



**AICI CEU
PROVIDER
PROGRAM
APPLICATION**

June, 2013

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Application Guidelines

Expectations for Trainers

- The focus of every education program CEU-approved through AICI is on the learner. Assurance must be given that the needs of learners have been identified, that content and instructional methods are designed specifically for the learners, and that the learning outcomes are effectively evaluated.
- AICI CEU Providers (those trainers who are approved by AICI to provide CEU-approved courses), in nearly every instance, will have earned the designation of either Certified Image Master (CIM) or Certified Image Professional (CIP). Sometimes, chapters invite speakers outside AICI to present at their education days. If these programs are to be AICI CEU-approved, evidence of the presenter's expertise must be submitted to the AICI CEU Administrator. Such evidence might be advanced education and years of experience in the subject area. In situations where a presenter makes application to have a course AICI CEU-approved and does not have a CIM or CIP, the AICI CEU Chair and, if necessary, the CEU Committee will review the presenter's credentials and determine whether the application can proceed.
- AICI CEU-approved trainers continually seek ways to improve their skills in training design, delivery and evaluation.
- Every effort is made, every time, to deliver high quality training for members of AICI.
- Each person, who submits an application, is responsible for sending a complete packet of the required information:
 - A completed "CEU Provider Application"
 - A Training Plan
 - A sample of participant materials and PowerPoint slides, if used
 - A Participant Training Evaluation form
 - A bio and three testimonials (for each instructor, if multiple instructors)
 - A sample of marketing materials, which includes how participants earn AICI CEUs
 - A "Statement of Proprietary Interest"
- AICI CEU- approved trainers take advantage of the trainer development opportunities offered through AICI by the AICI CEU Administrator.

Background

AICI is proud to offer training programs for CEUs to its members and is committed to ensuring these programs are of the highest caliber. AICI has created its standards based on stringent training and development guidelines. Its primary purpose is to promote and enhance quality continuing education through its high standards and guidelines. AICI wants to ensure that the training programs it approves are of a high quality. Qualified trainers, who successfully complete this application process, are approved by AICI to offer CEU- approved programs/courses. AICI confers CEUs to participants who successfully complete approved courses.

We recommend that trainers purchase a copy of *The Continuing Education Guide* by Louis Phillips (http://www.amazon.com/Continuing-Education-Guide-Professional-Development/dp/0615294510/ref=sr_1_1?ie=UTF8&s=books&qid=1279551731&sr=8-1). This provides a framework for effective training design and development. The American Society of Training and Development (ASTD) also offers valuable resources for educators.

You might find these additional resources of help, as you complete the application:

For an individual trainer application – “AICI CEU Application Process Map for Individual Trainers” (a visual aid of the application) and “AICI CEU Application Process Narrative for Individual Trainers” (a narrative that accompanies the process map).

For a chapter application – “AICI CEU Application Process Map for Chapters” (a visual aid of the application) and the “AICI CEU Application Process Narrative for Chapters” (a narrative that accompanies the process map).

These resources are available to download on the AICI website, in addition to the application document and forms that must be completed. These documents are all “fillable” Word documents i.e. can be filled out in Word.

Please note that this application requires a thoughtful process that focuses on the learner with the primary goal of providing consistent, quality training. If you are applying to have your program re-approved for AICI CEUs you will have to go through the same application process (omitting a pilot). The re-approval process is a chance to review your program from the initial design stages through delivery and evaluation. It is assumed, during the three years since your program was originally approved, that you have made changes to your training and these improvements will be included in the re-application.

Roles of the AICI CEU Chair, AICI CEU Administrator and AICI HQ

The AICI CEU Chair is an AICI volunteer with oversight responsibilities for:

- Making sure the AICI CEU Application process for trainers to offer CEUs for their courses is in place and functioning effectively.

AICI CEU Provider Program

- Reviewing pre-approval applications of individuals who are seeking AICI CEUs through classes that are not part of the AICI CEU system.
- Making decisions about whether a trainer, who submits an application but who does not have a CIM or CIP, is eligible to be an AICI CEU Provider.
- Working closely with the CEU Administrator and CEU Committee to address any issues that arise from the application, training delivery, or evaluation processes.

