



Leader of Industry Education Since 1901

COOKIE & CRACKER ACADEMY

Learning Management System Information Packet

Includes: Member Facility Enrollment & Correspondence Course Enrollment Forms

*Enrollments open to current ABA Members

Follow us on Twitter, find us on Facebook, say hello on LinkedIn, and watch us on YouTube!
Cookie & Cracker Academy - @TheCCA1901



ALL RIGHTS RESERVED & COPY WRITTEN BY: AMERICAN BAKERS ASSOCIATION
601 PENNSYLVANIA AVE., NW, SUITE 230 | WASHINGTON, DC 20004
PHONE: (202) 789-0300 | WWW.AMERICANBAKERS.ORG



Cookie & Cracker Academy Learning Management System

The Cookie & Cracker Academy brought to you by the American Bakers Association, formally by The Biscuit & Cracker Manufacturers' Association, offers a variety of training courses to provide a complete educational pathway for the cookie and cracker professional.

Individuals new to the industry, whether in operations or management, must be brought up to speed on the fundamentals essential to successfully producing product. Industry knowledge learned over time must be enhanced by providing in-depth information and understanding to how the principles of baking work. Let us assist you in providing this education to your employees without the added expenditure of traveling. Take a dive into our Cookie & Cracker Academy below to see what we offer!

The Academy hosts all of our educational programs through our web-based Learning Management System (LMS).

WHAT IS THE ACADEMY & LMS?

THE ACADEMY

The education programs written and developed by specialists within the industry:

- Entry Level Training Program
- Intermediate Training Course
- Cookie & Cracker Correspondence Course

An overview of our programs are located on page 3

LEARNING MANAGEMENT SOFTWARE (LMS)

Online Software that delivers & manages our programs

- Instructional content
- Student Registration
- Course Administration
- Reporting and tracking of student activity and progress

Within the enrollment form, we will ask you to identify person(s) within your company to the matching list below.

Before naming such individuals, please read the definitions and levels of access they will have once your company has access to the Academy.

LEVELS OF LMS ACCESS:

COMPANY ADMINISTRATOR

Defined as the ABA Member Governor Contact who is the decision maker for paying membership dues.

IMPORTANT NOTE: The Company Administrator will be the person(s) we have on file and automatically entered into our system. If the company is not up to date with membership dues students enrolled will no longer have access to our system.

PLANT ADMINISTRATOR

Defined as an Individual that is located at the same plant location as the student being enrolled. Usually, this person is a plant manager/director or human resource manager. This person(s) will be enrolling students into our ELT Program and IT Course so they must have time to enroll students, track their progress, and the ability to pay invoices.

COOKIE & CRACKER MANUFACTURING CORRESPONDENCE COURSE

Defined as a designated Supervisor named on the CCMC enrollment Form

STUDENT

Defined as an enrolled student within the Academy.

For more information visit www.americanbakers.org or contact:

Kathy Kinter Phelps, Assistant Director of Education & Membership Services, kphelps@americanbakers.org

Vanessa Vial, Manager, eLearning & Communications, vvial@americanbakers.org



Cookie & Cracker Academy Learning Management System

Now that you understand the levels of access, here is what each level will be able to view within the Academy.

COMPANY ADMINISTRATORS:

- View all plant locations within your company enrolled into the Academy
- View listings of Plant Administrators in all plant locations (see Plant Administrator meaning below)
- View Student(s) from each plant locations progress; (course enrolled in, start date, complete date, exams complete, and graduates)
- WILL NOT be able to enroll students nor pay invoices
- Can change the address of your corporate office
- Upload Company Logos

PLANT ADMINISTRATORS:

- Plant Administrator must be an individual that is located at the same plant location as the student being enrolled (*Usually, this person is a plant manager/director or human resource manager at an individual plant location*)
- Enroll students & follow their progress in both the Entry Level Training Program (ELT) & Intermediate Training Course (ITC)
- WILL NOT be able to enroll students directly in the Cookie & Cracker Manufacturing Course (CCMC) (*However, WILL be able to track the students progress once they begin the course*)
- View the students progress within their plant; graduate report, view & download completed certificates for ELT & ITC only
- Pay the quarterly invoices for only the ELT & ITC. Payment for the CCMC is required before beginning the Course

COOKIE & CRACKER MANUFACTURING COURSE SUPERVISORS:

- Defined as designated Supervisor named on the CCMC enrollment form
- Assigned when a student enrolls into the Cookie & Cracker Manufacturing Course ONLY
- Access to LMS and track the progress of their student(s)

STUDENTS:

- Will have the ability to login into the system and begin in the Course they've been assigned

For more information visit www.americanbakers.org or contact:

Kathy Kinter Phelps, Assistant Director of Education & Membership Services, kphelps@americanbakers.org

Vanessa Vial, Manager, eLearning & Communications, vvial@americanbakers.org



Cookie & Cracker Academy

Educational Programs At A Glance

ENTRY LEVEL TRAINING PROGRAM



Cost per student: Allied \$250

Regular \$100, International \$500

Introductory program that provides the basic foundational information that all cookie & cracker personnel must know to work in a plant operations environment.

BENEFITS:

- Teaches basic fundamentals in web based lessons - Ingredients, Mixing, Forming and Baking
- Reduces in-plant training time for new hires and new department transfers
- Excellent resource for cross-training
- Lessons in English and Spanish
- Several hours of work applicable information

PROGRAM INCLUDES:

- Interactive exercises, videos and photos
- An index of terms
- Multiple-choice tests
- A tracking mechanism to monitor the progress of employees through the program

GROUP DISCOUNT: Enroll 15 students within the same quarter & receive the 16th **FREE!**

STUDENT ENROLLMENT:

Is through a designated facility Plant Administrator. To find out if your facility is registered within the Academy or who your Administrator is contact: Vanessa Vial, vvial@americanbakers.org

INTERMEDIATE TRAINING COURSE



Cost per student: Allied \$250

Regular \$250, International \$500

Individuals who are beyond a beginner's level of knowledge, but who may not yet be ready to learn about the science and theory of the manufacturing process.

