



Standards for Best Practice for Education Service Providers

Approved by the Board of Directors, January 27, 2005

Introduction

The Education Industry Association (EIA) and its education service provider members are committed to upholding standards of professional practice that set high benchmarks for quality, innovation, and accountability. The standards outlined below are guiding principles for the education service industry, which includes individual tutors, and companies that operate learning centers, test prep services, schools (including charter schools), education management services, and alternative and special education programs.

As a statement of best practices, they are appropriate for professionals and companies of all experience levels, business sizes, and instructional delivery models. The EIA believes that service providers become stronger and more effective with practice, training, and experience.

The creation of industry standards also provides the general public and, more specifically, consumers, with confidence that the service provider with whom they work ascribes to national quality standards. Informed consumers of private education services should make better decisions about the selection and performance of service providers in their community.

These standards are initially envisioned to be self-regulating with each member or member organization implementing its own system of oversight and compliance. Additional review and monitoring of their implementation may be forthcoming based on guidance from the industry.

Standards for education service providers are described by three core competencies including Knowledge of the Practice, Business Processes and Ethical Practices. Each of these core competencies are further defined by a series of *value statements* that EIA members shall internalize in their respective organizations. More descriptive guidance of each of these value statements is provided to assist members in their interpretation and implementation of the Standards. However, each member may adopt other practices that are more appropriate to their philosophy and practice.

1. **Knowledge of the Practice Competency**-- the EIA believes the main objective of education service providers, including individual instructors, supervisors and the organization, is to enhance and improve student learning. The ESP:
 - *Shall demonstrate knowledge of how a student learns.*
 1. Understands that students' learn through developmental levels, cognition, self-esteem, motivation and overall learning theory.
 2. Understands and plans for student differences regarding abilities, strengths, weaknesses and interests
 - *Shall demonstrate knowledge of tutoring outcomes.*
 1. Understands that independent learners are created by teaching learning strategies and self-advocacy techniques.
 - *Shall demonstrate knowledge of commitment to consumer.*
 1. Utilizes academic goals and objectives critical to developing appropriate instruction.
 2. Utilizes continuous evaluation using multiple forms of evaluations and documents results to all appropriate stakeholders.

2. Business Processes Competency—the EIA believes education service providers carry the obligation to operate a business which will protect consumers, offer fair trade opportunities for the provider, and provide a professional work environment for employees/contractors. The ESP:

- *Shall demonstrate commitment to consumer.*
 1. Accurately and completely describes services to consumers in easy to understand terms.
 2. Educates consumers regarding the need for services.
 3. Creates and uses promotional materials and advertisements which are free from deception.
 4. Maintains a system of addressing consumer grievances and concerns, such as maintaining an up to date file with the local Better Business Bureau, a third-party organization that already has significant experience with mediation.
- *Shall demonstrate a commitment to the organization.*
 1. Creates and adheres to, without bias, company policies and procedures.
 2. Provides training opportunities to staff to strengthen professional skills and expand knowledge base of tutoring theory and practices.
 3. Requires employees and contractors to subject to rigorous pre-employment background checks.
 4. Maintains a financially sound business.

3. Ethical Practice Competency—the EIA believes in principles constituting highly ethical behavior which provides a guide for decision making at all levels of an organization. The EIA also believes that conducting business in a sound ethical manner results in benefits to the consumer and to the financial health of the member organization. The ESP:

- *Shall obey all applicable laws, statues, regulations and ordinances.*
 1. Conduct business honestly, fairly and with integrity.

2. Comply with the confidentiality and non-disclosure provisions of all applicable federal, state and local laws, including those relating to student identity, records, reports, data, scores and other sensitive information.
 3. Apply these guidelines and standards throughout the company by insuring all employees understand them and act accordingly.
- *Shall support the continued education of oneself and your employees.*
 1. Actively participate in professional organizations, seminars, training programs and other methods of life-long learning.