CEU Chair: Karen Brunger, AICI, CIP, 1-905-303-8636 or email karenbrunger@imageinstitute.com

The AICI CEU Administrator is an AICI staff member with responsibilities for:

- Answering any questions trainers may have about the application process.
- Processing all applications by individual trainers and chapters who want to have their training programs CEU-approved by AICI. **All application and evaluation information is held in strict confidence.**
- Working with the AICI CEU Committee to address issues that arise from the process, such as verifying credentials, guidelines for new training delivery methods, and policy development
- Reviewing participant evaluations, participant information for CEU verification, and completed Trainer Self Evaluations.
- Discussing training sessions periodically with trainers with the goal of continuous improvement.
- Completing a monthly AICI CEU Report for AICI HQ
- Ensuring that members adhere to the application guidelines and timelines for quality training development and delivery.
- Updating the AICI CEU Education Calendar on a monthly basis
- Working with the AICI CEU Providers to develop a strong collaborative team of trainers who support each other and are committed to lifelong learning.

AICI CEU Administrator: Elizabeth (Liz) Weinstein, Ph.D., Elizabeth Weinstein and Associates, Inc. 1-515-278-9053; llizzer@msn.com

AICI HQ is responsible for:

- Reminding AICI CEU Providers in July that programs are due for renewal (annually) or re-approval (every three years).
- Invoicing AICI CEU Providers for renewals and after programs are reapproved. **(Renewals and re-approvals are due by September 1st. They become delinquent on September 30th and will be removed from the AICI website if not renewed or reapproved.)**

AICI CEU Provider Program

- Ensuring AICI CEU-approved courses are listed on the AICI website
- Securing fees for AICI CEU Provider requests for AICI certificates and sending them electronically to the AICI CEU Providers for dissemination to students
- Maintaining all member records of AICI CEUs earned

Important Timelines

Prior to submitting a training program to be AICI CEU-approved

- If you are not a CIM or CIP, you must submit proof of your special credentials for teaching the course you would like approved. The AICI CEU Chair and, if necessary, the AICI CEU Committee will determine whether you are eligible to be an AICI CEU Provider. Usually, for a chapter event, this will entail submitting to the AICI CEU Administrator, a bio and three testimonials, for each presenter.
- Schedule a pilot training session to “test” your training program delivery. Be sure to schedule the pilot far enough in advance so that you have time to meet the application deadline. At least 5 people must participate in a pilot before an application may be submitted. You must indicate on your application the date of this pilot session.

Submitting an application to have your training program AICI CEU-approved.

- Submit an application and supporting materials to have your training program AICI CEU-approved, to the AICI CEU Administrator, at least **2 months before the intended training delivery**. (Liz Weinstein llizzer@msn.com)

Once your training program is approved for AICI CEUs

- You will be invoiced by AICI headquarters.
- Your program information will be submitted to headquarters to be listed on the AICI website.
- You can send the AICI CEU Administrator any AICI CEU-approved courses that are scheduled so that they can be included in the AICI CEU Education Calendar that is posted on the AICI website.

After the AICI CEU-approved training program is delivered

- Submit an AICI CEU-approved Training Report form. The completed form includes a typed list of all participants who attended the training and qualify to receive AICI CEUs, the postal and email addresses of attendees, the participant evaluations (a compilation of participant evaluations is strongly recommended, but is optional), and a completed Trainer Self Evaluation) **2 weeks after the training** to the AICI CEU Administrator. (Scanned copies of participant evaluations that are sent electronically, are acceptable).
- Expect contact with the AICI CEU Administrator periodically after your training sessions, to discuss your training design and delivery.
- Failure to complete these steps will result in a delay in updating member AICI CEU records.

Application and Training Delivery Checklist

Page numbers in parentheses denote the pages following that provide detailed instructions.