BENEFITS:

- Wire Cut, Rotary Molder & Sandwiching Lessons are open for enrollment- additional lessons released soon
- 12 Individual lessons based on specific product type and/or the equipment used to produce it

PROGRAM INCLUDES:

- Interactive exercises, videos and photos
- An index of terms
- Multiple-choice tests
- A tracking mechanism to monitor the progress of employees through the program

STUDENT ENROLLMENT:

Is through a designated facility Plant Administrator. To find out if your facility is registered within the Academy or who your Administrator is contact: Vanessa Vial, vvial@americanbakers.org

COOKIE & CRACKER MANUFACTURING COURSE



Cost per student: Regular & Allied

\$1,495.00, International \$1,995.00

Advanced training program available for industry professionals. Provides an in-depth technical understanding of the complete cookie and cracker manufacturing process.

BENEFITS:

- Teaches the science and theory of the manufacturing process
- Gain a solid understanding of the various departments of a bakery operation and how they interact with one another
- Speciality products, safety and troubleshooting

PROGRAM INCLUDES:

- Two course text books
- Choice of online or hard copy workbook
- Multiple choice tests
- Hands on work projects
- Consult with a Technical Advisor
- Certificate of Graduation Plaque

GROUP DISCOUNT : Enroll 4 students at one time at full cost and receive the 5th enrollment at half price, or enroll 8 at one time at the full cost and receive the 9th enrollment **FREE!**

STUDENT ENROLLMENT:

Employees can enroll themselves through our printable found within this packet online form located on our website: www.americabakers.org or contact: Kathy Kinter Phelps, kphelps@americanbakers.org

Cookie & Cracker Academy Member Facility Enrollment Form

Leader of Industry Education Since 1901



In order for students to begin using our courses their company must be registered within our online academy system. Students cannot enroll themselves into these courses and in some cases an individual(s) at the students facility will need to enroll them. For larger organizations with multiple plant locations they must fill out their own individual form.

The individuals named on this form will be able to:

- Enroll employees in the ELT Program and IT Course at any time
- Have access to student progress reports/tracking mechanisms for all courses
- Approve all enrollment fees and process payment on a quarterly basis
- Serve as the Academy's main contact. It is the facilities responsibility to inform us of any contact changes

Once this form is submitted and confirmed these individuals will receive correspondence through email with their Academy access information, directions on how to utilize our Academy along with screen shots to begin enrolling students.

YOU MUST ASSIGN TWO PLANT ADMINISTRATORS

Company:		
Address:		
City:	State:	Zip:
Country:		

1st Plant Administrator

Name:	
Title:	
Phone:	Email:

2nd Plant Administrator

Name	
Title:	
Phone:	Email:

Plant Manager:	
Email:	

ACADEMY BENEFITS

Student Progress Reports
Listing of Students &
Course Enrollment History
View/Pay Invoices
Graduate Report
Payment History
Plus Much More!

WHAT DOES THE PROGRAM OFFER YOUR EMPLOYEES?

Employees will learn roles and responsibilities for various key positions along the line. Insight into the process leading to better decision making. Upon completion, employees will have an understanding of how to correctly apply practices and procedures described in each lesson, plus so much more!

SUBMIT FORM TO American Bakers Association

Vanessa Vial
Manager, eLearning &
Communications
vvial@americanbakers.org
or

Kathy Kinter Phelps
Assistant Director of Education
& Membership Services
kphelps@americanbakers.org

Cookie & Cracker Academy Correspondence Course Enrollment

Cookie & Cracker Manufacturing Course



Those enrolling into the Cookie & Cracker Manufacturing Correspondence Course are enrolled by Kathy Kinter Phelps with American Bakers Association. Once this form is received and payment has been made you will receive a packet welcoming you into this course including Academy access information and directions on how to successfully pass this course.

STUDENT INFORMATION:

Company:		
Name:	Title:	
Address:		
City:	State:	Zip:
Country :		
Phone:	Email:	

- Student will submit tests on the Internet (On-Line Workbook)
 Student will submit tests through the Mail (Hard Copy Workbook)

SUPERVISOR INFORMATION:

Name:	Title:	
Address:		
City:	State:	Zip:
Country:		
Phone:	Email:	

PAYMENT INFORMATION:

Once we receive this form, Kathy Kinter Phelps will send an invoice to the attention of the Supervisors, unless otherwise noted. Payment must be received in full before course materials are mailed or a student can begin.

Payment by Credit Card: Once you receive our invoice you can pay with a credit card from the electronic notice or call Kathy Kinter Phelps directly. No credit card information should be emailed per PCI Compliance.

Payment by Check can be mailed to: American Bakers Association
601 Pennsylvania Ave., NW, Suite 230, Washington, DC 20004

Wire Transfer: (Contact kphelps@americanbakers.org)

CORRESPONDENCE COURSE MATERIALS INCLUDE:

- Textbooks Vol. 1 & 2
- Hard Copy Workbook or
Online Introduction
- Orientation Information
- Work Project Success Tips

Important Note for International

Members: Please be aware that an additional fee may apply for the delivery of textbooks to your country. This is a customs fee imposed by your government and is therefore the responsibility of the receiving company and not the responsibility of the ABA

SUBMIT FORM TO American Bakers Association

Kathy Kinter Phelps
Assistant Director of Education
& Membership Services
kphelps@americanbakers.org