Website & Promotional Materials Requirements

You do not need to fit all of the below requirements on a flyer. You can instead put on the flyer: For information about continuing education credit, please see (link to your website where below information appears).

The term CEU may not be used. Please instead use the term CE. The reason? A CE equals one contact/teaching/learning/credit hour. A CEU is 10 times that amount.

1. Title and date of your program. Name of your organization.

2. Presenter(s): brief bio/credentials.

3. Program fees, including deadlines for cancellations/refunds.

4. Program syllabus, outline, schedule or agenda. For example: Feb. 12, 2020. 9:00 – 10:30 AM. (Then you would put the topics there.)

5. Content/Description.

6. Learning Objectives: It is required that Learning Objectives appear on your website and/or your promotional material. Objectives must correspond to areas of content/description. They usually follow this: At the conclusion of this program, participants will be able to – .

A. Learning objectives must be observable and measurable. For example: At the conclusion of this program, participants will be able to:

Unacceptable learning objective: Apply EMDR techniques related to treatment interventions.

Acceptable learning objective: Apply 3 treatment interventions based on EMDR techniques.

B. Learning objectives should be appropriate in breadth e.g., 2-3 Learning Objectives for a 1-3 hour program • 3-4 Learning Objectives for 4-6 hours • 5-6 Learning Objectives for 7-8 hours.

C. Learning objectives must be fully linked to a) the program narrative, b) references, and c) the promotional materials.

D. Please be certain that you use only the acceptable verbiage below, keeping in mind that each learning objective must also be measurable and observable:

List, describe, recite, write, identify, compute, discuss, explain, predict, apply, demonstrate, prepare, use, analyze, design, select, utilize, compile, create, plan, revise, assess, compare, rate, critique.

\*\* Please note that although above verbiage is acceptable, it is not acceptable without also including a measurable outcome, often materializing as a numeric outcome.

Verbs to **avoid** when writing learning objectives:

Know, understand, learn, appreciate, become aware of, become familiar with.

7. Target audience. Examples: Mental Health Professionals, Social Workers, Psychologists, etc.

8. It needs to be stated that the program is only one of the following: Beginning Level, Intermediate Level, or Advanced Level. The APA (American Psychological Association) will not allow promotional material that indicates a program is for more than 1 level.

9. The number of CEs/Continuing Education Hours offered.

10. Accommodations for the differently abled.

Accommodations for the Differently Abled

Your company training facilities are handicap accessible. Individuals needing special accommodations, please contact: Please put your name, email and phone number.

11. The following statement: It is the participant's responsibility to check with their individual state boards to verify CE requirements for their state.

12. The professional statements.

Until you receive our approval, you may include this statement above the professional statements:

Continuing Education Credit is pending through Commonwealth Educational Seminars for the following professions: (List applicable professional statements below.)

Once you receive our approval, you should have this statement:

Continuing Education Credit is provided by Commonwealth Educational Seminars for the following professions.

Psychologists:

Commonwealth Educational Seminars is approved by the American Psychological Association to sponsor continuing education for psychologists. Commonwealth Educational Seminars maintains responsibility for these programs and their content.

Licensed Professional Counselors/Licensed Mental Health Counselors:

Commonwealth Educational Seminars (CES) is entitled to award continuing education credit for Licensed Professional Counselors/Licensed Mental Health Counselors. Please visit [CES CE CREDIT](https://www.commonwealthseminars.com/seminar-ce-credit.html) to see all states that are covered for LPCs/LMHCs. CES maintains responsibility for this program and its content.

Social Workers:

Commonwealth Educational Seminars (CES) is entitled to award continuing education credit for Social Workers. Please visit [CES CE CREDIT](https://www.commonwealthseminars.com/seminar-ce-credit.html) to see all states that are covered for Social Workers. CES maintains responsibility for this program and its content.

If applicable: Social Workers – New York State

Commonwealth Educational Seminars is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers. #SW-0444.

Licensed Marriage & Family Therapists:

Commonwealth Educational Seminars (CES) is entitled to award continuing education credit for Licensed Marriage & Family Therapists. Please visit [CES CE CREDIT](https://www.commonwealthseminars.com/seminar-ce-credit.html) to see all states that are covered for LMFTs. CES maintains responsibility for this program and its content.

Nurses:

As an American Psychological Association (APA) approved provider, CES programs are accepted by the American Nurses Credentialing Center (ANCC). These courses can be utilized by nurses to renew their certification and will be accepted by the ANCC. Every state Board of Nursing accepts ANCC approved programs except California and Iowa, however CES is also an approved Continuing Education provider by the California Board of Registered Nursing (Provider # CEP15567) which is also accepted by the Iowa Board of Nursing.

13. A statement must appear that includes the disclosure and explanation of the presence **or absence** of commercial support or conflict of interest.

Example: There is no known commercial support nor conflict of interest for this program.

14. Please include the following statement: For further information please contact Commonwealth Educational Seminars, 1 (800) 376-3345, CommonwealthSeminars@gmail.com.