



**Auburn University**  
**CEU Policy and Reporting Guidelines**  
**For Non-Credit Instruction and Outreach Activities**  
Adopted - November 1994  
Updated - February 2011

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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.*<sup>1</sup>

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<sup>2</sup>. 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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<sup>1</sup> *The Continuing Education Unit: Guidelines*, The Commission on Colleges, The Southern Association of Colleges and Schools, p. 3, Fifth Edition, Atlanta, 2000. This document draws heavily on this reference.

<sup>2</sup> 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.<sup>3</sup> The policy 1) provides for uniform application of the CEU across the University, 2) outlines the foundation for a central records and reporting system, and 3) 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, these studies are usually designed to meet special 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** (units other than the CEU are acknowledged and supported by this policy)<sup>4</sup>.

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 wide range 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 individual participants 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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<sup>3</sup> 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.

<sup>4</sup> 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-OIPC 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<sup>5</sup> 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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<sup>5</sup> 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 1.0 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 consult with 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.

### **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:  
<http://www.auburn.edu/outreach/ops/documents/activityform.pdf>
- 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.

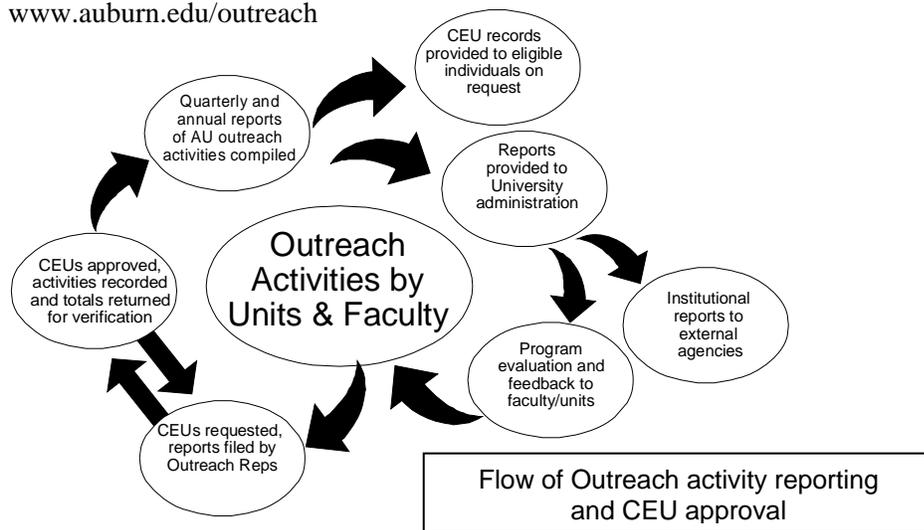
Use of the Activity Record and the CEU Registration Forms. The Outreach representative of each school/college, each free-standing outreach unit, and the Cooperative Extension System acts on the behalf of the dean or director to assist faculty/staff in the school or unit in the design, development, delivery, 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.

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.

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  
 www.auburn.edu/outreach



## 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, CFEs, 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

( This form available at <http://www.auburn.edu/outreach/ops/documents/activityform.pdf> ).

| AUBURN UNIVERSITY OUTREACH INFORMATION and CEU ACTIVITY RECORD FORM   |  |  |   |
|---|--|--|---|
| <b>PROGRAM INFORMATION (please print clearly or type):</b>  |  |  |   |
| Program Title _____   |  |  |   |
| Sponsoring College/School _____   |  | Dept. _____  |   |
| Program Contact _____   |  | Phone _____  | Email _____   |
| Program Location: City _____ County _____ State _____   |  |  |   |
| Begin date _____  |  | Number of program meeting days _____   | End date _____  |
| (If this offering is scheduled as a repeat offering during the fiscal year, attach list of dates and corresponding locations.)  |  |  |   |
| Anticipated number of participants _____  |  | Number of hours of instructional contact _____   |   |
| <b>PROGRAM DESCRIPTION/LEARNING OBJECTIVE (Briefly):</b>  |  |  |   |
| _____   |  |  |   |
| _____   |  |  |   |
| _____   |  |  |   |
| <b>PLEASE CHECK ALL THAT APPLY:</b>   |  |  |   |
| <u>Academic Level</u><br><input type="checkbox"/> General Public<br><input type="checkbox"/> Intro. Undergrad<br><input type="checkbox"/> Undergraduate<br><input type="checkbox"/> Graduate<br><input type="checkbox"/> Post Graduate  | <u>Primary Instructional Format</u><br><input type="checkbox"/> Classroom<br><input type="checkbox"/> TV/Video/DVD<br><input type="checkbox"/> Computer/CD/Web<br><input type="checkbox"/> Multimedia<br><input type="checkbox"/> Individualized | <u>Type Of Activity/Program</u><br><input type="checkbox"/> Conference, Institute, Symposium, Lecture<br><input type="checkbox"/> Course, Workshop, Seminar, Certificate<br><input type="checkbox"/> Directed/Independent Study, Distance Ed.<br><input type="checkbox"/> Youth program, Camp, Community Course<br><input type="checkbox"/> Formal meeting, Hosted Association, etc.     | <u>Funding Sources</u><br><input type="checkbox"/> Fees<br><input type="checkbox"/> Grant/Contract<br><input type="checkbox"/> Dept. Funds<br><input type="checkbox"/> Other: _____ |
| <b>PROGRAM CLASSIFICATION and CEU APPROVAL</b><br><br>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. |  | <b>NOTE:</b> Please submit one (1) copy of program brochure or other descriptive material with this form.  |   |
| Program Category Requested (Check one)  |  | I. <input type="checkbox"/> Formal non-credit instruction (CEUs awarded to eligible participants)<br><br>II. <input type="checkbox"/> Formal non-credit instruction ( <u>NO</u> CEUs are awarded to participants)<br><br>III. <input type="checkbox"/> Other outreach activities, informal instruction, presentations, etc.  |   |
| 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.  |  | Send completed form to:<br>Outreach Information/CEU Certification<br>Office of Public Service<br>201 O. D. Smith Hall, 135 S. College Street<br>Auburn University, AL 36849-5607<br>(334) 844-4730 – Fax: (334) 844-4731<br>outreach@auburn.edu  |   |
| Program Chair _____ Date _____  |  | Upon the conclusion of the activity, please report the actual number of participants (or notice of cancellation) to OPS.   |   |
| Director/Dept. Head _____ Date _____  |  | <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center; margin: 0;"><b>OPS USE ONLY</b> <span style="float: right;">OPS 2/2011</span></p> <hr/> <p style="margin: 5px 0;">Program Number (CID) _____</p> <hr/> <p style="margin: 5px 0;">CEU's Approved _____</p> <hr/> <p style="margin: 5px 0;">Director &amp; CEU Officer, OPS _____ Date _____</p> </div> |   |
| Dean/Outreach Representative _____ 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

|  |                                     |
|--|-------------------------------------|
| <b>AUBURN UNIVERSITY CONTINUING EDUCATION UNIT REGISTRATION</b><br><i>For CEU Transcript ordering instructions, see back</i> |                                     |
| <b>PLEASE PRINT CLEARLY</b>  |                                     |
| PROGRAM TITLE _____  | PROGRAM NUMBER _____                |
| Name (Last, First, MI) _____   | Social Security Number _____        |
| Address _____  | Gender: ( )M ( )F                   |
| City _____   | State _____ Zip _____ Country _____ |
| Telephone: Business ( ) _____  | Home ( ) _____                      |
| Email: _____   | Fax ( ) _____                       |
| DO NOT WRITE BELOW THIS LINE<br>-----  |                                     |
| APPROVED FOR CEU AWARD: ( )YES ( )NO Program Chair _____   |                                     |
| <small>03/05 OI/JEB</small>  |                                     |

Back

|  |   |
|--|---|
| <b>CEU Transcript Order Form</b>   |   |
| <small>Approved participants of Auburn University continuing education activities are eligible to receive the continuing education unit (CEU) award stated for each program. All approved CEU awards are filed in each participant's continuing education record. To order an official CEU transcript of your CEU award record, please complete the following information:</small> |   |
| <small>FEDERAL LAW REQUIRES COMPLETION OF INFORMATION BELOW BEFORE TRANSCRIPT CAN BE RELEASED.</small>   |   |
| <small>___ <b>YES</b>, I authorize the release of my CEU record transcript to the address listed below. I understand there is a \$5.00 per copy charge which will be billed to me, payable immediately upon receipt.</small>   |   |
| <small>___ Number of transcripts requested</small>   | <small>Signature: _____ Date: _____</small> |
| <small>Send to (PLEASE PRINT CLEARLY):</small>   |   |
| _____<br>_____<br>_____<br>_____   |   |
| <small>( ) This is a business address</small>  |   |

## 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> ).

|  |  |   |
|--|--|---|
|   | <h1 style="margin: 0;">AUBURN UNIVERSITY</h1><br><i>Official Continuing Education Transcript</i> |  |
| 201 O.D. Smith Hall, 135 South College Street • Auburn University, Alabama 36849-5607<br>(334) 844-4730 • FAX (334) 844-4731 • e-mail: outreach@auburn.edu<br><i>Auburn University is a land-grant university • Equal opportunity educational institution/employer</i>   |  |   |
| Name   | Auble D. Tiger<br>1957 Victory Way<br>Auburn University, AL 36849                                | Date  |
| Course   | Title and Date(s) of Course  | Clock Hours   *CEU Award   *CEU Status   Evaluation                                 |
| C050124B   | How to Start a Small Business<br>January 24, 2005  | 2.00   0.20   1   S   |
| C050403B   | Search of a Winning Strategy<br>April 3-6, 2005  | 18.00   1.80   1   S  |
| C051011  | Blue Ridge Conference on Leadership<br>October 11-14, 2005                                       | 14.00   1.40   1   S  |
| Total:   |  | 34.00   3.40  |
| <p><small>*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.</small></p> <p><small>*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.</small></p> <p><small>*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 total by 1.2.</small></p> |  |   |
|   |  | <h2 style="margin: 0;">SAMPLE</h2>  |
|  |  | Director & CEU Officer, Outreach Information<br>Auburn University                   |
| 08/05  | oipc/jeb   |   |

## Appendix E

### Sample CEU statement for inclusion in course materials provided to participants of programs approved to award CEUs

#### **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