



# MANAGING YOUR CONTINUING EDUCATION UNITS (CEUs)

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# Continuing Professional Development

Now that you have earned APMP Certification, the most important thing you can do is to maintain it through continuing your professional development.

Continuing professional development is important because it:

- Represents your commitment to your own continuing education.
- Ensures that you are keeping up with the best practices and trends needed to maintain and increase your skills.
- Improves your and your organization's competitive edge.
- Allows you to keep your certification(s) current by earning continuing education units (CEU) toward your certification renewal.

## APMP CEU REQUIREMENTS

Once you have been certified, you must earn the following number of CEUs every 2 years:

CERTIFICATION LEVEL	NUMBER OF CEUS REQUIRED EVERY 2 YEARS
Foundation	20
Practitioner	40
Professional	40

CEU compliance will be reviewed after the second anniversary of your current Certification level. The two-year period begins on your certification date, and ends two years after that date, at which point a new cycle begins.

## TRACKING CEUs

You are responsible for tracking your own CEUs. Your CEUs may periodically be audited by a representative from the APM Group Ltd., the organization that oversees the APMP Certification program.

The APMP member profile page on the APMP website has a feature that you can use to track CEUs online.

## HOW TO EARN CEUs

The following tables provide a list of activities that the APMP currently recognizes as qualifying for CEUs:

## INDEPENDENT LEARNING (LIMITED TO 12 CEUs PER 2-YEAR CYCLE)

### Private study or structured reading on particular themes or topics.

**3 CEUs**

Minimum 3-hour commitment. Subjects studied should be relevant to a business development environment, meet a specified purpose, and use reputable resources such as the APMP BOK, published works, or other media resources.

In 250 words or less, individuals should summarize the objectives for study, key learning points, number of hours spent, and reference material used.

**Example:** Researched APMP Body of Knowledge to develop template and instructions for better approach for proposal strategy reviews. Read Review Management chapter to learn the questions that should be answered in a content plan and created a checklist for use within my organization. Time spent: 3 hours.

## CLASSROOM OR ONLINE TRAINING

### Training approved by APMP (1 CEU per classroom hour)

**1 CEU per hour**

### E-learning approved by APMP, including APMP or Chapter webinars (1 CEU per hour of online or offline study)

**1 CEU per hour**

### Training, workshops, seminars, or courses by external organizations (non-APMP commercial or educational organizations) or internal company training that relates to any aspect of the business development lifecycle.

**1 CEU per training hour**

Sponsoring organization may document for participants the learning objectives of the training and key takeaways from the training. If the sponsoring organization has not documented the learning objectives and key takeaways the participant should record their own. Participants should enter this information in their record.

## PREPARATION OF MATERIAL

### Published articles that relate to any aspect of business development

**5 CEUs**

Journals or newsletters for a professional organization, such as the *APMP Journal* and *Perspective* and APMP chapter publications. Articles must be a minimum of 1,000 words.

Authors should document the business development educational benefit of the article.

### Website material and blog moderation

**5 CEUs**

Contributions to professional organizations', commercial companies', and nonprofit organizations' website material and articles (including moderation of professional blogs for more than 3 months continuously). A professional blog is defined as a blog relating to business development.

Authors should document the educational benefit of web and blog material.

### Presentations at conferences

**10 CEUs**

Business development-related presentation at a professional organization, commercial company, nonprofit organization conference, symposium, seminar, meeting, lecture, or workshop.

Presenters should document the educational benefit of the presentation.

### Published books that are publicly available for topics related to business development

**10 CEUs**

Authors should provide the book's name, relevance to business development, the publisher, and date of publication.

## CONTINUING EDUCATION THROUGH EVENT ATTENDANCE

**Conference, symposium, seminar, or meeting conducted by a business development-related professional, commercial, or nonprofit organization (Max 5 CEUs per event)** **1 CEU per active hour**

**International APMP conference (APMP's Bid & Proposal Con)** **15 CEUs**

### **Local APMP chapter, or other business development professional body meeting**

Full-day meeting **10 CEUs**

Half-day meeting **5 CEUs**

The sponsoring organization or participants should document the learning objectives and takeaways from the event.

**Note:** Individuals who attend a full event and are speakers at that event may claim both Event Attendance and Preparation of Materials CEUs. APMP events are preapproved.

## SERVING THE PROFESSION AS A VOLUNTEER FOR EACH FULL YEAR (PRO RATA)

**International APMP board member** **20 CEUs**

**Local chapter APMP board member** **15 CEUs**

**Volunteer to APMP task force or special committee** **15 CEUs**

**Mentor for APMP Certification** **15 CEUs**

Document how volunteerism has improved your capabilities and the capabilities of others. CEUs are prorated for partial years.



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