



INSTRUCTIONS FOR DIRECTORS OF APA-APPROVED SPONSORS OF CONTINUING EDUCATION

A SUPPLEMENT TO THE *STANDARDS AND CRITERIA*

PLEASE KEEP THESE INSTRUCTIONS FOR FUTURE REFERENCE

April 2005



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

**Instructions for Directors of APA-Approved Sponsors
of Continuing Professional Education**

Table of Contents

Overview	1
Summary of Responsibilities	2
Summary of Benefits	2
List of Current Fees.....	3
Status Reports	4
Status Report Requirements	5
Documentation of Attendance	6
Sample Documentation of Attendance	7
Annual Reporting of Programs.....	8
Sample Activity Summary.....	9
Promotional Material	10
CE Calendar Listing	11
Frequently Asked Questions.....	12

OVERVIEW

As the Continuing Education Director or contact person for an APA-approved organization, you fill a vital and responsible role in the continuing education process. The success of a program under your direction is determined by careful planning and implementation, and by prompt follow-up. The following procedures are provided to assist you in the planning of your CE activities.

Of foremost importance is your becoming familiar, if you are not already, with the Standards outlined in the American Psychological Association *Standards and Criteria for Approval of Sponsors of Continuing Education for Psychologists* (approved February 2005), and the policies and procedures outlined in the *Policies and Procedures Manual*. These Standards are reviewed regularly as the Continuing Education Committee continues to ensure that the needs and interests of psychologists are being served. It is your responsibility to note these changes as they occur, and to implement any modifications in your program that may be necessary as a result.

Specific administrative responsibilities your organization has as an approved sponsor are addressed in the enclosed materials. If you have administrative support, it is recommended that you share the enclosed information with them. However, as the contact person it is ultimately your responsibility to make sure that the criteria are met, the fees are paid and the forms are completed correctly, and that all of this is done within the established timelines.

If you have questions regarding any of the attached material or any other topics related to continuing education or the Sponsor Approval System, please feel free to contact Sponsor Approval staff. For written correspondence, the address is American Psychological Association, 750 First Street NE, Washington, DC 20002-4242. If you would like to call, the main phone number for the Sponsor Approval System is 202-336-5991.

You may also access our web page at www.apa.org/ce/sponsorapproval.html for updated information, printable copies of the forms in this booklet, and other useful information.

SUMMARY of RESPONSIBILITIES

Fees:

The annual fee is due once a year, either in February or August depending on the organization's approval cycle. The recognition fee is a one-time fee due at the time of an organization's initial approval. The application fee is due every time an organization re-applies. A list of current fees is on the following page.

Status Reports:

Organizations must submit a status report one year after approval or re-approval.

Re-application:

Organizations must re-apply at the end of their approval period. This includes completing an application and paying the application fee.

Annual Activity Summaries:

The Annual Activity Summary is a brief report that is due at the same time as the annual fee. Sponsors are required to send the reports along with all corresponding promotional materials.

Failure to comply with any of the above requirements will result in probationary status for your organization and, ultimately, termination of your approval status.

SUMMARY of BENEFITS

CE Calendar Listings and Advertising of Programs:

Programs offered by APA-approved sponsors may be listed in the online CE Calendar on the APA website at no cost. Instructions for listing your activity are included in this booklet. Reduced rates for display advertisements in the *Monitor on Psychology* are also available to approved sponsors. For advertising rates, please contact the Advertising Department at 202-336-5560.

APA Monitor on Psychology:

APA-approved organizations receive a free subscription to the monthly magazine, *APA Monitor on Psychology*.

LIST of CURRENT FEES

Type of Fee	State or Regional Psychological Associations and APA Divisions	Others
Recognition Fee:	\$360	\$600
This is a one-time fee paid by the sponsor at the time of their initial approval.		
Annual Fee:	\$240	\$400
This fee is paid on an annual basis, either in February or August depending on the organization's approval cycle. In years that a renewal application is submitted, the annual fee is invoiced following approval.		
Application Fee:	\$180	\$300
This fee is submitted with the renewal application.		

Note: Regional Associations include the following organizations, as defined by the APA Council of Representatives: Eastern Psychological Association, Midwestern Psychological Association, New England Psychological Association, Rocky Mountain Psychological Association, Southeastern Psychological Association, Southwestern Psychological Association, and Western Psychological Association.

