# Auburn University

**CEU Policy and Reporting Guidelines**

*For Non-Credit Instruction and Outreach Activities*

Adopted - November 1994  
Updated - June 2011

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Office of Public Service, University Outreach, June 2011
Auburn University
CEU Policy and Reporting Guidelines
For Non-Credit Instruction and Outreach Activities
Adopted - November 1994
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Preface

The Continuing Education Unit (the CEU) was adopted by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) in December 1971 for use by its member institutions. The CEU was developed during a 1968 study by a National Task Force in response to a need for institutional recognition for adults who participate in non-credit continuing education. Since its inception, the CEU has been defined in this manner:

One Continuing Education Unit (CEU) is ten (10) contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction, and qualified instruction.

The Commission on Colleges also established guidelines for non-credit programs which award CEUs. In keeping with these guidelines, institutions whose missions include the offering of continuing education programs have used the CEU in at least three ways:

a. As a unit to measure and recognize an individual's participation in non-credit work that meets specific criteria,
b. As an accounting unit to measure and report the institution's entire program of non-credit work, and
c. As a basis, through its implementation, for quality assurance in non-credit continuing education programming.

Auburn University first promulgated policy for the CEU in a memorandum from the Vice President for Extension in 1972. Guidelines based upon SACS 1973 Standard Nine were later circulated in pamphlet form by the Director of Continuing Education. This document presents current Auburn University CEU policy, originally adopted in 1994 as recommended by the University’s SACS Reaccreditation Self-Study of 1992-1993. This policy was reaffirmed in the Self Study of 2002-2003. This document reflects national standards for non-credit program certification and CEU administration presented in The Continuing Education Unit: Guidelines (SACS Commission on Colleges). These guidelines themselves were drawn from CEU criteria promulgated by the International Association for Continuing Education and Training (IACET) and other continuing education authorities.

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2 This document is responsive to Recommendation 3 of the Auburn University Extension and Public Service Committee: "...to establish a coordinated program and uniform reporting mechanism." It also responds to the recommendations of the Self-Study Visitation Committee.
Purpose

The purpose of this policy is to ensure compliance with the national guidelines originally presented by the Commission on Colleges for administration of the CEU in non-credit programming. The policy provides for uniform application of the CEU across the University, outlines the foundation for a central records and reporting system, and assures a uniform approach to quality assurance in non-credit studies. Guidelines are provided to assist in the interpretation and implementation of the national criteria in the processes of design, development, delivery, and evaluation of non-credit continuing education and professional development activities.

As is the case with the original SACS guidelines, this policy and guidelines are intended to give meaning to the characteristics of activities that qualify for the award of CEUs to individual participants: organized continuing education experiences under responsible sponsorship, capable direction, and qualified instruction.

Use of the Continuing Education Unit

A major development in university education in the Twentieth Century was the provision of non-credit instruction for adults who require on-going educational opportunities for job currency, advancement, and personal development. Whether referred to as continuing education, professional development or lifelong learning, the common learning outcome for all such outreach activities is a citizenry more competent, skilled, and knowledgeable in professional, job or life applications. However, these non-credit studies are usually designed to meet specialized educational objectives of specific clients.

The CEU concept is used to guide the design and administration of these programs, to provide recognition to participating individuals, and to account for the total non-credit effort of Auburn University (measurement units other than the CEU are acknowledged and supported by this policy).

The non-credit program at Auburn University covers a wide range of activity. Included are programs for youth, interest programs for area residents, graduate level professional development studies, association and professional society meetings; and various short courses, seminars, and conferences, etc. To accommodate this in institutional records-keeping, the University recognizes three program categories of non-credit work:

- **Category I** recognizes formal, organized continuing education non-credit instructional activities which comply fully with national guidelines for administrative and program matters, and which award CEUs or other recognized units to individual participants. A permanent record is maintained of the program and for individuals who are eligible to receive the program’s respective CEU award.

- **Category II** recognizes formal, organized continuing education non-credit instructional activities which respond to the needs of participants, which represent a substantial investment of time and resources by the University, but which are not designed to comply fully with all CEU criteria. Participants are not awarded CEUs. A permanent record of the program is maintained.

