutrition Association (SNA)
School Nutrition Association

SNA CERTIFICATION & SNS CREDENTIALLING

Shantal Hall
Certification & Credentialing Manager

September 21, 2011 from 2:00 – 3:15 pm
Certification Statistics
As of August 31, 2011

SNA Certification

Level 1: 16155
Level 2: 2057
Level 3: 2532
Trainers: 210
**Level 1 Requirements**

<table>
<thead>
<tr>
<th align="left"><strong>LEVEL 1</strong></th>
<th><strong>Academic Experience</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td align="left"></td>
<td><em>NONE</em></td>
</tr>
<tr>
<td align="left"></td>
<td><em>High School Diploma/GED will be required in 2012 for new applicants at all levels.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Core Requirements</strong></th>
<th><strong>Total Core Hours</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 10 Hour SNA-Approved Nutrition Education Core Course or 1 College Credit Course in Nutrition</td>
<td>20 Hours</td>
</tr>
<tr>
<td>✓ 10 Hour SNA-Approved Food Safety and Sanitation Core Course or 1 College Credit Course in Food Safety and Sanitation/ HACCP/ Microbiology</td>
<td></td>
</tr>
</tbody>
</table>

**NOTE:** Core Requirement courses cannot date back further than five years of the date you apply for initial certification. College courses can be used for initial certification regardless of how many years ago they were taken.
# Level 2 Requirements

## Level 2

<table>
<thead>
<tr>
<th>Academic Experience</th>
<th>High School Diploma/GED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Requirements</td>
<td>10 Hour SNA-Approved Nutrition Education Core Course or 1 College Credit Course in Nutrition</td>
</tr>
<tr>
<td></td>
<td>10 Hour SNA-Approved Food Safety and Sanitation Core Course or 1 College Credit Course in Food Safety and Sanitation/ HACCP/ Microbiology</td>
</tr>
<tr>
<td>Key Area Requirements (Can be earned by using college credits)</td>
<td>20 Hours in Key Area 1 – Operations</td>
</tr>
<tr>
<td></td>
<td>15 Hours in Key Area 2 – Nutrition</td>
</tr>
<tr>
<td></td>
<td>20 Hours in Key Area 3 – Administration</td>
</tr>
<tr>
<td></td>
<td>15 Hours in Key Area 4 – Communications/Marketing</td>
</tr>
<tr>
<td>Total Hours</td>
<td>90 Hours</td>
</tr>
</tbody>
</table>

**Note:** Core Requirement courses & Key Area hours cannot date back further than five years of the date you apply for initial certification. College courses can be used for initial certification regardless of how many years ago they were taken.
# Level 3 Requirements

## Level 3 - Table A

<table>
<thead>
<tr>
<th>Academic Experience</th>
<th>High School Diploma/GED and College Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Course Requirement</td>
<td>Key Area 1 - Operations</td>
</tr>
<tr>
<td>✓ 3 College Credits such as Food Safety/HACCP/ Sanitation/Food Science/Microbiology</td>
<td></td>
</tr>
<tr>
<td>Key Area 2 - Nutrition</td>
<td>✓ 3 College Credits such as Nutrition/Feeding Children with Special Needs/Community Nutrition</td>
</tr>
<tr>
<td>Key Area 3 – Administration &amp; Key Area 4 – Communications/Marketing</td>
<td>✓ 3 College Credits such as Foodservice Management/Leadership/Marketing/Accounting</td>
</tr>
</tbody>
</table>

**Total College Credits**: 9 College Credits

**NOTE**: There are two ways to earn Level 3. Use Table A for college courses only. College courses can be used for initial certification regardless of how many years ago they were taken.
# Level 3 Requirements

<table>
<thead>
<tr>
<th>LEVEL 3 – TABLE B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic Experience</strong></td>
</tr>
<tr>
<td><strong>Core Requirements</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Key Area Requirements</strong> (Can be earned by using college credits)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
</tr>
</tbody>
</table>
Questions?
Polling Question

