



ASSOCIAZIONE ITALIANA FORMATORI

**ITALIAN TRAINERS ASSOCIATION**

# **AIF CERTIFICATION PROCESS FOR PROFESSIONAL TRAINERS**

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## PRESENTATION

The training sector has been crossed since a long time by deep and rapid processes of innovation: new subjects operating in the field, the impact of new learning paradigms and of new technologies, just to remind some of the main factors of change. In such a scenario, a growing attention has been devoted to the outcomes of learning as well as to the relevance of Return on Investment and, more generally, to a more attentive control of training costs.

Therefore, it has become more and more necessary to reflect upon and implement a model to assess the professionalism of the players acting in the learning processes of adults. To this end, AIF, which from its birth in 1975 has always carefully pursued the issues of professional quality and ethic standards for trainers, has specifically developed and established a certification process in order to translate those issues into reality.

The process for certification gives all the Italian trainers the possibility to demonstrate their cognitive and educational requirements and the expertise and competencies deemed as crucial for a qualified trainer.

The main profiles in adult training have been identified as follows:

- Teaching Trainer
- Training Planner
- Project manager
- Training centre/Department Manager

More recently, a new profile has been elaborated and implemented within the process:

- E-Tutor (composed by 4 different sub-profiles)

The aims pursued by the process of certification, together with the adoption of the first code of professional ethics of Italian trainers ("AIF Charter of Values and Behaviors"), can be identified as follows:

- a) to improve the quality of training in Italy, also beyond the limits of the formal accreditation systems and processes;
- b) to protect all the targets and stakeholders of training actions from trainers who fail to meet minimum qualitative levels in terms of specialization and experience in learning processes;
- c) to formally define professional models and profiles that can be recognized and assessed;
- d) to identify and promote strict criteria for an ethical vision of the profession.

The annual publication of a register containing all the AIF certified trainers, together with the renewal of certification requested every five years, aims to guarantee a system of quality control for training professionals, clients and for the whole training market.

The individual profiles matrixes with the corresponding information and the requirements for each of them, are detailed below.

## THE TEACHING TRAINER

The **Teaching Trainer** is a specialist of the subject and an expert on training processes who can adequately integrate his/her personal/professional skills with the requirements of the training course assigned in order to reach the objectives as defined.

The teaching trainer is familiar with the training process and its systemic variables, the specialistic content issues and the principles of organizational management. He/she has also a good methodological knowledge of planning, delivering, implementing and evaluating the didactical phases and units and of the main variables relative to group dynamics and interpersonal relations in different training settings and contexts.

The teaching trainer is capable of acting independently in order to acquire the information regarding the assigned task and to reach the assigned training objectives through appropriate planning, implementation and monitoring of his/her action. He/she is also capable of orienting the participants'/target's attention, adequately co-ordinating the climate in the classroom and encouraging participation and interaction. He/she re-elaborates and integrate the contents according to the participants' competencies, using traditional classroom aids and techniques and respecting the training planning variables. He/she verifies the relevance and coherence of the contents in relation with the course objectives.

Professional qualification indicators	Entry Requirements	Documents
<b>High school - University</b>	A university degree in line with the area of training (or high school level if supplemented by further specialization which will be assessed by the certifying commission).	Copy of degree and certificates proving the studies and specialization.
<b>Professional experience</b>	At least 5 years' experience in training	Self-certification of activities declared by the applicant with attached at least 5 signed declarations by clients/employers.
<b>Educational competencies</b>	Expertise in meeting training objectives assigned through appropriate planning, implementation and monitoring of activity. A minimum of 500 hours of training in a period from three to five years.	At least 5 daily microplans (project outlines) articulated in objectives, contents, exercises, methods, supports and ways of measuring learning.

## TRAINING PLANNER

The **Training Planner** can develop and make proposals for the architecture of a training course through the analysis, conception and coherent description of the following elements: needs and final aims, potential and real targets, objectives of the training, appropriate contents, training methodologies, methodologies of assessment, roles and functions involved in complex projects, phases of training, time management, organizational and logistic aspects, economic budgets, ecc.