- **Category III** recognizes all other non-credit activities which contribute to the outreach and service mission of the university and which represent substantial investment of time and resources by the University, but otherwise are not designed as formal instructional activities. A validated headcount of attendance is reported.

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3 The 1968 National Task Force evolved into the Council on the Continuing Education Unit (CCEU). In recognition of growing international use of the CEU, CCEU became the International Association for Continuing Education and Training (IACET). IACET is regarded as the international caretaker of the CEU.

4 SACS originally adopted the CEU for use by its member institutions; the CEU is in wide use today throughout higher education and the public and private sector. Certain professional associations may use clock hours, professional development units, or other measures. As the CEU is based on sixty-minute contact hours, the CEU value is easily translated into other units. Auburn University recognizes other measurements in its records-keeping, and as appropriate, seeks approval from other cognate associations, societies, and boards.
The above categories are illustrated in the **CEU Criteria and Guidelines** beginning on page 4. The use of three categories ensures that the University's total effort in non-credit work is known while reserving the full application of CEU criteria for an appropriate sub-set of non-credit instructional activity. The total contact hour effort of the University to its constituencies can be obtained by adding the totals of Categories I, II, and III to the student credit hour production of the University.

As is implied by the CEU definition, there are activities that should not be considered for CEU award. Some examples are:

a. Activities that are considered consultations, applied research, or technical assistance/transfer. If there is a planned instructional component included in such activities, that component may be considered for CEU status.

b. Indoctrination or orientation programs.

c. Social functions and meetings of various kinds: committee meetings, association business meetings, planning meetings, faculty meetings, board meetings, delegate assemblies, etc. When these occur as a part of an activity which has a planned instructional component, only the instructional component may be considered for CEU status.

d. Speeches and informational presentations made to various groups (such as civic organizations or other informal public settings) by individual faculty members are not eligible unless these contribute to the instructional component of a program which does meet the criteria.

e. Individual scholarship and/or self-directed study. Such efforts are not eligible unless they are part of a planned and University-sponsored non-credit instructional program. Programs of guided, individual study may be considered for CEU status.

**CEU Criteria and Guidelines**

SACS originally provided criteria in two categories: administrative and program. These categories reflected IACET criteria recognized by SACS as the national standard for the CEU. Only programs that are designed to meet all criteria in both categories qualify for the award of CEUs to participants (other units of recognition may be noted within the records.)

**Administrative Criteria.**

*Organization: The institution has an identifiable office or division with designated professional staff to plan and administer continuing education programs...*

Auburn University's mission of Outreach is organized and coordinated through the Office of the Assistant Vice President for University Outreach. Programs are developed by professional staff located in that office, and also in the Schools and Colleges of the University, in free-standing outreach units, or in the Alabama Cooperative Extension System. Programs also are developed and administered by individual faculty.

Each Dean, Director of Extension, and outreach unit director designates a staff member to serve as an official Outreach representative to the Office of University Outreach, and to coordinate school/college outreach programs. These school and college representatives serve, together with officials of the Office of University Outreach, and on the University Outreach Council. The Council advises the Assistant Vice President on outreach matters generally and assists with coordination and efficient flow of information through the central CEU records system.
Responsibility: [Designated staff] ensures that both the administrative and program criteria are followed for learning experiences offering the CEU.

The Office of Public Service (OPS) reports to the Assistant Vice President, and is responsible for documenting the University’s outreach activities and ensuring university policy and national guidelines are followed regarding CEU administration. The Director of Public Service is the University’s designated CEU Officer. OPS coordinates with Outreach representatives in the schools/colleges or directors of outreach units for program reporting and CEU administration in their respective units. OPS also may coordinate directly with the designated program chair of individual outreach activities. Final review and approval of all University CEU awards is provided by the Director & CEU Officer through CEU requests submitted by these representatives, directors and/or chairs.

When Category I programs are jointly-sponsored by the University and an external provider or agency, the appropriate Outreach official responsible for the program must demonstrate that all criteria are met, subject to the review and approval of the University CEU Officer (Director of Public Service). The University must retain academic supervision.