2. Did you know about the July 2012 High School Diploma/GED requirement for Level 1 prior to this webinar?

a. Yes
b. No
c. Maybe
Initial Application Fee

<table>
<thead>
<tr>
<th>Certification Level</th>
<th>Member Fee</th>
<th>Non-Member Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$ 14</td>
<td>$ 59</td>
</tr>
<tr>
<td>Level 2</td>
<td>$ 17</td>
<td>$ 70</td>
</tr>
<tr>
<td>Level 3</td>
<td>$ 27</td>
<td>$ 177</td>
</tr>
</tbody>
</table>

**NOTE:** This is an nonrefundable application fee. You will be notified if you are missing information. You will have 30 calendar days to respond. If your documents are not received within 30 calendar days, you will have to re-submit a new application, documentation, and fee.
Certification Renewal

- You have to maintain your certification by renewing annually and paying an annual renewal fee.

- Three months prior to your certification expiration date, SNA will mail you a letter and renewal application.

- You are only required to submit CEU documentation if you receive an audit notice from SNA.

<table>
<thead>
<tr>
<th>Certification Level</th>
<th>Member Annual Renewal Fee</th>
<th>Non-Member Annual Renewal Fee</th>
<th>CEUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$ 6</td>
<td>$ 51</td>
<td>6 CEUs</td>
</tr>
<tr>
<td>Level 2</td>
<td>$ 7</td>
<td>$ 61</td>
<td>12 CEUs</td>
</tr>
<tr>
<td>Level 3</td>
<td>$ 9</td>
<td>$ 161</td>
<td>18 CEUs</td>
</tr>
</tbody>
</table>
Reinstatement

- Individuals with expired certifications can reinstate it within 90 days of expiring.
- SNA will mail a reinstatement notice after the expiration date with instructions.
- Individuals will pay the reinstatement fee, any annual fees due, and submit documentation of CEUs earned (*Mandatory Audit*)

<table>
<thead>
<tr>
<th>Level</th>
<th>Reinstatement Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$ 14</td>
</tr>
<tr>
<td>Level 2</td>
<td>$ 17</td>
</tr>
<tr>
<td>Level 3</td>
<td>$ 27</td>
</tr>
</tbody>
</table>
## Trainer Certification Requirements

<table>
<thead>
<tr>
<th>Professional Experience</th>
<th>Submit 2 letters of recommendation from current employer, former employer, or customers indicating a minimum of 2 years experience as a trainer teaching adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credentials/ Academic Experience (Must have one of the following)</td>
<td>Level 3 Certification, SNS, RD, Associates, Bachelors, Masters or PhD in a related field, other advanced college degrees.</td>
</tr>
</tbody>
</table>
| Course Requirements | ✓ 10 Hour Trainer-the-Trainer Workshop or 1 College Credit Course in Adult Education Training  
(Waived if you have a degree in Education) 
New Trainers will select the SNA developed course they want to teach and submit the certificate of completion for that course to SNA in order to gain access to the instructor manual for the course. |
| Total Course Hours | 10 Hours |
Trainer Certification Renewal

Certified Trainers have to maintain their certification by paying an annual maintenance fee and renewing every 3 years. Three months prior to the Trainer Certification expiration date, SNA will mail a letter and renewal form.

<table>
<thead>
<tr>
<th>Member Annual Fee</th>
<th>Non-Member Annual Fee</th>
<th>Documentation (only submit when expiring)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 50</td>
<td>$ 145</td>
<td>Must have taught at least 1 class within 3 years to be eligible to renew. Submit class agenda listing the objectives, date, time, location and evaluation forms.</td>
</tr>
</tbody>
</table>
Polling Question

3. Do you plan on taking the SNS Exam this year?
   a. Yes
   b. No
   c. Maybe
SNS Credential Statistics
As of August 31, 2011

SNS Credentialed

1,213

Number Credentialed
The SNS Credentialing Exam tests candidates on the competencies, knowledge and skills required to perform specific job activities related to school nutrition.

Individuals who meet all prerequisites and pass the exam earn the designation - School Nutrition Specialist (SNS).

