

# GUIDANCE AND INSIGHTS FOR SPONSORS AND APPLICANTS: AN INTERACTIVE SESSION

APA 2019

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# Who Are We?

APA Continuing Education Committee (CEC)	APA Staff
<ul style="list-style-type: none"><li>• 16 Psychologists – volunteers</li><li>• Subcommittee work:<ul style="list-style-type: none"><li>• Research</li><li>• Support for sponsors</li><li>• New members</li></ul></li><li>• Liaisons with other committees/organizations in APA</li></ul>	<ul style="list-style-type: none"><li>• APA Continuing Education Sponsor Approval (CESA)<ul style="list-style-type: none"><li>○ APA staff of 5</li></ul></li><li>• APA Office of Continuing Education in Psychology<ul style="list-style-type: none"><li>○ APA staff of 6</li></ul></li></ul>



# Application Process



## Top Tips and Guidance

- Draft consultation by CESA is available and advisable
- CESA Online Application System
  - Use hyperlinked resources within each Standard
  - Carefully attend to each question – describe HOW
- Payment required for application (and, if approved, approval fees)
- Selection of appropriate application(s)
  - CESA
  - Homestudy-Only
  - Homestudy Supplemental



# Application & Review Process and Roles

Role of the Continuing Education Sponsor Approval (CESA) Office	Role of Continuing Education Committee (CEC)
<ul style="list-style-type: none"><li>• Provide initial support<ul style="list-style-type: none"><li>• Resource materials</li><li>• Consultation and feedback</li></ul></li><li>• Ensure ongoing support<ul style="list-style-type: none"><li>• Annual reviews and feedback</li><li>• Data analytics</li></ul></li><li>• Communicate with CEC</li></ul>	<ul style="list-style-type: none"><li>• Review of application materials and decision making</li><li>• Establish relevant policy</li><li>• Select Committee members</li><li>• Communicate with CESA</li></ul>



# Application Highlights

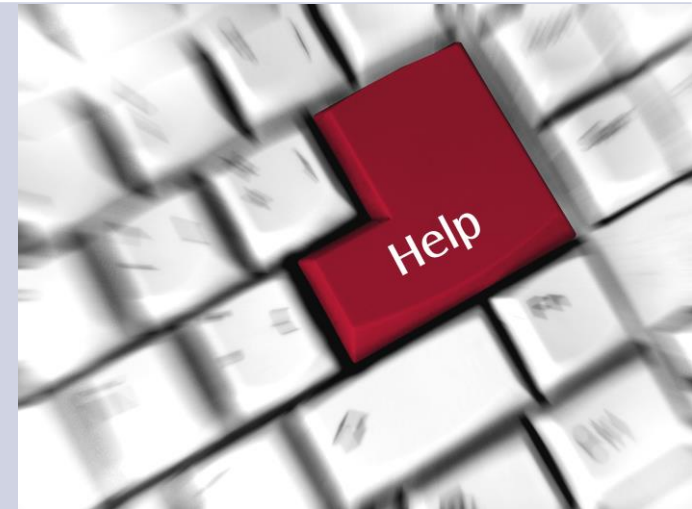


Remember...	Some specific areas to keep in mind: <i>(although this is not exhaustive!)</i>
<b>All Standards and Criteria are important and must be addressed</b>	<ul style="list-style-type: none"><li>• Applications should have a 'golden thread' from A to G</li><li>• Full CVs are required for instructors</li><li>• Learning objectives need to be measurable and postdoctoral</li><li>• References must support content</li><li>• Evaluation materials need to adequately assess CE programs</li><li>• Advertising standards must be followed and materials accessible</li></ul>

# Guidance and Insights

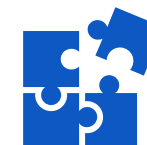
**Review & use ALL of our CESA resources!**

- Focus on:
  - Accuracy
  - Descriptions of HOW vs affirmations THAT
  - Evidence-based support
  - Professionalism
- Seek additional information & clarification



**We are here to help you!**

# Websites for the Application Process



## Check these out!

- Start with our APA Website:  
<https://www.apa.org/ed/sponsor/index>
- Then, take a look at [OAS Accounts and Application Deadlines](#)
- Refer to policies and resources
  - [Standards and Criteria](#) and [Policies and Procedures Manual](#)
  - ***Really helpful link:***  
[Resources Page](#)

## Consider the following:

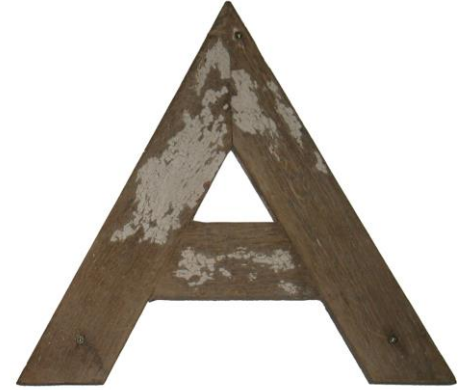
- Best cycle for you: Spring or Fall?  
(see: [submission deadlines](#))
- Value of a **draft application**
- Proactive preparation  
(see: [Online Application System \(OAS\) pre-checklist](#))
- Typical review cycle  
(see: [estimated turnaround time for CESA application cycles](#))