Learning Environment and Support: The institution provides a supportive learning environment through appropriate educational facilities, learning materials, equipment, and support services consistent with the goals and planned learning outcomes of each learning experience.

The program chair is responsible, in conjunction with the appropriate Outreach representative, to ensure there is adequate instructional support for the program. The University operates and maintains many educational facilities designed and equipped to support continuing education activities. The chair must assure that facilities outside the University similarly are adequate to support the planned activity. Materials utilized in non-credit instruction must be appropriate for the activity and developed with learning outcomes in mind.

Record Keeping: The institution maintains and issues upon request a record of each individual's participation in continuing education activities for which CEUs are awarded. Only those successfully meeting the established requirements for an activity are awarded CEUs.

Auburn University has established a central information system for maintaining information on Outreach programs and CEU recipients. The Director & CEU Officer is responsible for this system. The program chair for each Category I CEU program, in conjunction with the appropriate Outreach representative, arranges for registration of individuals and subsequently identifies participants who qualify for CEUs or other professional awards. The Outreach representative for each school/college assures program chairs report successful participants to the central system. CEUs are permanently recorded for all participants who successfully complete a Category I program. (A full description of the Outreach/CEU system appears in the section on CEU System Procedures, below).

Official transcripts of CEU records are available to individuals upon written request to the Director-OPS who serves as the CEU registrar for all non-credit activities. This officer maintains written policy, consistent with that of the University archival policy, on the retention and release of CEU records. Official CEU records are issued only by this officer; a service fee is charged. A sample appears as the end page of this document (Appendix D).

Program Criteria.

Needs Identification: Each activity is planned in response to educational needs which have been identified for a target audience.

Program development staff, including faculty members, are responsible to ensure that learner needs are a determining factor in planning programs. While learner needs may be identified in diverse ways, the needs for a specific program or sequence of programs should be formally investigated, documented, and incorporated in program planning.
Learning Outcomes: Each activity has clear and concise written statements of intended learning outcomes (e.g., behavioral or performance objectives). These outcomes represent what learners are expected to accomplish as a result of the learning activity.

These outcomes (skills, knowledge, behavior the learner should be able to demonstrate) should derive from the discovered needs of the target group and should be formally stated in the program description. Clients should be made aware of these goals both prior to and during the program. See also sections “Assessment of Learning Outcomes” and “Program Evaluation” below.

Instruction: Qualified instructional personnel are directly involved in planning and conducting each activity.

In addition to competence in subject matter, program leaders and instructional staff should 1) understand the purposes and intended learning outcomes of the program, 2) have skill in the instructional methods selected, and 3) have the ability to communicate effectively with the client group. When individuals other than University faculty and staff have significant instructional responsibilities in a program, documentation of their qualifications must be maintained in the program file.

Content and Methodology: The selection and use of content and instructional methodologies is consistent with the learning outcomes.

The program staff are responsible to ensure that learner needs, content, and instructional methodology are related and that active learning and feedback are valued, planned components.

The emphases on learners, outcomes, program organization, inter-activity and feedback derive from the nature of the continuing education/professional development process. Activities of this type are generally short term and intensive, and the need for them frequently arises from an immediate concern with respect to job or life circumstance. Consequently, the general objectives of these programs are a) to understand what the learner needs, b) to plan and organize the activity in advance, and c) to emphasize an active involvement of the learner in the process.

Assessment of Learning Outcomes: Participants demonstrate the achievement of the learning outcomes.

Demonstration of achievement of learning may be done in many ways:

question and answer  
instructor observation of active involvement  
discussions, summaries, case studies  
written or oral exams, written exercises, reports  
projects, plans, decision-making exercises.

Learner demonstrations may be done during, upon conclusion, or after the learning activity; they should be an integral part of the learning process. Participants should be advised in advance of what will be expected of them.

Program Evaluation: Each learning activity is evaluated for its quality and effectiveness.