STATUS REPORTS

APA-approved sponsors must submit Status Reports, which allow a focused and timely response to any comments or concerns raised in the review report that is sent following an application submission and approval or re-approval decision. The sponsor may also use the Status Report to note any organizational changes. You will be sent the Status Report requirements and a reminder two months prior to your due date. (Due dates are either April 30th or October 30th.)

Failure to submit Status Reports will result in probationary status for your organization and, ultimately, termination of your approval if the report is not submitted. Sponsors with One-Year Conditional approval are not required to submit a Status Report.

A copy of the Status Report Requirements follows.

STATUS REPORT REQUIREMENTS

Please respond to following questions when completing your Status Report:

1. Respond in detail to the concerns raised in the Review Report sent with your latest notification of approval, a copy of which is enclosed. If concerns reference revisions to documents, a copy **MUST** be included for review (e.g., evaluation forms [satisfaction and/or achieved learning], documentation of attendance, grievance procedures, learning objectives, promotional materials, etc.)
2. Have there been any changes in your organizational structure or key personnel since your last review? Include vita or resume of new personnel.
3. Have there been any new program types or formats developed since your last application? For example, are you offering any new home study programs that were not a part of your original application? If so, please provide a complete description of these new programs.

DOCUMENTATION of ATTENDANCE

Sponsors are required to provide some form of documentation to all participants verifying completion of a CE activity. This documentation will verify that the participant earned CE Credit(s) from an APA-approved provider.

The Continuing Education Committee suggests that documentation of attendance be presented in a letter format rather than as a certificate, which could imply proficiency. The suggested wording for this letter is as follows: *This is to certify that (participant's name) has attended, in its entirety, the following Continuing Education Activity sponsored by (APA-approved provider's name).*

Documentation must include, at a minimum, the following information:

- Name of the Organization
- Title of the Activity
- Date(s) of the Activity
- Number of CE credits awarded
- Name and signature of the CE director
- APA statement of approval

It is essential that this information be provided to participants as state boards may use this documentation as verification of CE credits required for re-licensure. In order for the state boards to distinguish which workshops are given by APA-approved sponsors, the APA statement of approval (see **Standard G. Promotion and Advertising of Programs**), in its entirety, **must** appear on the documentation. A sample Documentation of Attendance Form follows.

Sponsors are required to keep an accurate roster of participants for at least three years after the event. This information is needed in case a participant requires verification of CE credit.

You are not required to send us a list of participants in your CE programs. At the end of each approval year we will ask how many psychologists and non-psychologists attended your activities. We will ask that you provide this information via the Annual Activity Summary form, a sample of which appears in this booklet.

DOCUMENTATION OF ATTENDANCE

(Sponsor Name)
(Sponsor Address)

Date

To whom it may concern:

This is to certify that _____ has attended, in its entirety, the following
participant's name

Continuing Education Activity sponsored by _____
the APA approved provider's name

Title/Date of Activity

CE Hours/Credits

Sincerely,

Name of presenter/Sponsoring organization

(The APA approved provider's name) is approved by the American Psychological Association to sponsor continuing education for psychologists. (The APA approved provider's name) maintains responsibility for this program and its content.

ANNUAL REPORTING of PROGRAMS

Sponsors are required to provide a list of programs offered to psychologists for credit on an annual basis. This is reported via the Annual Activity Summary Form, which is sent along with the annual fee invoice. A copy of the form follows.

Sponsors must provide the name and date(s) of the activity, the number of CE credits offered, the number of participants (reporting separately the number of psychologists and non-psychologists who attended), and the activity format (e.g., workshop, conference, homestudy, etc.). For each activity listed, a corresponding promotional brochure must also be included. *Failure to report an activity that was offered to psychologists for credit may result in probationary status for your organization.*

Due _____

**Continuing Education Activity Summary
for Activities Given in the Past Approval Year for CE Credit**

The purpose of this form is to provide information about the activities held by APA-approved sponsors and the number of participants attending activities sponsored by those organizations. Please list each of the activities your organization offered for credit to psychologists between ____ and ____ (add pages, if necessary, and indicate grand total). **Each program listed on the activity summary form must have the corresponding promotional piece attached.** If your organization does not use promotional brochures (e.g., in-house training programs), please submit any internal program announcements that you used. Failure to submit this information may result in probationary status for your organization. Please return this form with your annual fee payment even if you have not offered any CE activities in the last approval year. Use the following codes for the activity format:

W - Workshop **C** - Conference **L** - Lecture Series **H** - Homestudy **I** - In-depth Institute or Program
S - Seminar **A** - Academic Course

Name of Organization: _____

Name of Person Completing Report: _____

Title of Activity	Number of CE Credits	Date(s)	Number of Participants		Activity Format
			Psychologists	Non-Psychologists	
Total Activities:			Total Psychologists:	Total Non-Psychologists:	

**To be sure your activities are included in our reports, please calculate your totals before returning this document. Activity Summaries that have not been totaled will not be included as part of SAS statistics.*

PROMOTIONAL MATERIAL

The following information must be made available to potential participants in your CE activities before they enroll. We suggest including this information in promotional materials.

- Learning objectives
- Target audience
- Schedule
- Cost and description of refund/cancellation policy
- Instructor credentials
- The number of CE credits offered for each activity
- Clear indication of any activities within a program that are not offered for CE credit.

If this information is not included in promotional materials, the means of obtaining it from you must be clear (e.g., phone number, web address, etc.)

If a sponsor wishes to mention its relationship to APA in promotional materials the following statement must be used in its entirety:

"(NAME OF ORGANIZATION) IS APPROVED BY THE AMERICAN PSYCHOLOGICAL ASSOCIATION TO SPONSOR CONTINUING EDUCATION FOR PSYCHOLOGISTS. (NAME OF ORGANIZATION) MAINTAINS RESPONSIBILITY FOR THIS PROGRAM AND ITS CONTENT."

No other statements may be used.

Do not use the term "CEU" (continuing education unit) to refer to credits earned from APA-approved organizations. CE credit for psychologists is granted on a one credit per one contact hour basis; the CEU, on the other hand, grants one CEU for every ten contact hours.

Do not use the term "APA CE credits", which implies that APA is awarding credit for the completion of your CE program. CE credits are awarded by your organization, which has been approved by APA to offer continuing education to psychologists.

Do not indicate that your CE activities are "APA-approved". APA's Sponsor Approval System does not approve individual programs offered by approved sponsors.

CE CALENDAR LISTING

As an approved sponsor, you are entitled to list your CE activities in the "CE Calendar" which is listed on the CE section of the APA website. Once you have submitted a particular listing, it will continue to appear on the website until the date the activity is to be presented has passed. In the case of homestudy, programs will be listed until we receive notification that the course has been discontinued.

Activities should be posted using the online Continuing Professional Education Calendar Form, which may be found at <http://forms.apa.org/cecalendar/index.cfm?action=calendar>.

FREQUENTLY ASKED QUESTIONS

Please note that additional information specific to the *Standards and Criteria* is available in the Educational and Technical Assistance Sections of that document.

Q: Does the CE program administrator have to be a psychologist?

A: No. However, doctoral-level psychologists must be involved in all aspects of program planning and development.

Q: What are the requirements for homestudy post-test questions (e.g., how many questions, passing criterion)?

A: Although there are no specific requirements, we recommend 6-8 questions for every one credit and a passing criterion of at least 75%.

Q: Can practice and career management programs be offered for CE credit?

A: Career management programs (e.g., programs that are primarily for the purpose of career advancement) should be carefully considered to determine whether or not the content of the program can be deemed appropriate CE content for psychologists. The Committee recognizes that while such programs may be beneficial to psychologists by helping them grow their businesses, advance their academic careers, or otherwise increase their earnings, the content may not actually be related to the professional practice of psychology, education, administration, or research (e.g., programs on how to build a more profitable fee-for-service practice, or how to get tenure are usually not considered appropriate for CE).

Q: When will my approval expire?

A: If you have submitted a renewal application, your approval will continue without interruption assuming that the application is approved. If you choose not to reapply, your approval will expire on the last day of the Continuing Education Committee meeting (the Committee reviews application twice per year in the spring and fall, dates vary).

Q: Can instructors get CE credit?

A: Yes. However, because CE regulations vary by state instructors should check with their state licensing board to see if the credits will be accepted for licensure.

Q: Is it required that instructors be psychologists?

A: It is not required that instructors be psychologists. However, they must have expertise in the content area and be competent to teach the program at a level that builds upon a completed doctoral program in psychology.

