

Continuing Education Unit (CEU) Policy and Procedures Guide

Table of Contents

Purposes	2
Definition of a Continuing Education Unit.....	2
Criteria for Program Approval	3
Information to for Program Chairpersons Completing Application	3
Policy to Allow Both CEUs and Academic Credit	5
Participant Evaluation Procedures.....	5
Application Submission	6
CEU Card Submission	6
Transcript Fee	6

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Purposes

The Continuing Education Unit (CEU) is a uniform unit that measures individual participation in noncredit continuing education. The CEU is applicable whether information is transmitted from one person to another, one institution to another, an individual to organization, an employee to employer, one area of the country to another, or one time period to another. The CEU may be used for the quantitative measurement, recording, reporting, accumulation, transfer, and recognition of participation by adults in non-credit continuing education activities.

The CEU is intended to serve all interests in non-credit continuing education, whether public or private, and whether individual, institutional, organizational, governmental, or societal. It can be used to measure non-credit continuing education without regard to age of participants, subject matter, program format, or instructional methodology. The CEU permits the individual who desires additional educational experiences to look to many sources of continuing education and to select from many formats common to the field, while accumulating a uniform record available for future reference.

More specifically, individuals may use personal records reported in CEUs to meet requirements for:

1. Maintenance or improvement of professional competencies.
2. Documentation of continuing qualifications for licensure, certification or registration.
3. Evidence of personal and vocational growth and adjustment to meet changing career demands.
4. Preparation for a new career by personal preference or as caused by the pressure of individual or technological obsolescence.
5. Demonstration of a conscious and persistent effort toward personal development.

Definition of Continuing Education Units

One (1.0) Continuing Education Unit (CEU) is defined as: (1) TEN contact hours of participation (2) in an organized continuing education experience (3) under responsible sponsorship, (4) capable direction, (5) and qualified instruction. One contact hour equals sixty minutes of instructional contact, excluding meals and breaks.

The educational experiences may also include non-traditional education programs such as independent studies and other activities of this type. Proposed educational activities must be approved by the Departmental Executive Officer and the College Continuing Education coordinator before being submitted to Iowa State University Registration Services for final review and approval.

Iowa State University (ISU), as an educational institution awarding CEUs, assumes the administrative responsibility for all programs in which faculty or staff is applying for CEUs to be awarded to their program's participants by Iowa State University. The sponsoring academic department of any Iowa State University CEU educational activity is responsible for ensuring that the quality of the educational experience is of high caliber and reflects the objectives and goals of the institution.

All Iowa State University CEU policies and procedures are in keeping with the International Association for Continuing Education and Training's (IACEAT) criteria and guidelines for the administration of the CEU. Copies of the international CEU guidelines are available from ISU Registration Services, the university unit responsible for administering and recording all Iowa State University CEUs. The Extension Academic Advisory Council sets and reviews policy for administration of ISU CEUs.

Criteria for Program Approval

The following criteria shall be met in program approval for awarding Continuing Education Units by Iowa State University.

1. There is an academic sponsor (e.g. Human Development and Family Studies, Civil and Construction Engineering, Agronomy, etc.).
2. There is a statement of the purpose and objectives.
3. The content is well organized and presented in a sequential manner.
4. There is evidence of pre-planning, which should include the opportunity for input by the target group to be served.
5. The instructional personnel will be well qualified by education and/or experience.
6. There is provision for individual participant registration, which will include information required for record keeping and reporting.
7. There is provision for evaluation of each individual participant appropriate to the material presented.
8. The participants will be allowed to evaluate the program if they desire.
9. The event is not a committee meeting, delegate assembly, or similar meeting for policy making purposes.
10. The program has been approved for awarding CEUs prior to being presented.

Information for Program Chairpersons

Information from the CEU application is used to generate participant certificates; therefore, it is very important to be thorough when filling out the application. Incomplete application information could delay approval of your application. All information pertaining to the program should be computer entered or typed on the application. Avoid using “see attached” except in cases noted below where it is acceptable.

1. **Starting/Ending Dates and Locations** – If course is a series or has multiple dates a sheet may be attached listing all dates/locations of the program.
2. **Program Formats**
 - a. **Class**-A group formally organized for face-to-face instruction, which meets regularly but has intervening time periods between meeting and that usually extend over an entire session or intersession.
 - b. **Conference**-A general type of meeting usually one or more days in duration, attended by a fairly large number of people. A conference will have a central theme but is often loosely structured to cover a wide range of topics. The emphasis is on prepared presentations by authoritative speakers although division into small group sessions for discussion purposes is often a relaxed activity.
 - c. **Institute**-Similar to a conference, but more tightly structured to provide a systematic development of its theme, with the emphasis more on providing instruction in principles and techniques than on general information. Participants are usually individuals who already have some competence in the subject matter. Institute programs may have certain continuity, meeting on a yearly basis, for example.
 - d. **Short Course**- A sequential offering, as a rule under a single instructor, meeting on a regular basis for a stipulated number of class sessions over a short period of time (e.g. one to three weeks). Quizzes and examinations may be given depending upon the

determination of requirements. It may be informal and flexible in approach to meet the needs of students.

- e. **Workshop**- Usually meets for a continuous period of time during one or more days. The distinguishing feature of the workshop is that it combines instruction with laboratory or experiential activity for the participants. The emphasis is more likely to be on skill training rather than on general principles.
 - f. **Seminar**-A small group of people with the primary emphasis on discussion under a leader or resource person or person. A seminar is more likely to be a onetime offering, although it may continue for several days.
 - g. **Special Training Program**-A skill program which offers a combination of instruction and practice. The approach is usually on a more individualized basis than a workshop.
 - h. **Correspondence Course and/or Independent Study**
 - i. **Lecture Series**
 - j. **Televised Instruction**
 - k. **Web Based Instruction**
 - l. **Other** (*need to specify on application*)
3. **Number of CEUs Requested** – Calculate the number of actual contact hours of the program, excluding registration, luncheons, and breaks as noted in the prior section “Definition of a CEU.” You must attach a tentative program with time allocations when submitting you application. When your final agenda or brochure is available, you are to send this to Registration Services. Registration Services will determine the final number of CEUs that will be awarded to the program based on the final information provided.
4. **Program Sponsorship**-In accepting the sponsorship of an educational program for awarding CEUs at Iowa State University, the individual or department assumes the responsibility for:
- a. Program planning and development
 - b. Selection of the most effective educational format for the intended purpose and objectives
 - c. Assignment of qualified staff for the program
 - d. Adequate management of the program and the design and implementation of the evaluation techniques applicable to both individual participants and the overall program.

This is not meant to indicate that the program must be originated, developed and conducted by the ISU staff member. Although this may occur, it does not indicate that the ISU staff member has agreed to assume the responsibility to ensure that the educational program meets the criteria for CEU awarding by ISU.

5. **Signatures/Approvals** - Please be sure to secure all signatures before submitting your application to ISU Registration Services.

An attendee list will be sent to the program chairperson upon the completion of the course and/or at the end of the application duration. Attendee lists are also available upon request of the chairperson throughout the course.

Policy to Allow Both CEUs and Academic Credit

Continuing Education Units (CEUs) may be awarded for short courses, workshops, and other educational activities sponsored by Iowa State University which carry academic credit. A given activity may award CEUs to some participants and academic credit to others under the following policies.

1. The activity must be administered through Iowa State University's Registration Services.
2. The dual arrangement must have received prior approval by the Departmental Executive Officer, upon recommendation of the course instructor and the department curriculum committee.
3. Participants may enroll for either CEUs or credit, but not both.
4. Credit enrollees must meet the same academic standards they would have to meet if the course did not also award CEUs.
5. Assignments for credit enrollees must be clearly articulated.
6. A student may switch from CEU to credit during an offering only at the discretion of the course instructor. However, once CEUs have been awarded, under no circumstance will ISU convert them to academic credit.
7. Standard university policies for determining fees will be applied to all participants, depending on the status of the student's enrollment.

Participant Evaluation Procedures

For a continuing education program to qualify for the award of Continuing Education Units (CEUs), the program leader is required to specify the method(s) for the evaluation of participants. This evaluation must involve the measure of the participant's achievement of the learning objectives of the program. "Grading" is not desired, except to identify a level of satisfactory achievement. CEUs will be awarded to those participants who reach or surpass the level of satisfactory achievement.

Partial CEUs will not be awarded for the partial completion of a program (i.e. a person completing only half of a 0.8 CEU program will NOT be awarded 0.4 CEUs).

Means of evaluating the achievement of participants will vary depending upon the learning objectives of the program, and may include any of the following:

1. Written or oral examinations
2. Paper presentations (including organized notes, written program summary, self-evaluation procedures, etc.)
3. Performance observation
4. Evaluation of a production (i.e. art form, weld)

Other innovative means of evaluating the learning of participants may be used where evaluative procedures listed above are not appropriate for the learning experience planned.

CEUs will NOT be awarded to an individual participant in a CEU-approved program: (A) Who fails to demonstrate satisfactory achievement, or (B) Who fails to complete the entire program, or (C) Who refuses to be evaluated.

Application Submission

A CEU application must be submitted to and approved by ISU Registration Services prior to the start date of the program. There is a \$75 non-refundable application fee. All applications are good for two years from the start date of the program.

Include one copy of the tentative program schedule with the CEU application for circulation for approval signatures. When all signatures are collected, submit application, payment and schedule to:

Iowa State University Extension and Outreach
Registration Services
Attn: CEU Coordinator
2121 State Ave
Ames, IA 50011

When your final program brochure and/or agenda become available, you must submit a copy to Registration Services for review and assignment of the final number of CEUs.

You will be notified by Registration Services as to whether or not your application has been accepted. If accepted, you should contact Registration Services at least 3 weeks prior to your event to request CEU cards.

CEU Card Submission

A \$25 per-registrant fee will be assessed for each CEU card submitted. This cost may be paid by the individual registrants or the conference. Payment must be received prior to completion certificates being sent.

Completed CEU cards and payment should be sent to:

Iowa State University Extension and Outreach
Registration Services
Attn: CEU Coordinator
2121 State Ave
Ames, IA 50011

Certificates are mailed to participants within 1-2 weeks of receiving the cards.

Transcript Fee

Individuals can obtain a copy of their transcript for all CEU courses taken through Iowa State University. There is a fee of \$10 per transcript.