The primary focus of the evaluation should be whether the activity accomplished what was planned -- that is, the extent to which the intended learning outcomes were achieved. Data gathered in the evaluation process should be specific enough for sponsors to identify exactly where to make improvements in the planning, development and delivery of activities. Data may be gathered utilizing various means such as response forms, surveys, exit interviews, etc.
Determination of Categories

At their best, continuing education/professional development programs arise from a planned response to specific identified educational needs of a targeted client group. This need is assessed and incorporated into a program (learning experience) through a planning process which involves the criteria given above. Thus, the program's developer (faculty, outreach staff, content experts) should know from the outset whether the design goal is a Category I, II, or III activity; the program is then developed to meet the appropriate criteria.

Category I programs must meet all ten criteria given above. Application for CEU award is submitted and approval received from the University CEU Officer in advance. Individuals who satisfactorily complete Category I activities are eligible to receive CEU award; a report of eligible individuals is provided immediately to OPS which will retain the permanent record of each individual’s awards. Category I programs must be regularly evaluated. [Note: Programs awarding units other than CEUs may be reported in this category for purposes of permanent record-keeping if the award unit is a compatible measure with the CEU].

Category II programs meet the following criteria:

1. The activity is a planned educational event with a written statement of purpose.

2. The activity is instructional in nature and is sponsored or approved by a University unit qualified to determine the program content and to assign competent resource personnel.

3. Participants must be individually registered and records maintained by the program chair or responsible office. [Note: As these individuals do not receive a CEU award, participant records are not required to be reported to the Office of Public Service].

Category III is a residual category for all non-credit activities which are not categories I or II but which contribute to the outreach mission of the University, involve commitment of time and resources, and are officially sponsored or hosted by the University. These activities may or may not register individual participants; only a validated headcount is required for records-keeping. Evaluation is at the discretion of the responsible outreach official.

Calculation of CEU Award

One CEU equals ten (10) contact hours of instruction in organized continuing education experience under responsible, qualified direction and instruction. The CEU award is determined in advance of the program, but only after the purpose and intended learning outcomes, requirements for satisfactory completion, content and content level, format, instructional methodology, instructional staff, and time schedule have been established.

The total number of sixty minute hours completed, divided by 10, is used to calculate the CEU award. A program of 17 hours is 1.7 CEU. Normally, CEUs are expressed in tenths. Hundredths may be used to express one-half hour fractions: a 3.5 hour program is .35 CEU.

Fractions of 50 minutes or greater may be rounded up. Fractions from 30-49 minutes round down to 30, and fractions less than thirty minutes are discarded. Program hours should be planned to avoid difficult conversions. (A 290 minute program = .5 CEU; a 280 minute program = .45 CEU).

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5 In the 1993 guidelines, IACET adopted the 60 minute contact hour. Thus a program with 4 clock hours (240 minutes) of instruction would be eligible to award 0.4 CEUs. Where cognate organizations and professions have traditionally used the 50 minute hour, the official AU CEU record transcript provides for a conversion from the 60 minute CEU hour. To convert CEUs to comparable units, multiply the CEU total by 1.2.
Program hours are calculated by subtracting from the total hours in the program all breaks, lunches, and other activities that are not directly instructional. Programs which involve less than ten (10) contact hours should be carefully considered in terms of planning, design, and content before deciding to award less than 1.1 CEU. The key consideration is can the intended learning outcome be achieved in the time allotted to instruction.

Although the number of CEUs to be awarded for each program may be estimated during the planning process, responsibility for securing the CEU award falls to the program chair to submit an application for CEU approval through the appropriate Outreach representative in each School, College, or the director of an Outreach unit. Where there is no such representative in place, faculty may consult directly with the Director of Public Service. Final determination of the CEU award and the number of CEUs to be awarded rests with the University CEU Officer (Director-OPS) who is Auburn’s designated individual responsible for administering the CEU system. CEU approval must be obtained in advance; no retroactive awarding of CEUs will be approved after the program completion.

When, because of necessity, the number of hours of instruction differs from that planned (and advertised to participants), the program chair should notify the University CEU Officer in order to adjust the CEU award appropriately for the permanent record. The program chair should notify the participants of the adjustment as soon as the need for it is known.

