

Guidelines for Cooperative Courses

An ASHA Approved CE Provider may choose to work with an organization that is not an ASHA Approved CE Provider to offer a cooperative course. This is the only way that an organization that is not an approved provider can offer a course for ASHA CEUs.

The cooperative course process includes the following steps:

- 1. Contact an ASHA CE Provider before course development begins.** Keep in mind that ASHA CE Providers must be **actively involved** in planning, promoting, implementing, evaluating, and reporting the course. ASHA CE Providers **cannot agree** to offer a course cooperatively if the course planning is complete. The CEA will share their organization's cooperative agreement and serve as the primary point of contact with ASHA CE.
- 2. Develop the course.** The ASHA CE Provider's CE Administrator (CEA) must work with the cooperative organization to plan and promote the course. The CEA will ensure that the course is planned according to the [Standards for ASHA CE Providers](#) and [ASHA CE Policies](#). The steps for developing a course to be offered for ASHA CEUs include:
 - a. Conduct a needs assessment and analyze needs assessment data.
 - b. Identify the learning gaps and determine if the gaps can be addressed by continuing education.
 - c. Decide to conduct a CE course to address the identified needs of potential participants.
 - d. Determine the [learning outcomes](#) of the course based on the identified needs.
 - e. Develop a [learning assessment](#) that will determine if learners have achieved the learning outcomes. There should be **alignment between the needs assessment, learning outcomes, and learning assessment**.
 - f. Identify [qualified personnel](#) who will be involved in course delivery (i.e., speakers, instructors, authors, etc.).
 - g. Identify, discuss, and mitigate course planner and instructor [relevant relationships](#).
 - i. Disqualify those individuals who refuse to disclose from participating in the course.
 - ii. Review disclosure information received from program planners with the ASHA CE Provider CEA to determine whether:
 - Relevant relationships may be resolved through disclosure.
 - Relevant relationships disqualify the individual from participation in course planning.
 - iii. Mitigate presenter conflicts when they exist.
 - h. Develop course content, ensuring that it is [valid, current, and reflects best practices](#).
 - i. Determine whether the content will discuss product(s) or service(s). If products or services are discussed, the cooperative organization and ASHA Approved CE Provider must:

- i. Ensure that the course does not promote or encourage the sale of the product(s) or service(s).
- ii. [Disclose in the promotional materials](#) if there will be limited or no information about other similar products or services.
- j. Determine the course delivery method that will best support the learning outcomes.
- k. Select [appropriate facilities and online presentation platforms and systems](#) for the course.
- l. Determine the resources and learning aids needed for the course.
- m. Manage financial and in-kind support from other organizations—including expenses for learners, meals, breaks, or other aspects of the course. The cooperative organization and ASHA Approved CE Provider must:
 - i. Make all decisions regarding funds or in-kind support allocations and disbursement.
 - ii. Keep written documentation of the amount and type of support received and how it was used.
 - iii. [Disclose](#) in promotional materials the names of organizations contributing financial or in-kind support.
- n. When the event includes [exhibits or advertising](#), the cooperative organization and ASHA CE Provider must:
 - i. Make all decisions regarding exhibit or advertisement placement.
 - ii. Ensure that exhibits and advertising are NOT included in the instructional portion of the course or instructional materials.
- o. Establish [satisfactory completion requirements](#), or the tasks that participants must complete to earn credit for the course. These requirements **must include a learning assessment** that determines if a learner has met the learning outcomes.
- p. Determine how satisfactory completion requirements will be communicated to participants before the course.
- q. Establish a method to conduct a program evaluation of the course, if applicable.
- r. Develop a time-ordered agenda for the course. This must be detailed enough to support the amount of [ASHA CEUs](#) requested for the course.
- s. [Develop instructional personnel disclosure statements](#) to be used in promotional materials as well as at the start of the course.
- t. Ensure learners can indicate their intent to earn ASHA CEUs and ensure that systems are in place to collect the required learner data.

3. Provide all course materials to the ASHA CE Provider for review. The ASHA CE Provider must review all course materials and communicate if the cooperative organization has met all the [Standards for ASHA CE Providers](#) and [ASHA CE Policies](#). The ASHA CE Provider will advise the cooperative organization on how to properly advertise the course for ASHA CEUs.

- 4. Pay the cooperative course fee(s).** Cooperative fees are due when the ASHA CE Provider submits the course to ASHA CE. The ASHA CE Provider will work with the cooperative organization to secure payment. [Cooperative fees include:](#)
- a. An initial fee for the first time the course is available to learners.
 - b. A fee for each subsequent offering of the same course.
 - i. For live courses (in-person or web-based) the fee is charged each time the course is offered.
 - ii. For self-study courses (asynchronous) the fee is charged for each month the course will be available to learners. For example, a self-study available for 12 months would be charged the initial cooperative offering fee + 11 subsequent offering fees.
- 5. Produce promotional materials.** Promotional materials must comply with ASHA CE Standards and Policies. Promotional materials must include [instructional personnel disclosures](#) and may include [financial and in-kind support disclosures](#) (if applicable), and [content disclosures](#) (if applicable). **All disclosures must be available to learners prior to the start of the course.** The ASHA CE Provider's [Brand Block and ASHA CEU sentence](#) must appear on promotional materials. Cooperative organizations are encouraged to state the learning outcomes and agenda in course promotional materials.
- 6. Conduct the course.**
- a. Prior to the start of the course, the cooperative organization should ensure that all instructional personnel provide learners with the following information about themselves:
 - i. instructor's name and
 - ii. whether there are relevant relationships (or not).
 - b. Prior to the start of the course, the cooperative organization should announce or provide written statements regarding satisfactory completion requirements.
 - c. During the course, the cooperative organization should
 - i. conduct the course according to ASHA CE requirements,
 - ii. maintain a record of attendance and intent to earn ASHA CEUs for all participants,
 - iii. conduct the learning assessment,
 - iv. conduct the program evaluation, if applicable.
 - d. At the end of the course, the cooperative organization should:
 - i. Collect the first and last name, mailing, and email addresses of those who meet satisfactory completion requirements, [wish to earn ASHA CEUs, and grant permission](#) for the Provider to send their information to ASHA CE. While ASHA IDs are not required, it is recommended that this is collected, when possible.
- 7. Provide learner information to the ASHA Approved CE Provider** according to deadlines stipulated by the Provider. *Note: ASHA Approved CE Providers are required to turn in post-course materials **no***

***more than 45 days** after the course has been completed. The CEA will share the ASHA CE-generated roster, and the cooperative organization should review it for errors.*