He/she must ensure effectiveness with respect to the objectives and efficiency with respect to the resources to be used. The training planner is familiar with behaviour psychology and theories on adult learning, the training process in its systemic variables at analytical level, the theory of training planning as well as the tools, methodologies and training techniques that are appropriate for the different phases of the training process. In addition, he/she must know the general principles of organizational disciplines, the organizational context addressed by the training projects, the elements of economic assessment of the training, the methodologies of project management and, lastly, if developing integrated projects, the methodology of study and interpretation of the territory.

The training planner is able to act autonomously to identify and appropriately contact all those who have a decisive role in the formation of the project, to dialogue with the area and subject specialists to be included in the projects and to conduct individual and group interviews. He/she has the capacities to draw up grids of pre-analysis and assessment, to write projects in an articulate, complete and comprehensible form, to itemize the macroprojects in hourly microplanning, including consultation of specialists. In addition, he/she can indicate the ways of encounter/alternation between training and the organizational context of reference and suggest assessment methods that are suitable for the training action.

Professional qualification indicators	Entry Requirements	Documents
<b>High school - University</b>	A university degree or secondary school qualifications, if supplemented by further specialization with a minimum total duration of 200 hours.	Copy of degree and certificates proving study and specialization.
<b>Professional experience</b>	At least five years' experience in training, with presence in the classroom, in diversified roles according to subject and targets, for at least 200 hours.	Self-certification of the activities declared by the applicant, with attached at least 5 declarations by clients/employers as well as the analytical documentation relative to the request for certification.
<b>Educational competencies</b>	Expertise in drawing up macro and micro projects, defining suitable objectives, contents, methodologies and assessment criteria, ensuring efficiency with regard to the resources to be used. At least 5 complex projects, drawn up and implemented, for a minimum of 1500 hours/teaching or alternatively, at least 30 different projects for short courses for a minimum of 500 hours teaching.	At least 5 plans, presented and implemented, complete from the aspect of training objectives and relative economic references.

## PROJECT MANAGER

Within a company or organization, the **Project Manager** is the person assigned to activate, co-ordinate and monitor the development of a training plan, assessing its results with respect to the pre-defined objectives. The project manager must be aware of: the principles of personnel organization and management, the training process in its totality, the organizational contexts addressed by the training projects, the management methodologies for projects and the elements of economic assessment of the training. The project manager is capable of acting autonomously to identify and contact those who play a role in the training process and to dialogue with area or subject specialists to be included in the training project. He/she also knows how to conduct individual and group interviews, draw up pre-analysis grids and grids for final and progress assessment, co-ordinates, controls and measures the actions planned, managing the resources that have been assigned.

Professional qualification indicators	Entry Requirements	Documents
<b>High school - University</b>	University degree or secondary school qualifications, if supplemented by further specialization of a total minimum duration of 200 hours.	Copy of degree and certificates proving studies and specialization.
<b>Professional experience</b>	At least 5 years' experience in training and at least 2 years' experience in the function of project manager	Self-certification of activities declared by the candidate with attached at least 5 declarations by clients/employers as well as analytic documentation relative to the request for certification
<b>Educational competencies</b>	Expertise in co-ordinating, controlling and measuring the actions planned, managing the assigned resources. Management of training plans for a total annual minimum of 500 hours/teaching, distributed in at least 3 complex projects, articulated in several modules of contents and different levels of targets.	At least 5 plans for projects, presented and implemented, complete from the aspect of the training objectives and relative economic references.

## TRAINING CENTRE OR DEPARTMENT MANAGER

The **Training Centre/Department Manager** is the person assigned to analyse the trends of the training macro-needs, to define the strategies of intervention, to plan and design the scheduling, to co-ordinate collaborators in providing, overseeing and assessing the action implemented. The training centre or department manager is familiar with the principles and techniques of communication, the principles of social psychology and pedagogy, as well as the training process from analysis of the needs to assessment of the results. He/she is also aware of the principles of macroeconomics, business organization, human resources management and business control and business law. The training centre or department manager can act autonomously to analyse the training requirements at macro level and the possible sources of funding; to study and develop the activation of new projects; to plan, organize and co-ordinate training programmes of varying content and level.