Eligibility Requirements

Individuals interested in taking the SNS Credentialing Exam must meet the requirements of one of the options listed below:

<table>
<thead>
<tr>
<th>ACADEMIC REQUIREMENT</th>
<th>KEY AREA HOURS REQUIREMENT</th>
<th>WORK EXPERIENCE REQUIREMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPTION I</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ 60 College Credits or Associate’s Degree</td>
<td>✓ An additional 30 College Credits in any of the four Key Areas: Operation, Nutrition, Administration, Communications/Marketing OR ✓ Work experience in coordinating, managing or supervising various aspects of child nutrition programs may be substituted for the 30 college credits. <em>For example, 1 year of work experience equals 10 college credits. Therefore, 3 years of additional work experience may be used to substitute the additional 30 college credits listed above.</em></td>
<td>✓ One year work experience related to school nutrition within the past 5 years in any of the following settings:  ▪ School Nutrition Program (District/State/Federal)  ▪ Community Nutrition Program (Child Care/Head Start)  ▪ College/University/Technical/Culinary Program (Staff/Faculty/Research)  ▪ SNA State/National Association Staff  ▪ State/Community Agency  ▪ Trainer/Consultant/Industry Staff</td>
</tr>
<tr>
<td><strong>OPTION II</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ Bachelor’s Degree or Higher</td>
<td>✓ None</td>
<td>✓ Same as Above</td>
</tr>
</tbody>
</table>
Exam Application

• The SNS Credentialing Exam Handbook contains the exam application form and requirements.

• The Handbook is available online on SNA’s website at [www.schoolnutrition.org/sns](http://www.schoolnutrition.org/sns)

• You must:
  ▪ Submit a copy of your transcript
  ▪ Submit the application and appropriate fee

• SNA will verify that you meet the eligibility requirements.
## Exam Fees

<table>
<thead>
<tr>
<th>EXAM FEES</th>
<th>MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam Application</td>
<td>$190</td>
<td>$285</td>
</tr>
<tr>
<td>Annual Maintenance</td>
<td>$50</td>
<td>$145</td>
</tr>
</tbody>
</table>

**NOTE:** Individuals who don’t meet the eligibility requirements or cancel the exam will have a processing fee of $50 deducted from their refund. Those who do not reschedule or are “no-shows” on exam day will not receive a refund for the exam fee. Individuals who fail the exam will have to re-apply and pay the exam fee again.
Poll Question

4. Does your state offer study group sessions or preparatory courses for the exam?
   a. Yes
   b. No
   c. Not sure
Exam Prep

• Use the SNS Credentialing Exam Handbook to:
  ▪ Review the Content/Knowledge Areas for the exam. Notice the percentage weight and number of questions per area.
  ▪ Review the Exam Resource List. Thorough reading, study, and understanding is necessary to achieve a passing score on the exam. Study efforts should cover the resources listed.
  ▪ Review the Sample Questions for practice.

• Form a study group or contact an SNS at your chapter or SNA state affiliate for mentoring.
## Exam Content & Knowledge Areas

The 9 content/knowledge areas covered in the SNS exam are:

- Facilities, Technology and Equipment Management – 5%
- Financial Management – 16%
- Food Production and Operations Management – 15%
- Food Security, Sanitation and Safety – 14.5%
- Human Resource Management – 10%
- Marketing and Communications – 7%
- Menu and Nutrition Management – 17%
- Procurement and Inventory Management – 5.5%
- Program Management and Accountability – 10%
Questions?
Exam Results

• Those who take the exam will receive results six to eight weeks after taking the exam.

• Individuals who pass will receive an SNS Certificate and are able to order the SNS Pin.
  – To renew, you must complete 45 CEUs within the three year credentialing period.

• Those who fail will receive a letter and Diagnostic Report showing the areas of weakness in the exam.
# Exam Dates

<table>
<thead>
<tr>
<th>Location</th>
<th>Registration Start Date</th>
<th>Registration Deadline</th>
<th>Exam Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orlando, FL</td>
<td>11/14/2011</td>
<td>12/21/2011</td>
<td>1/14/2012</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>2/24/2012</td>
<td>4/5/2012</td>
<td>4/26/2012</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>4/13/2012</td>
<td>6/21/2012</td>
<td>7/15/2012</td>
</tr>
</tbody>
</table>

For a complete listing of upcoming exam dates, locations and registration deadlines visit [www.schoolnutrition.org/sns](http://www.schoolnutrition.org/sns)

*Over 1,200 School Nutrition Professionals have earned the SNS Credential!*
MOST FREQUENTLY ASKED QUESTIONS
How Long Does It Take To Process My Application?

