

## Assessment, Training, Certification and Development

According to the leaders within our transportation industry, they have consistently stated that employees are most important. Knowledge and experience does us little good unless we are doing something with it. Our managers and supervisors have stated that training and development are the core requirements for long range success of the goals for the transit industry. Ask yourself this vital question. "Why is training and development, attracting and retaining workers in our industry getting to be such a difficult task?"

In a recent Gallup Organization survey, they found that employees not only enjoyed and appreciated the education, training and career development provided to them by their company, but they were more satisfied with their employer when these opportunities were made available to them. In addition, an overwhelming 99% said they would appreciate even more training and recognition than they now receive. The American Public Transit Exams Institute has the needed solution.

The key benefits of certification are:



Certification leads to achieving goals

- ◆ Professional recognition
- ◆ Improved self-esteem
- ◆ Personal satisfaction
- ◆ Promotional opportunity
- ◆ Registered certification

## A STRATEGY TO RETAIN YOUR EMPLOYEES

Bureau of Labor Statistics reports on education and training in the workplace, more than 50% of the employees surveyed said that ongoing education and training helps retain good employees and keeps their skills up to date. In companies of 250 or more employees, the number jumps to more than 75 percent.



Education is a proven investment for your employees

The United States Department of Labor estimates that it costs a company one-third of a new hire's annual salary to replace that same employee.

The Bureau of National Affairs (BNA) estimates that the average cost for advertising and interviewing a candidate for non-management type positions is estimated at (US) \$1,487.00. And triples when doing the same for management type positions.

Manchester Partners International, a human resources consulting firm, contacted 400 companies nationwide. Their survey revealed that tuition reimbursement is one of the top five methods used by companies for retention.

According to applicants seeking certification in their chosen field of expertise, 95% state that the training, recognition and promotional opportunities provide them with self satisfaction and the feeling of being part of the team for their companies.

## OPTIMIZE YOUR CORPORATE INVESTMENT

Companies are beginning to realize the value of training and recognition. The coordination and alignment to the companies goals are critical to the success of everyone. Customers expect the best and why not start with investing in the employees of your company.

Our staff can help you to evaluate the need and make the most of your investment dollar. Many different industries have adopted the certification process. Such areas as the Marine Industry's Certified Marina Manager; the Real Estate Industry with the Certified Property Manager; and the National Fire Protection Association with the Certified Fire Protection Specialist.

And with the APTREX Institute, being a member with the American Public Transportation Association (APTA), you can ensure quality, integrity and complete confidence in our process.

Don't wait any longer -- improve the transit industry. Examination dates and locations being scheduled now -- don't miss the bus and speak with our professional staff today!

**PROFESSIONAL  
CERTIFICATION  
FOR THE  
TRANSIT  
INDUSTRY**

About the Institute

At the Institutes founding, we knew that experience, education and recognition would be a synergy for the people within the transportation industry.

In 1993, extensive research began and test development became a learning model for the many leaders of our great industry. The main elements of importance were accountability, value-added and investment for the dedicated workforce.

Today, the APTREX Institute stands for quality, through commitment and the highest standards of excellence for its certification process.

The main importance of this for organizations and individuals is the confidence you'll enjoy and that you're getting a return on your investment for yourself, your industry and your customers.



Accredited by the International Transit Certification Review Board

US Office
158 Downing Drive, Suite 300
Severna Park, MD 21146
Asia Office
Ngee Ann City Tower A
391A Orchard Road, Suite 12-01
Singapore 0923
Canada Office
1088 Quebec Street, Suite 508
Vancouver, BC V6A 4H2
American Public Transit Exams Institute
Phone: 604-632-9905
Fax: 604-632-9906
Email: certified@aptrex.com
Website: www.aptrex.com

Professional Recognition For the Transit Industry

CERTIFICATION