He/she also defines the strategy of training policies and actions; manages the institutional image and relations; directs and organizes human and material resources for the attainment of the company aims, as well as planning and supervising the quality system of the training processes and the assessment of results. He/she has also the ability to apply methodologies of problem-solving and decision-making, to manage technical and relational communication, to plan actions of organizational assessment and identify, diffuse and transfer the culture of the organization.

Professional qualification indicators	Entry Requirements	Documents
<b>High school - University</b>	University degree or secondary school qualifications, supplemented by specialization in training and management, which will be assessed by the certifying commission.	Copy of the degree and certificates proving studies and specialization.
<b>Professional experience</b>	At least five years' experience in training, with a minimum of three years in positions of managerial responsibility.	Self-certification of the activities declared by the candidate with attached the relative declarations of the legal representatives of the applicant's organizations as well as the analytic documentation relative to the request for certification.
<b>Educational competencies</b>	Management of training programmes for a total number of hours comprising 5000 hours/teaching of vocational training; 1500 hours/teaching of continuous training, 3000 hours/teaching of professional and managerial training.	At least 5 plans, presented and implemented, complete from the aspect of training objectives and relative economic references as well as 3 planning/final reports on as many training programmes implemented.

## e-TUTOR: BASIC PROFILE

His/Her role is that of **facilitator** helping the students to access, participate, and enjoy the learning experience, by means of personal and group tutoring. In details:

- supports the students to access online resources ;
- supports the students in the design of new learning objects;
- helps students to build their confidence and understanding of the course, as well as awareness of their improvements related to the pre-defined course objectives;
- supports the students in the participation in group activities and as members of a community;
- has a key role as intermediary between the students and the course provider organization.  
He/she monitors the course scheduling and content delivery by means of feedback tests and informal notes;
- supports the students in the use of the on-line platform;

Professional qualification indicators	Entry Requirements	Documents
<b>High school - University</b>	University degree in the area of the subject taught. (High School diploma is acceptable if integrated with further specialization certificate that will be evaluated by the commission).	Copy of the certificates and diplomas.
<b>Professional experience</b>	Experience in education for at least 5 years.	Self-certification of previous activities, with an attachment of at least 5 recommendation letters signed by employers or principals.
<b>Educational competencies</b>	Competencies in organizing, designing and monitoring of the teaching process. Minimum of 500 hours teaching per subject, on a period from 3 to 5 years.	At least 5 daily based lesson plans, complete of learning objectives, contents list, exercises, teaching methods, supporting strategies, evaluation criteria.

## e-TUTOR: SUBJECT MATTER EXPERT

He/she guides the students towards the full understanding of the concepts studied, giving his/her interpretation, clarifying them and supporting the teacher in the delivery of the course contents and in the evaluation of the results, possibly integrating the course with new contents when needed.

In details:

- designs, organizes, manages and supports subject-oriented learning activities (e-activities) ;
- uses specialized environments or the net to build subject-oriented additional contents ;
- together with the teacher develops appropriate assessment strategies, hands them to students and works out the results ;

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## e-TUTOR: EDUCATION MANAGER

His/her can act as **supervisor** of the group of tutors or as **analyst** of the whole course process with reference to educational and organizational issues.

As an analyst he/she collaborates with the project manager, the instructional designer and, in some cases, with the authors of the contents.

In details:

- Supervises the group of tutors in the monitoring of the whole course;
- Verifies the accessibility and usability of the course contents and suggests improvements to the technical and administrative staff;
- Verifies the accessibility and usability of the online platform suggesting improvements to the webmaster and technical staff;
- Verifies the relevance and coherence of the learning objects in relation with the course objectives;

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<b>Professional experience</b>	Experience in education for at least 5 years.	Self certification of previous activities, with an attachment of at least 5 recommendation letters signed by employers or principals.
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## e-TUTOR: COMMUNITY MANAGER

He/she fosters collaboration among group members who take part in learning experiences in formal networks (e-learning communities) or who go through a not formal learning process thanks to the sharing of knowledge and practices (communities of practice).