Calculating the CEU for Distance Education, On-line Instruction, Independent Study and other Alternative Delivery Methods. Non-credit programs utilizing distance formats where participants progress at their own pace independent of other learners must calculate the CEU award based on a sampling of individual learner completion rates. The program chair should establish a standard number of contact hours based on an average number of hours required by several representative learners to complete the program. This should be modeled during the program development phase by selecting a representative sample from the intended audience to complete the program. The larger the sample, the more precise the completion rate may be. The completion time of each participant learner in the sample should be recorded. The number of hours spent by all members of the sample is totaled and averaged. This forms the standard contact hour for the distance program by which the CEU can be calculated. The standard average hour completion rate is then divided by ten (10) to determine the number of CEUs to be awarded for the program. Program chairs should continue to monitor sample completion times among participant learners to determine if the standard completion rate should be adjusted.

CEU Approval and Reporting Procedures

The central CEU system maintains two types of records: one for non-credit programs and activities and one for participants. A program/activity record is made for all non-credit activities conducted or hosted by the University as a part of the Outreach function regardless of category. Permanent participant records are made only for those who successfully complete a Category I program. The two files are linked to produce reports internally for University administration and externally for the Alabama Commission on Higher Education, the Southern Association of Colleges and Schools, etc., and to produce CEU record transcripts for eligible participants.

Two documents are used to enter information into the system (see Appendices B and C):

a. The Outreach Information and CEU Activity Record Form documents each program or activity. It is designed to accommodate any of the three program categories on one form. A form is submitted for each program/activity. The form also solicits locator/referral information in the event of client inquiries. This form is available online at:

b. The CEU Registration Form is used to create and update the permanent records of individuals who earn CEUs (or other cognate awards). A form is submitted for each individual who
successfully completes a Category I program. This form can be completed by the participant but must be submitted by the Outreach representative or program chair to the Office of Public Service. (Printed quantities of this form are available to program chairs on request to OPS). Participants may also request transcripts of their CEU record via this form. Participants also may obtain CEU transcripts via an online website:

http://www.auburn.edu/outreach/ops/transcript.htm

Alternatively, when coordinated with the Office of Public Service, an approved program roster (class roll) may be used to update individual permanent records. At present, this may require transmission of address and other information on the individual with the roll. Provision will also be needed to insure participants are aware of procedures to request transcripts of their CEU records. Offices wishing to use this process should contact OPS in advance to assure that arrangements are in place.

Use of the Activity Record and the CEU Registration Forms. The Outreach representative of each school/college, each free-standing outreach unit, and the Cooperative Extension System acts on the behalf of the dean or director to assist faculty/staff in the school or unit in the design, development, delivery, evaluation and proper documentation of outreach non-credit instructional activities. This representative also ensures the reporting of each program scheduled by that unit, reviews each program for compliance with the appropriate criteria and forwards the Activity Form to OPS for central recording. CEU awards must receive approval in advance from OPS. In cases in which there is no official Outreach representative in place, the Director & CEU Officer will consult directly with faculty, program chairs, and directors on this process.

Upon completion of each program, the program chair or Outreach representative advises OPS of the official attendance for the program. This may be done by email or memo. For Category I activities, this official also must designate those who successfully completed the program (see “Assessment of Learning Outcomes,” page 6, above) and forwards by secure mail a CEU Registration Form (Appendix C) for each eligible participant to the OPS. This registration contains the vital identifying information to create the participant’s CEU record – name, address, i.d. number, phone, email, etc. This registration must also identify the program by title, unit, and activity number assigned to it by OPS in the initial application process. Periodically, OPS will confirm each unit's cumulative outreach activity reported through verification reports provided to each Outreach representative and related dean/director.

Flow of Outreach Reporting and CEU Approval.