- Initial applications and renewals take 4-6 weeks for processing.
- Payments first go through SNA’s bank.
- Applications then go to SNA Headquarters for processing.
- SNA mails out notice letters for certification and credentialing.
What Types of CEU Documentation Will SNA Accept?

- Certificates of Completion
- Copies of Rosters
- College/University Transcripts
- Program Agendas
- Program Books/Brochures
- Registration Confirmation Letters
- Badges
- Payment Receipts
- MySNA Transcript
I Have An Annual Certification Period. What Does This Mean?

- Renew annually by paying the renewal fee and submitting the renewal form.
- Required to submit documentation of CEUs if audited.
- Follow these CEU requirements:

<table>
<thead>
<tr>
<th>LEVELS</th>
<th>CEUs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>6 CEUs during 1 year period</td>
</tr>
<tr>
<td>Level 2</td>
<td>12 CEUs during 1 year period</td>
</tr>
<tr>
<td>Level 3</td>
<td>18 CEUs during 1 year period</td>
</tr>
</tbody>
</table>
I Just Got Certified or Credentialed! When Will I Receive My Pay Increase?

- SNA is not responsible for any monetary awards.

- Pay increases or bonuses are unique agreements between you and your employer.

- Check with your supervisor or human resources department about documentation requirements and timelines.
I Failed to Renew By My Certification Expiration Date. What Do I Do?

- You will need to reinstate your certification.

- SNA will mail you a reinstatement notice within 30 days of your expiration date.

- You will pay the annual fee for the year and the reinstatement fee for your level.

- You are required to submit CEU documentation for the year (Mandatory Audit).
I Logged-In To MySNA And Don’t See All My CEUs Listed. Why Is That?

- SNA stopped processing CEUs September 1, 2008.
- SNA only tracks CEUs for SNA sponsored activities (ANC, LAC, CNIC, NLC, School Nutrition magazine PDA’s 3 passing)
- **NOTE:** Please do not send CEUs to SNA to input in your record.
It’s Time For Me To Renew. Can I Take A Course Twice To Count As CEUs?

- Courses cannot be repeated twice during your certification or SNS renewal period.

- CEUs must be job related growth experiences.

- A course in basket weaving will not count for CEUs.
Can I Use CEUs I Earned Outside Of My Certification Or Credential Period?

• No. CEUs must be earned and can only be counted during your renewal period.

• They cannot be rolled-over from one period to the next.
Do I Have To Take Healthy Edge In Order To Become A Trainer?

- No. You are only required to complete a 10 Hour Train-the-Trainer Workshop, meet the Academic/Credential requirement and submit 2 letters of recommendation.

- **If you want to teach Healthy Edge**, then you are required to complete the course and submit a copy of the Certificate of Completion to SNA **AFTER** you are approved as a Trainer.
How Can I Earn Key Area Hours at ANC?

• Individuals who pre-registered and participated in the pre-conference sessions will earn Key Area Hours.

• You can also earn Key Area Hours by attending Education Sessions.

• Tracking Forms are available at the:
  ▪ Member Services Booth
  ▪ Certification & Credentialing Booth
MySNA Reports

- Certification and SNS Credentialing reports are available on MySNA.

- Only Certification Chairs and Certification Processors can access these reports.

- Reports available include:
  - Expired Certifications
  - Current SNS Credentialed
  - Current SNA Certified Trainers
ADDITIONAL QUESTIONS?
Contacting SNA

School Nutrition Association
120 Waterfront Street Suite 300
National Harbor, MD 20745

Shantal Hall
Certification & Credentialing Manager
Preferred Method of Contact is via Email at:
shall@schoolnutrition.org
Fax: (301) 686-3115
Phone: (800) 877-8822
Website: www.schoolnutrition.org
Thank You

Archive available by Friday, 9/23

Slides, recording, CEU info, and other resources available at www.schoolnutrition.org/certandcred

Upcoming Webinar Wednesdays

October 12 (in partnership with USDA): “Applying Good Agricultural Practices (GAPs) for School Gardens and School Nutrition Programs”

October 19 (in partnership with Kellogg’s): “Shaking the Salt: Science and Strategies for Health”