Q: How do I list my programs in the online CE calendar?

A: The CE calendar listing form is available <http://forms.apa.org/cecalendar/index.cfm?action=calendar>.

FREQUENTLY ASKED QUESTIONS, cont.

Q: If I have not offered any CE programs in the past year, do I still need to submit a report to the Sponsor Approval System?

A: Yes. In years in which an activity summary is due, you still need to return the form indicating that no activities have been offered that year. In years in which a renewal application is due, sponsors are required to submit an application if they wish to continue their approval. If a sponsor has no programs planned for an upcoming year they may request inactive status, which will require them to pay only half of the usual annual fee. If a sponsor wishes to regain active status during that year, the remainder of the annual fee must be paid.

Q: I noticed that there are no longer criteria related to co-sponsorship. Does this mean I can't collaborate with other organizations?

A: No. In fact, the co-sponsorship criteria were eliminated in order to make collaboration between organizations easier. While collaboration is encouraged, please be aware that the sponsor is still required to maintain responsibility for all programs offered under the auspices of its approval. Although a written co-sponsorship agreement is no longer required, it is recommended that you have one in order to delineate the responsibilities of each organization. If collaboration is between two or more approved sponsors, only one sponsor should maintain responsibility for the program (i.e., only one sponsor's approval statement appears on promotional materials, only one sponsor issues certificates, only one sponsor reports the program in the annual activity summary or application, etc.)

Q: Do you have any sample evaluation forms I can use to revise my own documents?

A: Yes. Sample evaluation forms, in addition to other sample documents, are available at <http://www.apa.org/ce/sampledocs.html>.

Q: Do other professions accept credit earned from APA-approved sponsors?

A: There are some professions that accept credit from APA-approved sponsors. However, it is the individual's responsibility to confirm this with his/her licensing board.

Q: Are teleconferences considered homestudy?

A: If a course is given in real time and the participants can interact with the instructor and ask questions in real time, it is considered a live program. However if the course is not in real time (e.g., prerecorded) then it is considered homestudy and requires a post-test.

Q: What if I can't fit all the required promotional material information into my brochure?

A: We understand that you might not be able to include all required information in your brochures. However, this information must be made available to potential participants, even if it does not appear in brochures. Additionally, you must clearly provide a mechanism for obtaining this information (e.g., contact information, web site, etc.).

FREQUENTLY ASKED QUESTIONS, cont.

Q: My organization did not have plans to offer homestudy programs at the time of your last application, but now we would like to offer these types of programs. Do I need to submit a new application?

A: You do not need to submit a new application, but you do need to submit relevant portions of the application prior to offering these types of programs. You must answer all applicable questions and submit all the necessary attachments, and this material will be reviewed at the staff level. If the material appears to meet the criteria, homestudy will become a part of your existing approval. No additional fee is necessary for this review. Please contact SAS staff if you would like to receive a homestudy application.

Q: Are members of the Continuing Education Committee available for consultation?

A: Yes. Please contact SAS staff and they will put you in touch with the most relevant Committee member.

Q: Does the APA Sponsor Approval System have an approved statement for organizations whose approval is pending?

A: No, we do not have an approved statement for pending approval. Your organization may state that an application is pending. However, keep in mind that not all applications are approved.

Q: Can I still get approved if I have not yet offered a CE program?

A: It is possible to become approved without having offered a CE program. However, you must be able to provide as much information as possible about the programs you plan to offer in the future so that reviewers will be able to determine your compliance with the criteria. Although the application specifically asks for information offered in the past year, you should instead provide information for programs you plan to offer in the future if there have been no past programs. For new applicants that intend to offer homestudy programs, all program components must be fully developed before the organization can be considered for APA approval.

Q: Is it possible to submit a draft application for review?

A: Yes, you may submit a draft application for review at the staff level. Draft applications must be received at least one month prior to the application deadline. Review by staff does not guarantee approval by the Committee.

We realize that you may have questions on topics that are not covered in this booklet. We are here to assist you with any questions you may have about the Sponsor Approval System and continuing education for psychologists. Please feel free to contact us at (202)336-5991 or sas@apa.org for further assistance!

The CE Sponsor Approval System Staff,

Karen Kanefield
Director, CE Sponsor Approval System

Arlette Tongue
Associate, CE Sponsor Approval System