Assessment and Evaluation. The Outreach representative (or other designated officials) also assists program personnel with provisions for assessment of individual performance and for program evaluation on a regular and systematic basis (See “Assessment” and “Program Evaluation,” page 6 above). The Director-OPS is available as well to consult with faculty on assessment methodology for outreach non-credit instruction. OPS maintains on file literature on assessment models recommended for a variety of continuing education
Support for Faculty, Administration and Staff. Consultation and interpretation with respect to Outreach reporting and CEU policy and procedures are available to all Outreach representatives, administration, faculty and others from the staff of the Office of Outreach Information and Program Certification and particularly from the Director-OPS/CEU Officer who maintains this manual. Comments and suggestions for improvement of this policy document are welcome at any time.

Contact: Director & CEU Officer
Office of Public Service
201 O. D. Smith Hall
Auburn University, AL 36849-5607
Main: 334-844-4730 / Fax: 334-844-4731
outreach@auburn.edu

On-line, information can be accessed at the “CEU Certification” link at both

www.auburn.edu/outreach

or

www.auburn.edu/publicservice
Appendix A

Non-credit “professional development” certificates

The term “certificate” is used at Auburn University to variously describe programs that bear some cumulative requirement for completion or offer some special certification of disciplinary or professional practice. As such, the term implies some extraordinary value is applied to the program over standard conferences, workshops, seminars and other professional training. The term “certificate program” is often used incorrectly to indicate a program that presents an “official” certificate to participants at the end of the program. In fact, almost all non-credit programs present such ceremonial documents to participants; these “certificates” in and of themselves have no designated value. More precisely, a “certificate program” is one that “certifies” the participant in some specialty of practice for licensure purposes, or represents some cumulative achievement in a related group of coordinated programs. A cumulative value in CEUs may be awarded to a non-credit certificate to represent the individual CEU value of each component therein.

As with other continuing education programs bearing CEUs, non-credit certificates are differentiated from credit-bearing programs in Auburn University academic policies. Requirement for “graduate or undergraduate certificates” are defined specifically in the University’s graduate admissions and curriculum approval policies. These policies also explicitly exempt “professional development certificates” from this oversight:

- Non-credit professional development certificates are not subject to the Auburn University curriculum process;
- Professional development certificates that are awarded based on participation in non-credit work do not require graduate or undergraduate admission;
- Departments or other units are not limited from defining, implementing, or awarding professional development certificates.

However, as a construct of non-credit programming, “professional development certificates” must conform to the University’s CEU Policy and Reporting Guidelines for Non-Credit Instruction and Outreach Activities contained in this document. In other words, non-credit certificates should be reported to the Office of Public Service as an outreach activity, and any and all components which qualify for CEUs should be approved in advance.

As with other non-credit instructional programs, non-credit certificates should meet clearly defined educational needs for a constituency group. Certificates may be designed to meet learning objectives for required continuing education or licensure for professionals; workforce needs; or individual skills, knowledge and competencies development in a disciplinary or interdisciplinary area. A certificate provides the participant with formal recognition of a cumulative exposure of subject matter in a clearly defined topic. A certificate may specify a fixed set of programs or a combination of choices among programs in one or more categories. Program segments may qualify for CEUs individually, or collectively for completion of the entire series. For more information on construct of non-credit certificate programs, contact the Office of Public Service.

Alternatives to the CEU

National CEU guidelines were first promulgated by the Council on the Continuing Education Unit, the original entity which became International Association for Continuing Education and Training (IACET) which is regarded as the national caretaker of the CEU. The CEU continues in general use by institutions of higher education as the standard measure of continuing education. In the intervening years, many professional organizations, state professional regulatory agencies, and other entities have created additional requirements or alternative measures (CLEs, CFÉs, PDUs, etc.) for their constituent members in completing requisite professional development. Some of these accept the standard CEU at face value; other require a program-by-program review process, and even approval as a “certified CE provider.” IACET itself offers a separate accreditation process for institutions to offer specialized CEUs. Auburn’s CEU is generally accepted across the professions because of its conformance to national guidelines and the good academic reputation of the University. However, program planners should also research the licensure or continuing education requirements of their specific professional area to determine if there are additional requirements they must meet for a program they are developing.
Appendix B

