

## **CONTINUING EDUCATION UNIT (CEU) GUIDELINES UNIVERSITY OF HOUSTON CONTINUING EDUCATION**

The Continuing Education Unit (CEU) was designed to provide a uniform unit of measurement for individual participation in noncredit continuing education activities. The objectives for the creation of the CEU were to:

- Establish permanent records of training and continuing education experiences for individual participants.
- Provide a uniform system for accumulating and reporting comparable data for use in program planning, design, and implementation; program evaluation; and administration and fiscal management.
- Establish a system of measurement for the collection of data on a state, regional, or national basis needed for public policy determination.

### **ADMINISTRATIVE CRITERIA**

1. The sponsoring organization must have an identifiable educational unit with designated professional staff having the authority to administer and coordinate an organized schedule of continuing education programs.
2. The sponsor or provider, through its continuing education department or office, ensures that all criteria is followed for learning experiences offering CEUs.
3. The sponsor must provide a system for identifying participants who meet the requirements for satisfactory completion and maintains permanent CEU records for individuals.
4. The organization awarding the CEU is responsible for maintaining a permanent record of participation to these programs and will be available to the individual upon request.
5. The sponsor must provide or arrange for appropriate educational facilities, library or reference materials, instructional aids, and equipment consistent with the purpose, design, and intended learning outcomes of each learning experience.

### **PROGRAM CRITERIA**

1. The program or activity must be planned in response to the identified needs of a target audience. The planning includes the opportunity for input by representatives of the clientele group as well as other individuals having content expertise and an appreciation of the educational objectives to be met.
2. A clear and concise written statement of intended learning outcomes must be developed prior to the start of the program.
3. Qualified instructional personnel are directly involved in determining the program purpose, developing intended learning outcomes, and planning and conducting each learning experience.
4. The content and instructional methodologies selected are consistent with stated learning outcomes, sequenced to facilitate learning, and permit opportunities for the learner to participate and to receive feedback.
5. Requirements for satisfactory completion are established for each planned learning experience. These requirements are based on the purpose and intended learning outcomes. Participants should be informed of the requirements for satisfactory completion prior to their participation.
6. During the course of planning, a process is established to evaluate major aspects of the continuing education experience, i.e., organizational input; the design, content, content level, and operation; and the extent to which intended learning outcomes were achieved.

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## LIMITATIONS

The following are examples of types of learning activities that DO NOT qualify for awarding of Continuing Education Units:

- Association Membership and Certification Programs
- Committee Meetings
- Credit Programs
- Entertainment and Recreation
- High School Equivalency Programs
- Individual Scholarship
- Mass Media Programs
- Meetings, Conferences, and Conventions (note: specially organized courses, workshops, or seminars qualify for CEUs when both administrative and program CEU criteria are met)
- Work Experience
- Program Instruction
- Unsupervised Study

## DETERMINING THE NUMBER OF CEUs TO BE AWARDED

The 60-minute clock hour is used as the contact hour in all continuing education experiences. While CEUs are normally expressed in tenths of a CEU, fractional CEUs can be awarded to express a one-quarter hour increment. For instance, a program of 8 1/4 instructional hours will receive .825 CEUs. Responsibility for the determination of the number of units assigned rests with the Director of Continuing Education.

The number of instructional (contact) hours to be awarded is determined by counting the hours in the program, and subtracting refreshment breaks, lunches, and any other activities not directly part of the instructional experience.

Continuing education activities that involve less than 1 total contact hour of instruction are not normally awarded CEUs. Learning experiences scheduled for short periods of time are not considered to be adequately planned, sequentially designed, or extensive enough to build a measurable competency that can be considered a significant continuing education experience.

### **Calculation of contact hours may include:**

1. Classroom or meeting hours with direct participation.
2. Laboratory sessions, clinical experiences, field trips and other similar experiences.

### **Calculations may not include:**

1. Time devoted to business or committee activity.
2. Meeting time devoted to announcements, organizational reports and welcoming speeches.
3. Time for study, assigned reading and other related activity outside the classroom.
4. Time allocated to social activities, refreshment breaks, and meals. NOTE: Time devoted to a luncheon or dinner presentation integral to the continuing education experience may be included in calculating instruction contact hours.

## INSTRUCTIONS FOR PREPARING A CEU AWARD PROPOSAL

**(Please review the CEU Guidelines before submitting an award proposal.)** The Graduate College of Social Work requires certain information about your proposed program, however, the form of this information is flexible. It is not necessary for you to prepare lengthy written narratives, rather copies of pertinent planning materials, which you probably already have, are satisfactory. The information required is listed below. CEU approval requests are evaluated on the information you send. Please include complete information when submitting your request to ensure a timely reply.

- Who is the sponsoring person and/or organization?
- Give the Name, Address, Telephone, and Title of the principle planner.
- What is the title of the program?
- When (date and time) will it be presented?
- Where will it be held?
- Who is the intended audience for the program?
- What fees will be charged to participants?
- What is the purpose and what are the goals of the program?
- What are the specific intended outcomes (objectives) for participants?
- Describe the content of the program, including each section.
- Give a detailed time plan, including breaks and meals.
- Who are the presenters for the program? What are their credentials?
- Give documentation about the professional credentials of the presenters, either a resume or other summary.
- If the sponsoring agency is not well known, please give background information to establish its credibility.
- Provide a copy of an evaluation or feedback form to be used. If this is not available, describe how the program will be assessed.
- Provide a draft or final copy of advertising materials (brochures, flyers, etc.)

Once your program has been evaluated, a letter of denial or approval will be sent. Approval letters will include a CEU Reporting Form (to document pertinent information necessary to complete certificates), this form will then need to be returned to our office. CEUs cannot be granted for any program that has not been approved prior to its delivery. Approval should be sought early enough to include proper information on your advertising. All advertising should carry the by-line:

"This program has been approved for \_\_\_\_\_ CEUs by the Graduate College of Social Work at the University of Houston."

As you plan your program, remember that there is a \$10.00 per person fee for CEUs. This fee is best built into the program fee, although some organizations have asked participants to pay the CEU fee separately. Our office will print CEU certificates and mail them to participants upon receiving required payment and a completed CEU Reporting Form from the sponsoring organization.

These CEUs are approved through the Graduate College of Social Work, but they are University of Houston CEUs. As such, they are valid for any profession that recognizes the University's CEUs.

Mail your information to:

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