

ASHA CE COURSE PROMOTIONAL MATERIALS AND LEARNER COMMUNICATIONS CHECKLIST

How to Use This Resource

After planning a course that will be registered for ASHA CEUs, use this checklist to develop promotional materials and learner information/communications that comply with ASHA's Continuing Education Board (CEB) requirements. Complete the [course information](#) section and use the rest of the checklist to ensure that the information included in the [promotional materials](#) and [learner information/communications](#) is consistent. Further guidance on developing compliant courses and materials can be found on the [ASHA CE Providers](#) webpage.

Course Information

Course number:				
Course title:				
ASHA CEU amount:				
Content area (select one):	<input type="checkbox"/> Professional	<input type="checkbox"/> Related		
Instructional level (select one):	<input type="checkbox"/> Introductory	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Advanced	<input type="checkbox"/> Various

Primary Promotional Materials

Do the primary promotional materials being submitted 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: <ol style="list-style-type: none"> Name of speaker/instructor, Relevant financial relationships: listing name of the organization followed by type of relationship (for each relationship) or a statement that no relevant financial relationship exists, and Relevant nonfinancial relationships: listing name of the organization followed by type of relationship (for each relationship) or a statement that no relevant nonfinancial relationship exists. <p><u>Placement</u>: The disclosure statement (whether in print or electronic form) must be adjacent to each speaker's name and bio (if applicable). Disclosure information should be easily accessible to potential attendees.</p>		<input type="checkbox"/>

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Do the primary promotional materials being submitted with the course registration contain the following?	Date to be completed by	Check when completed
<p>Content Disclosure Statement (see Required Practice 3.1) If the course focuses on a specific product or service, a content disclosure statement should be included.</p> <p><u>Sample course content disclosure statement:</u> This presentation will focus exclusively on <insert name of product or service> and will not include information on other similar or related products or services.</p>		<input type="checkbox"/>
<p>ASHA CE Approved Provider Brand Block (see Required Practice 4.9) Insert the brand block personalized for your organization. See CE Provider Portal Dashboard Resource Box for your copy ("My Account" on asha.org).</p>		<input type="checkbox"/>
<p>Course Information Insert appropriate instructional level and ASHA CEU amount across all promotional materials and course registration documents. Course information can be embedded in the brand block.</p>		<input type="checkbox"/>

Learner Information/Communications

Have we made the following information available to potential registrants?	Where will this be publicized (e.g., promo materials)?	Check when confirmed
<p>Refund Policies (see Required Practice 1.7) These policies should include details on refunds related to:</p> <ul style="list-style-type: none"> • Attendance cancellation by participants, and • Course cancellation or rescheduling by your organization. 		<input type="checkbox"/>
<p>Complaint Policies (see Required Practice 1.7) These policies should detail how participants can submit complaints about the course.</p>		<input type="checkbox"/>
<p>Target Audience (see Required Practice 5.4) This should include who the course was designed for (audiologists, speech-language pathologists).</p>		<input type="checkbox"/>
<p>Prerequisite Requirements (see Required Practice 5.4) This should list any prerequisite coursework that must be completed prior to enrollment/participation in the course.</p>		<input type="checkbox"/>

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Have we made the following information available to potential registrants?	Where will this be publicized (e.g., promo materials)?	Check when confirmed
<p>Purchase of a Product/Service (see Required Practice 8.4) This should state if the purchase of a product or service is required in order to attend the course.</p>		<input type="checkbox"/>
<p>Learning Outcomes (see Required Practice 6.7) Learning outcomes—written using measurable and observable verbiage—should be included in course promotional materials and/or made available to potential participants upon request.</p>		<input type="checkbox"/>
<p>Course Structure (see Required Practice 9) This includes one of the following to outline how the course logically supports the learning outcomes:</p> <ul style="list-style-type: none"> • A time-ordered agenda of approximate lengths/timing for specific activities/content, • A listing of runtimes for recorded elements of the course, • An outline of concepts and/or content sections to be covered in the course, and/or • Other information about the course structure/design. 		<input type="checkbox"/>
<p>Accommodation Policy (see Required Practice 8.2) These policies should include details on how and when participants can request accommodations to course facilities, resources, materials, and activities that are accessible to all potential participants.</p>		<input type="checkbox"/>
<p>Satisfactory Completion Requirements (see Required Practice 10.3) This should detail what potential participants must do to be eligible to earn ASHA CEUs such as:</p> <ul style="list-style-type: none"> • The minimum time of attendance, • Completion of required activities, • The minimum required performance or “passing” score on a formal assessment, • Details on requesting ASHA CEUs including how to provide ASHA ID, first and last name, and mailing and email addresses, and/or • Deadlines for requesting ASHA CEUs. 		<input type="checkbox"/>
<p>Financial/In-Kind Support (see Required Practice 3.3) If you received financial and/or in-kind support for the course, a financial and/or in-kind support disclosure statement or announcement should be made to participants which includes the name(s) of the organization(s) offering support and the type of financial or in-kind support given.</p>		<input type="checkbox"/>