Sample of Auburn University Outreach Information and CEU Activity Record Form


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<thead>
<tr>
<th>AUBURN UNIVERSITY OUTREACH INFORMATION and CEU ACTIVITY RECORD FORM</th>
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<tbody>
<tr>
<td>PROGRAM INFORMATION (please print clearly or type):</td>
</tr>
<tr>
<td>Program Title ___________________________</td>
</tr>
<tr>
<td>Sponsoring College/School ___________________ Dept. ___________</td>
</tr>
<tr>
<td>Program Contact ___________________________ Phone _____________</td>
</tr>
<tr>
<td>___________________________ Email _____________________________</td>
</tr>
<tr>
<td>Program Location City ___________________ County ___________________ State ___________________</td>
</tr>
<tr>
<td>Begin date __________________ Number of program meeting days ___________ End date ___________</td>
</tr>
<tr>
<td>(If this offering is scheduled as a repeat offering during the fiscal year, attach list of dates and corresponding locations.)</td>
</tr>
<tr>
<td>Anticipated number of participants ___________ Number of hours of instructional contact ___________</td>
</tr>
<tr>
<td>PROGRAM DESCRIPTION/LEARNING OBJECTIVE (Briefly):</td>
</tr>
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</tbody>
</table>

| PLEASE CHECK ALL THAT APPLY:                                   |
| Academic Level ___________________ Primary Instructional Format ___________________ Type Of Activity/Program ___________________ Funding Sources ___________________ |
| General Public ___________________ Classroom ___________________ Conference, Institute, Symposium, Lecture ___________________ Fees ___________________ |
| Intro, Undergrad ___________________ TV/Video/DVD ___________________ Course, Workshop, Seminar, Certificate ___________________ Grant/Contract ___________________ |
| Undergraduate ___________________ Computer/CD/Web ___________________ Directed/Independent Study, Distance Ed. ___________________ Dept. Funds ___________________ |
| Graduate ___________________ Multimedia ___________________ Youth program, Camp, Community Course ___________________ Other ___________________ |
| Post Graduate ___________________ Individualized ___________________ Formal meeting, Hosted Association, etc. ___________________ Other ___________________ |

<table>
<thead>
<tr>
<th>PROGRAM CLASSIFICATION and CEU APPROVAL</th>
</tr>
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<tbody>
<tr>
<td>Per university policy, all non-credit instruction must be reported and classified by category of activity. Only Category I activities may award CEUs; prior approval is required for CEU awards. Information about this process is contained in the Auburn University CEU Policy and Outreach Reporting Guidelines.</td>
</tr>
<tr>
<td>Program Category Requested (Check one):</td>
</tr>
<tr>
<td>I. ______ Formal non-credit instruction (CEUs awarded to eligible participants)</td>
</tr>
<tr>
<td>II. ______ Formal non-credit instruction (IQ CEUs are awarded to participants)</td>
</tr>
<tr>
<td>III. ______ Other outreach activities, informal instruction, presentations, etc.</td>
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</tbody>
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I have reviewed the activity described above and categorized it appropriately. For Category I activities, provisions have been made to meet the requisite criteria and to submit participant CEU registration forms at the conclusion of the activity.

Program Chair ___________________ Date ___________________ 
Director/Dept. Head ___________________ Date ___________________
Senior Outreach Representative ___________________ Date ___________________

NOTE: Please submit one (1) copy of program brochure or other descriptive material with this form.

Send completed form to:
Outreach Information/CEU Certification
Office of Public Service
201 O. D. Smith Hall, 135 S. College Street
Auburn University, AL 36849-5607
(334) 844-4730 – Fax: (334) 844-4731
outreach@auburn.edu

Upon the conclusion of the activity, please report the actual number of participants (or notice of cancellation) to OPS.

<table>
<thead>
<tr>
<th>OFS USE ONLY</th>
<th>OPS 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Number (CID)</td>
<td></td>
</tr>
<tr>
<td>CEU's Approved</td>
<td>___________</td>
</tr>
</tbody>
</table>

Director & CEU Officer, OPS ___________________ Date ___________________
Appendix C

Sample participant CEU registration card, with reverse side transcript order blank

(Printed quantities of this card are available to program chairs on request to OPS).

