# ASHA CE Course Promotional Materials and Learner Communications Checklist

**Directions**: After planning a course, use this checklist to develop promotional materials and learner information/communications that meet ASHA’s Continuing Education Board requirements. Complete the course information section first and then use the rest of the checklist to ensure that the information included in the promotional materials and learner information/communications are consistent (for example, the ASHA CEU amount in the ASHA CEU sentence is the same as the ASHA CEU amount in the course information section and what you submit in the course registration). Resources for ASHA Approved CE Providers may be found at: <http://www.asha.org/CE/for-providers/admin/>

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| --- | --- | --- | --- | --- | --- | --- |
| Course INFORMATION | | | | | | |
| Course number: |  | | | | | |
| Course title: |  | | | | | |
| ASHA CEU amount: |  | | | | | |
| Content area (select one): | Professional | Related | |  | | |
| Instructional level (select one): | Introductory | | Intermediate | | Advanced | Various |

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| |  |  | | --- | --- | | **PROMOTIONAL MATERIALS**  **Do the promotional materials (the information that we are submitting with the course registration) contain the following?** | **Date to be completed by** | | | | **Check when completed** |
| **Instructional personnel** **disclosure** statement(s) (see Required Practice 3.2F)  Disclosure statements – include:   1. Name of speaker/instructor, 2. Relevant [financial relationship](http://www.asha.org/CE/for-providers/FAQs-About-Requirement-3-for-CE-Providers--Instructional-Personnel/#relevant): listing name of the organization followed by type of relationship (for each relationship) or a statement that no relevant financial relationship exists, and 3. Relevant [nonfinancial relationship](http://www.asha.org/CE/for-providers/FAQs-About-Requirement-3-for-CE-Providers--Instructional-Personnel/#examples): listing name of the organization followed by type of relationship (for each relationship) or a statement that no relevant nonfinancial relationship exists   Placement:  The disclosure statement (whether print or electronic communication) must be placed adjacent to each speaker's name and bio (if applicable). Disclosure information should be easily accessible to potential attendees. |  | |  |
| ASHA Approved CE Provider **Brand Block** personalized for your organization (see Required Practice 4.8)   * + - Unaltered     - The size must be large enough for all of the text to be readable.,     - then that size will be acceptable.   **Course information** (see Required Practice 4.8)   * + - **[Insert Instructional Level] Level**   **[Insert ASHA CEU Amount] ASHA CEUs**  **Example:**  **Intermediate Level**  **1.05 ASHA CEUs** |  | |  |
| **ASHA CEU Sentence** (see Required Practice 4.8)  This program is offered for [Insert maximum number] ASHA CEUs ([Insert Instructional level) level; [Insert Content Area] area).   * The Approved Provider may * insert the sentence in one of two places:   1) Place the sentence above, below or next to the Brand Block, or  2) Place the sentence next to the Course Description on the Approved Provider’s promotional material   * ASHA CEU amount supported by the agenda or course structure? * Is the ASHA CEU amount in the ASHA CEU sentence and the ASHA CEU amount on the course registration form the same? * Is the instructional level in the ASHA CEU sentence and on the course registration form the same? |  | |  |
| Reviewed all other marketing pieces to ensure consistency? For example, the ASHA CEU amount in the ASHA CEU sentence is the same as the ASHA CEU amount in the course information section and what you submit in the course registration. |  | |  |
| **LEARNER INFORMATION/COMMUNCATION**  **Have we made the following information available to potential registrants?** | **Where will this be publicized? (In promo, website, registration confirmation, etc.)** | **Check when confirmed** | |
| **Refund** policies (see Required Practice 1.7). These policies should include details on refunds if the course is:   * Canceled or rescheduled by your organization * Canceled by participant |  |  | |
| **Complaint** policy (see Required Practice 1.7) |  |  | |
| **Target audience** and any prerequisites specified in all promotional efforts (see Required Practice 5.4) |  |  | |
| The course’s **learner outcomes** (see Required Practice 6.7)   * Published in promotional materials or * Available to potential participants upon request |  |  | |
| **Time-ordered agenda** or course outline or other information with the structure of the course. Ensure that content logically supports statements of learning outcomes (see Requirement 9) |  |  | |
| How to request **accommodations.** Ensure that the facilities, learning experience and resources are [accessible](http://www.asha.org/CE/for-providers/Accessibility-Guidelines/) to all individuals. (see Required Practice 8.2) |  |  | |
| **Satisfactory completion requirements** (see Required Practice 10.3) |  |  | |
| If the course focuses on a specific product or service, **course content** **disclosure** statement (see Required Practice 3.1)  Sample course content disclosure statement:  This presentation will focus exclusively on <insert name of product or service> and will not include information on other similar or related <insert product or service>. |  |  | |
| If applicable, that the **purchase of a product** or service is required in order to attend (see Required Practice 8.4) |  |  | |
| If applicable, that the participant must “pass” an exam or complete an assignment successfully to earn ASHA CEUs (see Required Practice 11.3) |  |  | |
| If received [financial](http://www.asha.org/CE/for-providers/FAQs-About-Requirement-3-for-CE-Providers--Course-Financial/#support) and/or [in-kind support](http://www.asha.org/CE/for-providers/FAQs-About-Requirement-3-for-CE-Providers--Course-Financial/#in-kind) for the course, **financial and/or in-kind support** disclosure statement (see Required Practice 3.3F)  Disclosure statement or announcement to include:  Name(s) of the organizations offering support and the type (financial or in-kind support given). |  |  | |