# Standard A

## Statement of Goals

Outline goals of **CE** for **YOUR** organization related to **psychologists**

#goals





# Standard B

## Program Management

Clearly articulate your structures  
and systems



# Standard C

## Educational Planning & Instructional Methods

Clarify **what** and **how** learning will occur, that it is postdoc, and that instructors have appropriate expertise

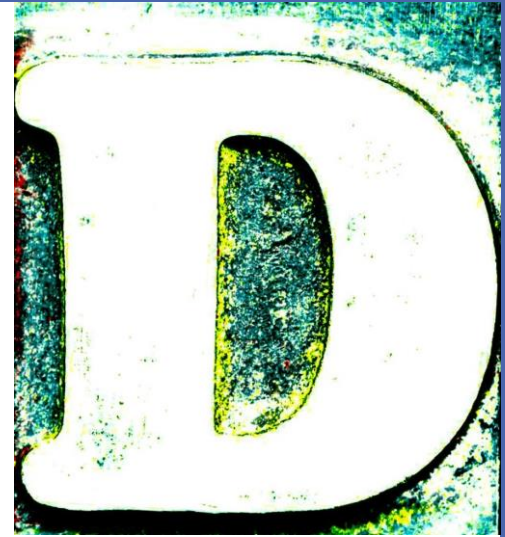




# Standard D

## Curriculum Content

- Demonstrate that program content is evidence-based
- Clarify HOW program content:
  - Is appropriate for post-doctoral level psychologists
  - Is relevant to psychological practice, education, or research
  - Meets one of the D.1 criteria
- Describe any potential conflict of interest and/or commercial support



# Standard E

## Program Evaluation

- Describe and demonstrate how you evaluate your CE programs
  - Participant perception
  - Participant learning
- Discuss how you implement the feedback



How much did you learn as a result of this CE program?

Very little   Little   Some   A good bit   A great deal

How useful was the content of this CE program for your practice or other professional development?

Not useful   A little useful   Somewhat useful   A good deal Useful   Extremely useful



# Standard F

## Standards for Awarding Credit

- Describe how you award CE credit
  - 1:1 ratio
  - Attendance policy
  - Attendance monitoring
- Provide documentation of attendance
- Verify awarding of CE Credit to participants for three years



### CERTIFICATE OF ATTENDANCE

This is to certify that

**Oscar A. Smith**

has attended, in its entirety, the following continuing education activity  
sponsored by the [Name of Organization]:

Praises and Pitfalls

1 CE credit

Name of Presenter/Organization

Date of Activity

[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.

750 First Street NE Washington, DC 20002 | (202) 336-5991 Option 1



# Standard G

## PRAISES AND PITFALLS

How to Write a Strong CE Application



### ABOUT THE SESSION

In this introductory level session we will explore the components of quality continuing education (CE) applications. We will compare and contrast applications, highlighting how to create a strong application by providing examples of varying-quality mock responses to the standards sponsors are asked to address. Given the field's movement toward interprofessional healthcare, we will also provide suggestions for sponsors who engage in interdisciplinary programming.



### LEARNING OBJECTIVES

- List at least 3 best practices in relation to developing a strong CE application.
- Describe 3 ways to clarify/enhance your cross-disciplinary offerings
- Write a recommendations to enhance the quality of your responses to diversity in your application.

### INSTRUCTOR CREDENTIALS

Jennifer Taylor, Ph.D is an assistant professor at the University of Utah specializing in Rehabilitation Counseling and Counseling Psychology and a member of the Continuing Education Committee (CEC). Her program of research is an evidence-based approach to the empirical investigation of continuing education and professional development, lifelong learning, and professional competence. Dr. Taylor currently serves as the Chair of the CEC for 2017.



(Your Organization Name) is approved by the American Psychological Association to sponsor continuing education for psychologists. (Your Organization Name) maintains responsibility for this program and its content.

**August 3, 2017 9:00 - 9:50 a.m.**

**1 CE credit awarded**

This session is free of cost and includes a continental breakfast.

Walter E. Washington Convention Center • Washington, DC  
Questions and requests for information • [SEducation-CESAS@apa.org](mailto:SEducation-CESAS@apa.org)

There is no known commercial support for this program

(*Organization Name*) is approved by the American Psychological Association to sponsor continuing education for psychologists. (*Organization name*) maintains responsibility for this program and its content.



## Promotion and Advertising of Programs

- Include .pdf copies of **all** promotional materials
  - Brochures, webpages, social media posts, emails, etc.
- Indicate programs that are offered for CE
- Ensure accurate information; avoid hyperbolic claims
- Review guidelines for icon and/or APA approval statement

# Small Group Break-Out



# Discussion





# Summary



# Thank you!



# Questions?



# Resources

- Main page (<https://www.apa.org/ed/sponsor/index>)
  - Tailored webpages by stage of sponsorship
  - Quick links, APA Policy Documents, and **INFORMATION CORNER**
- Main Resources page (<https://www.apa.org/ed/sponsor/resources/index>)
  - Essential Things to Know (Applications, Icon, S&C, P&P, Fees, etc.)
  - Application Support Materials (see resources for Standards B – G)
  - CESA Infographics: Reference Guides (How-to and Top Tip guides)
  - Other CE annual convention sessions
  - Answers to Your Questions
    - [Quick overview of CESA Processes](#)
    - [FAQs about the approval process – very comprehensive!](#)
    - [Estimated turnaround time for CESA application cycles](#)
    - [CESA Glossary of Terms](#)