

## Guidelines for Cooperative Courses

A cooperative CE course is one offered jointly by an ASHA Approved CE Provider and an organization that is not an ASHA Approved CE Provider (aka *cooperative organization*). Conducting a cooperative course with an ASHA Approved CE Provider is the only way a non-ASHA Approved CE Provider can offer a course for ASHA CEUs.

1. **Contact an ASHA Approved CE Provider before course development begins.** Keep in mind that ASHA Approved CE Providers must be **actively involved** in planning, promoting, implementing, evaluating, and reporting the course. ASHA Approved CE Providers **will not agree** to offer a course cooperatively if the course planning is complete.
  
2. **Develop the course.** The ASHA Approved 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 ASHA Continuing Education Board (CEB) requirements. Following are the required steps for developing a course to be offered for ASHA CEUs; the sequence of these steps may vary.
  - a. Conduct a needs assessment.
  - b. Analyze the needs assessment data.
  - c. Identify the learning gaps and determine if the gaps can be addressed by continuing education.
  - d. Decide to conduct a CE course to address the identified needs of potential participants.
  - e. Determine the **learning outcomes** of the course based on the identified needs of potential participants.
  - f. Determine whether the content will discuss product(s) or service(s). If there is to be discussion of products or services, 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** that there will be limited or no information about other products or services if only one product or service is to be discussed.
  - g. Identify qualified instructional personnel who will be involved in delivery of the course (i.e., speakers, instructors, authors, etc.).
  - h. **Document** that each person planning the course has disclosed relevant financial and nonfinancial relationships.
    - i. Disqualify from participating in the course planning those individuals who refuse to disclose.
    - ii. Review with the CEA for the ASHA Approved CE Provider the disclosure information received from program planners. Determine whether:

- Relevant financial and/or nonfinancial relationships may be resolved through disclosure.
  - Relevant financial and/or nonfinancial relationships disqualify the individual from participation in course planning.
- i. Develop course content.
  - j. Determine course delivery method.
  - k. Ensure that appropriate facilities are selected for the course.
  - l. Determine the resources and aids needed to accomplish the learning outcomes.
  - m. When other organizations provide financial and in-kind support that is used to fund the costs of the CE course—including expenses for learners, the cooperative organization and ASHA Approved CE Provider must:
    - i. Make all decisions regarding allocations and disbursement of funds or in-kind support.
    - ii. Keep written documentation of the allocation and disbursement of funds or in-kind support.
    - iii. **Disclose** in promotional materials the names of other organizations contributing financial or in-kind support.
  - n. When the event includes exhibits, the cooperative organization and ASHA Approved CE Provider must:
    - i. Make all decisions regarding the placement of exhibits.
    - ii. Prohibit exhibits in the instructional portion of the course or in the instructional area.
  - o. When the event includes advertisements, the cooperative organization and ASHA Approved CE Provider must:
    - i. Make all decisions regarding the placement of the advertisements.
    - ii. Prohibit advertising in the instructional portion of the course and in the instructional materials related to the course content.
  - p. Decide how to assess participant learning outcomes.
  - q. Establish the requirements that participants must meet to satisfactorily complete the course, including a method for documenting attendance and/or special forms to track attendance and achievement of learning outcomes.
  - r. Determine how satisfactory completion requirements will be communicated to participants before the course.
  - s. Establish a method to conduct a program evaluation of the course.
  - t. Develop a time-ordered agenda for the course.
  - u. **Develop instructional personnel disclosure statements** based on disclosure forms to be used in promotional material as well as at the start of the course.

**3. Ensure the ASHA Approved CE Provider reviews course materials.** The ASHA Approved CE Provider must review all course materials and communicate to the cooperative organization that it

has met all of the ASHA CEB Requirements thus far. The ASHA Approved CE Provider will advise the cooperative organization on how to properly advertise the course for ASHA CEUs.

- 4. Pay the cooperative course fee(s).** The cooperative organization sends the cooperative course fee(s) to the ASHA Approved CE Provider. The ASHA Approved CE Provider is responsible for submitting the payment, along with course registration materials, to ASHA. Under no circumstances should the cooperative organization send payment directly to ASHA.
  - a. There is an initial cooperative fee for the first time the course is available to learners,
  - b. There is a subsequent offering fee each time the course is offered thereafter;
    - i. Live courses (in-person or web-based): Fee for each time the course is offered.
    - ii. Self-study courses (asynchronous): 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. Providers reporting through web calls are charged a single fee per calendar year for self-study cooperative offerings.
  
- 5. Produce promotional materials.** Promotional materials must comply with CEB requirements. Promotional materials must include [instructional personnel disclosure](#). [Financial and in-kind support disclosure](#) (if applicable), and, if applicable, [disclosure that the course is focused on a specific product\(s\) or service\(s\) must be disclosed](#) to learners prior to the start of the course. The ASHA Approved 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. Confirm instructional personnel disclosure and update statements.** Immediately prior to the course, the cooperative organization should ask individuals involved in instruction to update their respective disclosure information. The cooperative organization should review this information to determine if any new relevant financial and nonfinancial relationships have developed since initial disclosure. If changes have occurred, the cooperative organization should:
  - a. Determine if relevant financial or nonfinancial relationships may be resolved through disclosure.
  - b. Determine if relevant financial or nonfinancial relationships disqualify the individual from participation in course delivery.
  - c. Update instructional personnel disclosure statements, as needed.
  
- 7. 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. The name of the instructional personnel;

- ii. Relevant financial relationship(s): Listing the name of the organization and the type of financial relationship; and/or
  - iii. Relevant nonfinancial relationship(s): Listing the name of the organization and the type of nonfinancial relationship; or
  - iv. No relevant financial or nonfinancial relationships exist.
- 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 the CEB requirements,
    - ii. maintain an attendance record of all participants,
    - iii. conduct the learning assessment,
    - iv. conduct the program evaluation.
  - d. At the end of the course, the cooperative organization should:
    - i. Collect the ASHA id, first and last name, mailing and email addresses of those who satisfactorily meet completion requirements and who wish to document their participation with ASHA CEUs.

**8. Provide ASHA id, first and last name, mailing and email addresses to the ASHA Approved CE Provider according to deadlines stipulated by the Provider. Note:** ASHA Approved CE Providers are required by the ASHA Continuing Education Board (CEB) to turn in post-course materials **no more than 45 days** after the course has been completed.