	<p>These are the steps to follow as the trainer develops a training program. Step 11 lists the documents you will need to submit to the AICI CEU Administrator.</p> <ul style="list-style-type: none"> • Classroom training must be a minimum of two hours. • Teleclasses and webinars must be from sixty to ninety minutes long. 	<p>Please check when completed</p>
1.	Identified a need for this training. (p. 7-9)	<input type="checkbox"/>
2.	Identified learning outcomes. (p. 9-10)	<input type="checkbox"/>
3.	Determined delivery method (p. 10-13)	<input type="checkbox"/>
4.	Identified main content areas in response to need. (p. 13-14)	<input type="checkbox"/>
5.	Developed a training plan that includes learning outcomes, content, delivery method, participant activities and resources required to deliver. Also identified appropriate training location and schedule and implemented promotion activities. (p. 14-19)	<input type="checkbox"/>
6.	Develop participant materials and PowerPoint Slides. (p. 20)	<input type="checkbox"/>
7.	Developed the Participant Training Evaluation Form. (p.20)	<input type="checkbox"/>
8.	Delivered the training at least once to a minimum of five people prior to submitting an application (pilot). (p. 20-21)	<input type="checkbox"/>
9.	Decided to submit application to have training program AICI CEU-approved. (p. 21-26)	<input type="checkbox"/>
10.	Contacted AICI CEU Chair with questions about the application. (p. 27)	<input type="checkbox"/>
11.	Completed application requirements, submitted to AICI CEU Administrator. (p. 27-28)	<input type="checkbox"/>
12.	Once approved, sent payment to HQ, as instructed in email notification from HQ. (p. 28-29)	<input type="checkbox"/>
13.	Gave the AICI CEU speech, delivered the training and collected evaluation forms from each participant (p. 29-30)	<input type="checkbox"/>
14.	Offered participants support after the training by sharing trainer email address and phone number, and inviting their questions and concerns. (p. 30)	<input type="checkbox"/>
15.	Completed AICI CEU Training Report Form including names and addresses of participants. Compiled participant training evaluations. (optional) (p. 30-34)	<input type="checkbox"/>
16.	Completed Trainer Self Evaluation form. (p. 35-36)	<input type="checkbox"/>
17.	Sent completed Participant Training Evaluations and compilation (optional), Trainer Self Evaluation, CEU Training Report Form including participant list with email and postal addresses to CEU Administrator. (p. 37)	<input type="checkbox"/>
18.	Had discussion with AICI CEU Administrator regarding training delivery and opportunities for improvement. (p. 37)	<input type="checkbox"/>

Application and Training Delivery Steps

Step 1. Identify a Need for this Training

After extensive research and development, AICI has identified Core Competencies that include many topic areas that will help to meet the training needs of members. Core Competencies are divided into two broad areas of study: technical image consulting and business management. Within each of these broad areas, you will see more specific subjects listed.

You can use this information to design your training program or, alternatively, conduct your own survey to determine what your potential trainee needs are. This might be accomplished through an on-line, telephone, or paper survey. From time-to-time, AICI conducts member surveys that also help to identify member needs that can be addressed with training and development.

You must also think about whether your training delivery medium will be face-to-face, on-line, by video conference, telephone, personal study, or other means. In Step 3, you will determine what delivery method to use.

AICI Core Competencies

I. Technical Knowledge

A. Psychological Aspects of Image

- Effects of Image
- Self Concept Theory/Individual Identity
- General Values & Clothing Value Theory
- Personality Theory
- Defense Mechanisms

B. Social Aspects of Image

- Origins, Motives & Function of Apparel & Grooming
- Non-Verbal Communication via Image
- Cultural Patterns & Diversity
- Roles, Status & Stratification/Rank
- Historic Costume
- Fashion Industry & Fashion Trends
- Etiquette & Protocol
- Civility

C. Physical Aspects of Image

- Physical Body Perception & Presentation
- Body Language
- Nutrition/Diet
- Exercise/Fitness
- Cosmetic Surgery
- Grooming

D. Artistic Aspects of Image/Visual Design in Apparel

- Art in Dress & Image (including Accessories)
- Design Principles (Goals)
 - Balance
 - Proportion
 - Scale
 - Rhythm
 - Emphasis
 - Harmony
 - Unity
- Design Elements (Tools)
 - Line
 - Shape
 - Color
 - Texture
 - Pattern
 - Scale
- Personal Style in the Elements of Design
- Wardrobe Management

II. Professional Preparation & Development

– Application of Technical Knowledge

A. Clientele/Target Market

- Potential Clientele

B. Programs (Working with Groups)

- Presentation Topics (*refer to I. Technical Knowledge, above*)
- Program Presentation Skills
- Types of / Formats for Programs/Presentations
- Teaching/Facilitation Techniques
- Teaching Aids & Materials
- Program Preparation Materials