Front

![Sample participant CEU registration card front](image)

Back

![Sample participant CEU registration card back](image)
Appendix D

Sample transcript of a participant’s official Auburn University CEU record

(Participants may obtain CEU transcripts via an online website, http://www.auburn.edu/outreach/ops/transcript.htm).

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Course Code</th>
<th>Title and Date(s) of Course</th>
<th>Clock Hours</th>
<th>*CEU Award</th>
<th>*CEU Status</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auble D. Tiger</td>
<td></td>
<td>C0601240</td>
<td>How to Start a Small Business</td>
<td>2.00</td>
<td>0.20</td>
<td>1</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>January 24, 2005</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>C0604036</td>
<td>Search of a Winning Strategy</td>
<td>16.00</td>
<td>1.00</td>
<td>1</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>April 3-5, 2009</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>C061011</td>
<td>Blue Ridge Conference on Leadership</td>
<td>14.00</td>
<td>1.40</td>
<td>1</td>
<td>S</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>October 11-14, 2005</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Total:</strong> 34.00</td>
<td></td>
<td><strong>3.40</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Continuing Education Units are awarded only for status 1 activities. Auburn University awards CEUs under the standards of the Southern Association of Colleges and Schools and the International Association for Continuing Education and Training.

*As CEUs are based on sixty-minute clock hours, they may easily be converted into other units. 1 CEU equals 10 sixty-minute hours of approved educational activity.

*Auburn recognizes the award units of other cognate entities; organizations which recognize fifty-minute hours can convert CEUs shown above to comparable units by multiplying the CEU totals by 1.2.

SAMPLE

Director & CEU Officer, Outreach Information
Auburn University
CONTINUING EDUCATION UNITS (CEUs)

When appropriate, Auburn University Continuing Education Units will be awarded to individuals who satisfactorily complete approved non-credit courses. One CEU is equal to ten contact hours of participation in an organized continuing education activity under responsible sponsorship, capable direction, and qualified instruction.

THIS PROGRAM IS APPROVED TO AWARD _____ CEUS
for _____ hours of certified professional instruction

Many individuals accumulate CEUs and utilize them for job advancement as an acknowledgment of continuing education experience. A record of your CEU award from this program will be maintained by Auburn University in your name using a personal identification number. For a $5.00 fee per copy, an official record your cumulative CEU awards may be obtained upon request by calling the Auburn University Office of Public Service at (334) 844-4730.
Appendix F

Example of an Outreach program planning checklist utilizing criteria for non-credit instruction

Program Planning Checklist for ______________________________________________

______ a. A needs assessment should be conducted and documented. Program topics should originate from identified needs.
______ b. Clear, concise written statements of intended learning outcomes should be developed for the program. The outcomes should be based on identified needs.
______ c. Learning outcome statements should be measurable, and learners should be informed of them.
______ d. The credentials of instructors should be verified, checked for appropriateness to the activity, and kept on file.
______ e. Instructors should be expected to demonstrate the highest standards of professional conduct.
______ f. Instructional methods used should be appropriate to the learning outcomes expected.
______ g. An appropriate physical environment for learning should be provided.
______ h. Activity has been reported to Office of Outreach Information and Program Certification and CEU approvals obtained (if eligible for Category I CEU award).
______ i. Participants should be told the requirements for successful completion and award. In many cases, satisfactory participation in at least ______% of the program will constitute successful completion.
______ j. Participants who do NOT meet requirements for successful completion should be notified of same.
______ k. If attendance is a measure of successful completion, a system should be in place to monitor participant attendance. When partial credit is available, a system should be in place to track, calculate, and award partial credit.
______ l. A procedure should be in place for reporting the names of those satisfactorily completing the program to the Office of Outreach Information and Program Certification (if CEUs awarded).
______ m. Instructors should be encouraged to use participant interaction and assessments throughout the program to reinforce learning and provide feedback. Where appropriate, utilize testing to assess participant obtainment of learning objectives.
______ n. A post-program evaluation should be conducted and instructors should be provided feedback from the evaluations.
______ o. Evaluation results should be incorporated into program improvements.

__________________________________________

Reviewed by:

__________________________________________

Date