

Verified Program Designation Rubric

Purpose: Determine which educational programs meet or exceed the skills and competencies needed in order to be successful at entry-level business occupations. Additionally, ensure that the educational providers are reaching and serving a diverse student population.

Processes and standards

Verified Program designation will consist of a two-part process. The first phase will consist of the evaluation of the written applications. If a program's application meets all the criteria set forth, they will move on to the second phase of evaluation. The second and last phase consists of a presentation to employers.

Evaluation criteria for phase #1:

- 1) The application is completed in full, with no missing or misleading information.
- 2) Must have a passing score (determined below) on each of the sections.
 - General information
 - Must complete all sections.
 - Must apply to at least one of the three relevant occupations.
 - Diversity, equity, & inclusion
 - Must be completed in full.
 - Must list at least 1 effort that makes the learning environment accessible to a wider variety of populations.
 - Must list at least 1 effort to recruit local residents for enrollment and workforce training.
 - Hard skills
 - Passing score: >80%
 - Consideration upon revision: 70% - 80%
 - Failed score: <70%
 - Employability skills
 - Must teach to at least 1 of the 4 employability skills.
 - Industry engagement
 - Must list at least 1 form of industry engagement.

Evaluation criteria for phase #2:

- 1) The program or institution must be present during the Verified Program Designation Day and interview with participating employers.
- 2) Must receive a passing score on the interview rubric.
 - Passing score: >80%
 - Consideration upon revision: 70% - 80%
 - Failed score: <70%

Business scoring rubric, part #1

Program title:

Education Provider:

Certificate/Degree offered:

Occupations of focus:

Occupation	Skill	Does the program teach this skill?	Courses
Internal-facing business occupations (Finance, Purchasing and Buying, and Supply Chain and Logistics)	Data collection, analysis, and communication		
	Process optimization		
	Project management		
	process documentation		
	Setting and tracking key performance indicators		
	Presentations for internal stakeholders		
External-facing business occupations (Advertising, Sales, and Marketing, Public Relations and Communications, and Customer Service Representatives)	Business development techniques		
	Sales process, strategies, and techniques		
	Marketing techniques		
	Graphic design techniques		
	Presentations to external stakeholders		
	User experience design		
Accounting, Bookkeeping, and Auditing	Balance sheets and general ledgers		
	Financial statements		
	Tax code		
	Mergers and acquisitions		
	Auditing		
	Forensic accounting		

Certificate	Prepares students to take the exam	Provides practice exams for students	Pays for the student to take the exam
Certified Management Accountant license			
Certified Internal Auditor license			
Certified Public Accountant license			
Customer relationship management software certification (Salesforce, Hubspot, Zoho, etc.)			
Project management software license (Asana, Trello, Jira, Monday.com, Microsoft Project, etc.)			
Accounting software certification (Quickbooks, Sage, Freshbooks, Xero, etc.)			

Prepares for exam= 1 point

Provides practice exams= 1 point

Pays for exam= 1 point

Role	Passing	Reconsiderations	Failing
Internal business occupation	5/6	4/6	=>3/6
External business occupation	5/6	4/6	=>3/6
Accounting, Bookkeeping, and Auditing	5/6	4/6	=>3/6
Certifications	Prepares students to take the exam	Provides practice exams for students	Pays for the student to take the exam
total points:			

Business scoring rubric, part #2

Program title:

Education Provider:

Certificate/Degree offered:

Occupations of focus:

Please score the program (1 – 5 points), based on employer interviews at Designation Day, for each of the following criteria.

Very Satisfied = 5 Satisfied = 4 Neutral = 3 Dissatisfied = 2 Very Dissatisfied = 1

Criteria	Score	Notes
DEI – Does the program serve a diverse student population?		
DEI – Does that program partake in efforts to improve its inclusivity of a diverse student population?		
DEI – Does the program have different learning environments that provide accessibility to a wider variety of populations? Examples include full-time workers, parents, people with physical disabilities, people with learning challenges, unhoused people, and more.		
DEI – Does the program or institution make efforts to recruit local residents for enrollment and workforce training?		
Employability skills – Does the program provide the necessary tools and opportunities for students to develop their employability skills? Are they sufficient?		
Industry engagement – Does the program provide work-based learning opportunities for students that align with industry needs?		
Industry engagement – Are there active efforts to engage industry/employers in programmatic activities? Such as curriculum development, internships, and more.		
Overall – How well do you believe the programs adequately prepare students for entry-level positions in their selected occupation?		
Total		

Employer feedback: