

# Bemidji State University/Northwest Technical College Policy

<b>Policy Name:</b> Non-Credit and Continuing Education Unit Development and Funding	<b>Effective Date:</b> <b>May, 2013</b>
<b>Policy Owner:</b> VP for Innovation	Last Review: May, 2013
	Next Review: May, 2016

## Policy Statement

Bemidji State University (BSU) and Northwest Technical College (NTC) departments or employees offering non-credit (NC) or continuing education unit (CEU) activities will work through Optivation in order to have a process of capturing all lifelong learning, enrichment, customized training, and professional development events all while maintaining financial integrity. Optivation is the BSU/NTC department authorized to award CEUs on behalf of the university or college.

## Scope and Purpose of Policy

The purpose of this policy is to establish the guidelines to be used at BSU/NTC on the development and funding of NC and CEU offerings. The primary result of the implementation of this policy will be; (1) The creation of records of educational experience for learners to document their efforts at self-improvement, increased vocational competence, and a commitment to lifelong learning. (2) The creation of an institutional planning, implementation and recording capability for demonstrating an ongoing commitment to continuing education and community service functions. (3) The recognition of Optivation as the central office for NC and CEU programs.

## Definitions

Continuing education unit- one (1) continuing education unit (CEU) is defined as ten (10) contact hours of participation in an organized educational experience under responsible sponsorship, capable direction, and qualified instruction. When it is possible instructional content input will be sought from the potential consumers of an activity prior to the time the final learning objectives are established, and in contrast to credit programs where individual

participants are evaluated, CEU activities will be evaluated by participants for program relevance and quality, and will bear no relationship to credit or competence units associated with university or college coursework.

## **Procedures**

### **GUIDELINES**

#### **A. Criteria:**

1. The educational activity must meet the standards as defined in Section two (2) of this policy.
2. The learning activity should be planned in response to an articulated or perceived need of a client group. To fulfill this criterion, client groups, as well as individuals with expertise in the content area of the activity, should participate in the planning process.
3. The CEU activity shall be evaluated on its stated objectives in order to insure an effective learning experience. A formal program evaluation provides the university or college with some evidence of the activity's community service and its consumer satisfaction. The evaluation will provide a basis for quality control and will be useful in future planning.
4. Records of attendance must be maintained to verify each individual's participation in the activity. Attendance of at least eighty (80) percent of the instructional hours is required for awarding of CEUs.
5. Other than meeting minimum attendance requirements, participants are not required to have additional evaluation unless required by an outside agency, (i.e. State Department or licensing body. Instructors may, however, make available on an optional basis additional evaluation opportunities for participants who so desire and if appropriate to the activity.

#### **B. Limitations:**

1. CEUs shall not be convertible to credits, but may be offered as supporting evidence for evaluation of prior learning for university or college credit.
2. CEUs shall be awarded only for an activity offered with prior institutional approval from the Associate Director of Optivation.
3. Courses will not generally be offered for both credit and CEU. However, if the offering department determines the activity is appropriate for credit, the activity can be offered for both credit and CEU, with appropriate student evaluation assignments for the credit option and any other necessary modifications. For credit programs, the regular curriculum approval procedures must be followed.
4. CEUs will not be awarded for the following activities:

- a) High school equivalency programs
- b) Orientation programs
- c) Committee meetings
- d) Policy assignments
- e) Meetings and conventions, unless there is prior approval that the program meets CEU guidelines.
- f) Mass media programs
- g) Entertainment and recreation
- h) Work experience
- i) Individual scholarship
- j) Self-directed studies
- k) Association membership and certification programs, unless there is prior approval that the program meets CEU guidelines.
- l) Time allocated to social activities, coffee breaks, luncheons, dinners, or other similar non-contact hour activities.
- m) Permits or merchandise

5. When a CEU activity is co-sponsored by the university or college and another institution, agency, or association, the university or college will generally have the responsibility for awarding CEUs and maintaining student records.

6. Nothing in this policy is intended to suggest that all conferences, continuing education, community service, extension, off-campus, or other similar activities must be offered for CEUs or credit. They may simply be offered through Optivation as a NC activity.

### C. Implementation:

1. Responsibility for administration of the NC and CEU programs is assigned to Optivation.
2. Ideas for NC and CEU courses and activities may be generated by individual faculty members, departments or persons not affiliated with BSU or NTC. All actual offerings must be approved by the Associate Director of Optivation following the guidelines of this policy.
3. The number of contact hours and appropriate CEUs must be determined prior to the beginning of the activity according the guidelines of Section 2 of this policy. Partial CEUs may be awarded on the basis of total contact hours involved. For example, for an activity of seventeen (17), seventeen and a half (17 ½), or seventeen and three quarters (17 ¾) contact hours, one point seven (1.7) CEUs are assigned.

4. Optivation will provide the process and mechanism for establishing, maintaining, and transmitting individual student transcripts of CEUs and NC hour based offerings.
5. The rate to be paid to individual instructors shall be set based on the program budget developed cooperatively between Optivation and the instructor. The rate should be established prior to the start of the course or activity, but may be renegotiated to accommodate smaller enrollments or program needs. The current daily rate guidelines should be consulted when establishing the initial rate of pay.
6. All offerings shall be self-supporting except in those instances when all parties involved in the activity believe the activity should be offered at a loss because of future potential, necessary sequencing for completion of a program, public commitment, or contractual agreements.
7. If a course/activity does not meet its minimum enrollment, there are three (3) options: (1) Cancel the course/activity; (2) Agreement to operate the course/activity at a loss; (3) renegotiate the contract with the instructor. The decision on which alternative to follow will be made by Optivation in collaboration with all involved parties including but not limited to the instructor and sponsoring agency.

#### OPTIVATION RESPONSIBILITIES AND PROCEDURES:

- A. Optivation will provide the following:
  1. Registration Request Form (includes work plan and estimated budget)
  2. Registration Forms
  3. Recording the data which creates the transcript for CEU or permanent record for all NC registrations.
  4. Record keeping
  5. Certificates of Completion
- B. Optivation can provide, upon request, professional expertise in the following:
  1. Planning (using principles of adult learning, to arrange facilities, schedule events, etc.)
  2. Implementation (registering participants, confirmation letters, nametags, registration packets, etc.)
  3. Evaluation (assistance in designing evaluation forms, summarizing, etc.)
  4. Follow up (any additional mailings, answering questions, etc.)

C. Contact an Optivation NC/CEU coordinator as far in advance as possible. This person will assist you in the necessary steps to set up an activity, begin the paperwork and offer valuable advice and assistance for management of the activity. Printing, mailing, reservations, etc. often require substantial lead-time. A Registration Request Form should be completed and signed by all parties and will include a work plan for the various tasks related to the activity and an estimated budget.

D. When establishing the budget if at all possible use actual dollar amounts for direct costs for items such as salary, printing, copy machine, travel, breaks/meals, postage, purchase of materials, student help, registration expenses, certificates, rent, consultation, and any other budget items. State accounting regulations must be followed. Indirect costs for the sponsor and Optivation should be determined in advance either as a percentage of the anticipated revenue and/or part of the participant fee. Indirect costs should be considered as a part of the total cost of the activity and reflected in the charge for the activity. Costs incurred in activities that are cancelled will be paid as agreed upon by the sponsor and Optivation. A record of expenses and income related to Optivation tasks related to the event will be maintained by the Optivation coordinator and a final report will be available.

E. Work with Optivation to plan, implement and evaluate the activity along appropriate timelines in order to have a successful activity.

**Rationale**

The intent of this policy is to have standardized procedures that are uniform across the university and college; and to utilize the services provided by Optivation.

**Supporting References: There are no supporting references.**

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<b>Formal Review Process</b>	<b>Date Submitted</b>	<b>Date Reviewed</b>
<b>MSUAASF</b>		
<b>BSUFA</b>	<b>May, 2013</b>	<b>May, 2013</b>
<b>Classified Meet and Confer/BSU Classified Meet and Confer/NTC</b>		
<b>BSUSA</b>	<b>N/A</b>	<b>N/A</b>

<b>Provost/Vice President Recommendation</b>	<b>Date</b>
<b>Presidents Approval</b>	<b>Date</b>