C. Services (Working with Individuals)

- Potential Services (Women, Men, Children)
- Service Preparation Materials
- Coaching/Facilitation Techniques

D. Products

- Potential Products/Product Development
- Distribution

E. Marketing/Marketing Techniques

- Public Relations
- Promotions/Promotional Materials
- Graphics
- Fee Structure
- Selling Skills

AICI CEU Provider Program

- Business/Personal Networking
- Social Media

III. Business Management

A. Organizational Aspects

- Business Forms
- Official/Business Location
- Financing
- In-Office Staff
- Resources/Related Professionals
- Associations to Join/Conferences to Attend
- Publications to Subscribe to

B. Management Aspects

- AICI Code of Ethics
- Strategic Planning/Business Plan
- Equipment & Supplies
- Legal Issues
- Management Style & Skills
- Accounting and Record Keeping
- Travel

Step 2. Identify Learning Outcomes

Identifying appropriate learning outcomes for your training is fundamental to its success. By determining what you want your attendees to know and be able to do as a result of your program, you can focus the training design on what is important. In other words, you design your program around the results you hope to achieve – begin with the end in mind.

Make sure the delivery mode you are considering is the most suitable for the learning outcomes you hope to achieve. *(Please note that the requirement of two learning outcomes per hour of instruction is no longer valid. The number of learning outcomes for your program will be determined by the key results you want, not by each content item.)*

Learning outcomes are:

- What the participant will be able to **do** by the end of the program
- Focused on the learner's behavior, and are clear and measurable

The verbs used in writing learning outcomes **MUST BE measurable** or **observable action verbs**.

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Examples of **clear and measurable action verbs** to be used are:

describe	write	produce	analyze
identify	discuss	illustrate	compare
outline	give examples	practice	develop
define	demonstrate	modify	categorize
name	select	prepare	evaluate

Examples of **vague verbs** that are not measurable (therefore, **not to be used in stating Learning Outcomes**) are:

know	comprehend	show knowledge of
grasp	learn	
understand	appreciate	

Examples of Learning Outcomes:

- Each participant will ***list*** five women's garment details and silhouettes
- Given 10 models, participants will ***identify*** the garment details that accentuate, balance or camouflage the body shape of each model.
- Participants will ***name*** the details and silhouettes with 80% accuracy.

The length and the goals of a program determine how complex or simple the learning outcomes should be. Is it a basic overview or an in-depth skill development program? A lengthier, more detailed course requires more learning outcomes. *Participants of your training program must be informed of the intended learning outcomes prior to, during, and at the conclusion of the learning event.*

Step 3. Determine Delivery Method

Early on in the training development process you will want to identify what method you are going to use to deliver the learning content and activities to participants. You might opt for any of the following: classroom, teleclass or webinar, personal study or even a combination of several delivery methods. A description of each of the distance learning delivery approaches follows:

AICI Teleclasses/Webinars for AICI CEUs

Description: Students attend a **live** class via telephone and/or computer, usually organized in multiple sessions for shorter amounts of time than a face-to-face class.

Advantages of Teleclasses/Webinars

1. More affordable solution than classroom presentations
2. Presented in smaller segments of time, so easier for attendees to manage their time
3. Encourages participation from around the world, which reinforces AICI as a global learning community.

Standards (Must Follow)

1. Pilot a teleclass/webinar, at least once, with a minimum of five people before you make application to have your class CEU-approved. Participant evaluations must be completed at the conclusion of the course to verify that it is appropriate as a teleclass/webinar.
2. When your program is approved, have a maximum of 10 people in your class and a minimum of two. You can teach the approved program as frequently as you like. For chapter programs that are one-time events, there is no limit to the number of attendees. If another chapter would like a similar webinar/teleclass that was approved for a one-time chapter event, another application must be submitted for approval for AICI CEUs.
3. Organize each class for 60 minutes to a maximum of 90 minutes. Extra time you take to wait for students who are late to class, or any other delays, does not count as contact time for AICI CEUs.
4. Students are expected to be present for all classes. In the event that a circumstance beyond a participant's control results in absence, the following standards have been established so that the participant can still earn AICI CEUs for the course
 - a. The trainer determines the nature of the makeup work, if a student misses a class. Proof of the makeup work must be included with the individual's completed *Participant Training Evaluation*. A suggested approach for helping make up work is to have the participant listen to a recording of that class and summarize what was learned in at least three paragraphs. The summary must be submitted to the trainer. The participant must also complete the homework assignments for the missed class.
 - b. No more than 15% of classes can be missed. In order to earn AICI CEUs, if more than 15% of the class is missed, the student must make up the class the next time it is offered