In details:

- takes tasks oriented actions in order to support the working process of the community, gives suggestions to better the organization of the work and the performances;
- promotes the creation of communities of practice encouraging the relationship among members of a learning community, after the course conclusion.
- conduces successful group discussions online;

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<b>Professional experience</b>	Experience in education for at least 5 years.	Self certification of previous activities, with an attachment of at least 5 recommendation letters signed by employers or principals.
<b>Educational competencies</b>	Competencies in organizing, designing and monitoring of the teaching process. Minimum of 500 hours teaching per subject, on a period from 3 to 5 years.	At least 5 daily based lesson plans, complete of learning objectives, contents list, exercises, teaching methods, supporting strategies, evaluation criteria.

## **PROCEDURE OF CERTIFICATION AND REGULATIONS OF THE EXAMINATION COMMISSION**

### **1. COMPOSITION AND DURATION**

The Certification Commission must have a minimum of at least 3 members, from those appointed by the AIF Board; the members of the Commission remain in office for a period of two years and may be re-elected.

### **2. FUNCTIONING**

The applications together with the documentation are collected and analysed periodically, within three months of being sent to AIF. The certification may be acknowledged directly on the basis of the documentation or subject to random checks and personal interviews. The commission decides according to the absolute majority of its members, drawing up a report in writing.

### **3. CONTEXT OF CERTIFICATION**

Within the general profile, the commission may define a more limited context with respect to the requirements (in particular, this is explicitly laid down for the thematic areas of specialization of the teaching trainer).

### **4. DURATION OF CERTIFICATION**

The initial validity is of 5 years, with the possibility of renewal through a simplified process which updates the profile regarding activity and personal updating over a three year period.

### **5. REGISTER AND DIFFUSION**

The National Secretariat of the AIF will keep an updated register of certified trainers. The certified trainers authorize the printing and diffusion of this register and the inclusion of their names and relative certified profile in public and private data banks.

### **6. CONFIRMATION, ADJOURNMENTS AND APPEALS**

The confirmation of certification is approved by the Board (which reserves the faculty of veto) on the proposal of the Certification Commission. Approval with the relative number of certification is notified and sent together with the authentic certificate. Adjournment: notification will be given in writing with reasons to applicants whose requests for certification are rejected by the commission and applicants will have a period of 3 months from the notification to complete any shortcomings notified and resubmit the application, without further costs. Refusal: in the event of a negative decision by the commission or veto by the Board, the applicant may present a written appeal and will receive a final answer within 90 days of receipt of the appeal.

### **7. CERTIFICATION ON MERIT AND RENOWN**

For trainers with recognized professional expertise and evident renown in the training world, the commission may propose certification in a simplified form to the Board, with only the presentation of the "Application for Certification" and the signature of the code of professional ethics.

### **8. OWNERSHIP, CONFIDENTIALITY AND FILING OF DOCUMENTS**

The material presented by the trainer attached to the application of certification is not returned, although remaining his/her exclusive intellectual property. AIF and the members of the commission guarantee the confidentiality and filing of the individual dossiers after certification has been issued. Material may also be kept in the form of computerized files.

### **9. CONDITIONS FOR CONTINUATION AND RENEWAL OF CERTIFICATION**

The certified trainers guarantee that the professional conditions guaranteeing they meet the profile will continue through continuous and systematic updating on the process of certification, on the subjects they teach and which are listed in the area of specialization and on managerial techniques. Each year the commission may request that the dossier is completed with the list of activities followed for personal updating (courses, seminars, conferences, reading, activities in associations). Renewal of certification will also require the documentation of the activities in the capacity of trainers with the relative certificates from clients.

### **10. LOSS OF CERTIFICATION**

The loss of certification may derive from a significant failure to observe the professional code of ethics and/or the untruthfulness of the declarations in the documentation for application. Any reports to this effect received by AIF will be assessed by the Board on the opinion of the commission and after consultation with the person concerned, the latter will receive written notification of the decision.

## **COST OF CERTIFICATION**

The cost for the certification of the first profile is Euro 155 (not subject to VAT) for Members of AIF and Euro 258 (plus VAT 20%) for non-Members. The amount for each additional profile is Euro 52 (not subject to VAT) for AIF Members and Euro 78 (plus VAT 20%) for non-Members.

