

## Guidance for Correct Use of Terms: CEU, ASHA CEUs, CE Course

1. ASHA CEUs are awarded through the ASHA CE Registry. ASHA Approved CE Providers do NOT award ASHA CEUs. ASHA Approved CE Providers offer courses for ASHA CEUs.
2. To earn ASHA CEUs, an individual must be qualified to earn them and must have paid the annual ASHA CE Registry fee for the year in which they completed the course. Do not say or imply that ASHA CEUs are free. Courses might be free but ASHA CEUs are not free.
3. When talking about credit or continuing education units, do NOT use generic terms. Designate the type of credit for example: ASHA CEUs, IACET CEUs, LSLs CEUs, AAA CEUs, ASHA Professional Development Hours (PDHs)
4. Do NOT use the term “CEUs” or “ASHA CEUs” when you mean “course.” “CEU” means Continuing Education Unit (a form of credit).

### Examples of the use of terms CEU, ASHA CEUs, CE Course

| Incorrect usage:   | Correct usage: More transparent language in keeping with ASHA CE requirements   |
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| ASHA CEUs are not free (incorrect usage)                   | Courses can be free (correct usage)   |
| Free CEUs  | Free courses<br>Free CE courses   |
| Free ASHA CEUs   | Free courses for ASHA CEUs  |
| ASHA CEUs for free   | Free Courses for ASHA CEUs  |
| Free CEU Courses   | Free Courses for ASHA CEUs<br>Free (insert name of CE Provider) CE Courses<br>Free University of XX CE Courses  |
| Not designating the type of CEUs offered (incorrect usage) | Designate the type of CEUs offered (correct usage)  |
| Earn CEUs  | Earn ASHA CEUs  |
| 2.0 CEUs   | 2.0 ASHA CEUs<br>Earn 2.0 ASHA CEUs   |
| You can earn CEUs online at (website)                      | Take online courses for ASHA CEUs at (website)<br>Take online courses and earn ASHA CEUs at (website)<br>Earn ASHA CEUs online by taking courses at (website) |
| Earn CEUs on Your Schedule                                 | Take courses for ASHA CEUs on your schedule<br>Earn ASHA CEUs on your schedule<br>Learn at your own pace  |
| Join other SLPs who own their own practice, earn CEUs      | Join other SLPs who own their own practice, earn ASHA CEUs  |
| Need CEUs?   | Need ASHA CEUs?<br>Need Courses Offering ASHA CEUs?   |

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|---|--|
| Don't use "CEU" or "hours" when you mean "course" (incorrect usage) | Use "ASHA CEUs," "Professional Development Hours" and "course" (correct usage)   |
| Find CEUs for Just \$5  | Find Courses Offered for ASHA CEUs for \$5<br>Find \$5 CE courses  |
| Now Your CEUs can travel with you                                   | Now your CE courses can travel with you<br>Traveling? Take courses for ASHA CEUs on-the-go<br>Your courses offered for ASHA CEUs can travel with you<br>Now Your Courses Offered for ASHA CEUs can travel with you |
| Whether you're earning \$5 CEUs or ...                              | Whether you're taking courses offered for ASHA CEUs for \$5 or....<br>\$5 courses offered for ASHA CEUs  |
| Unlimited CEU Access  | Unlimited Access to Courses for ASHA CEUs<br>Unlimited Access to CE Courses<br>Unlimited CE Courses  |
| XXX now offers ASHA CEUs online at (website)                        | XXX's online courses available for ASHA CEUs at (website)<br>Take XXX's online courses for ASHA CEUs at (website)  |
| Unlimited Hours   | Unlimited Access to CE Courses for ASHA CEUs<br>Unlimited Access to CE Courses for professional development hours<br>Unlimited Access to CE courses<br>Unlimited Courses for \$xx                                  |
| Avoid confusing language (incorrect usage)                          | Strive for transparent language (correct usage)  |
| Unlimited ASHA CEUs   | Unlimited Access to Courses Offered for ASHA CEUs<br>Unlimited CE courses<br>Unlimited Free CE Courses   |
| Get some new tools with CEU courses                                 | Get some new tools - take courses offered for ASHA CEUs  |
| Supervision CEUs  | Supervision course for ASHA CEUs   |
| Ethics CEUs   | Earn ASHA CEUs for ethics courses<br>Ethics courses for ASHA CEUs  |

Direct questions about correct use of terms in materials, advertising, or elsewhere to the ASHA Continuing Education team at [continuinged@asha.org](mailto:continuinged@asha.org).