Guidelines (Suggested Approach)

1. Make a list of participants, and take attendance at the beginning of the class.
2. Check off on your participant list each time an individual contributes to the class, so that you can track participation.
3. Set homework assignments between sessions, and at the beginning of the next session have participants report on the actions they took.
4. Develop handouts prior to each class, and send them to participants via email. Alternatively, develop a workbook that is sent to participants ahead of the class that can be used for each session.
5. Record your class sessions so that they are available for participants who were not on a call, within the standards listed above. (Freeconferencecall.com is a useful resource for recording and allows up to 96 callers at a time. If you have more than that number of participants, basementventures.com is another resource to consider.)

AICI Personal Study Program for CEUs

Description: Students receive course materials from the instructor and complete all course requirements **at their own pace**, within a certain timeframe. (e.g. six months, a year). Materials can be on-line, in print form, on CDs, on PMDs (Personal Mobile Devices) and videos. Communication between instructor and student occurs frequently by phone and/or on-line.

Advantages of a Personal Study Program

1. Convenient and accessible for people who cannot attend onsite classes to earn AICI CEUs
2. Able to develop skills over a longer period of time than in a classroom setting, where time is condensed. This gives students opportunities to reinforce their learning and to put their knowledge into practice.
3. Self-paced
4. Can enter program at any time
5. Can include more content than can be delivered within the structured time of a classroom

Standards (Must Follow)

1. Pilot the course with at least 5 students prior to making application to AICI to have the program AICI CEU-approved. Participant evaluations must be completed at the conclusion of the course so that you can verify that it is appropriate as a personal study program.
2. Participants must be given AICI CEU requirements at the beginning of the course.
3. The trainer communicates with each student every two weeks, at a minimum, and a record is kept of all contact.
4. Accurate records of each student's work must be retained.
5. Set a time frame for course completion. The maximum time for course completion is a year from the start date.
6. The trainer reviews the student's first assignment and gives feedback before the student begins the next assignment.
7. All participant materials must include clear instructions on what content to cover, how to study it, and how assignments must be completed.

Guidelines (Suggested Approach)

1. Keep a log of student progress in the course and of every communication between the trainer and student
2. The trainer takes on the role of coach, as the trainer/participant relationship develops. The participant has access to the trainer as questions or concerns surface.
3. The trainer seeks ongoing feedback from each participant to verify that the course is meeting participant needs.

Step 4. Identify Main Content Areas

Once you have identified what your participants will learn in your training program (the learning outcomes), identify the major "chunks" of information that you want to share. For example, if your training program is, "How to Effectively Communicate with Your Customers," the learning outcomes might be:

- Name the major parts of the communication process
- Practice what you say when you first meet a client
- Identify three strategies for communicating with an upset client
- List three reasons why listening is so important to good communication

The main content areas might be:

- What effective communication is all about
- Why effective communication is important
- Forms of communication, e.g. face-to-face, print material, email
- Behavior that encourages good communication
- The art of listening
- Meeting your client for the first time
- Communication challenges

By asking yourself the following questions, you can list the main content areas for your course:

- What topics will address the training needs of AICI members and achieve the learning outcomes I have already identified?
- What does research tell me about the latest information on the topic areas?
- What are the “must cover” topics and “would be nice to cover” topics? (You might have to drop some of the “would be nice to cover” topics, because of time constraints).
- What method of delivery have I chosen, and how will I use the selected approach to its best advantage?
- What should be the length of the training? Should it be offered in one session or in a series of sessions?
- What kind of unique perspective can I bring to the selected topics?

The list of main content areas will provide a framework as you develop the specifics that are described in the training plan.

Step 5. Develop a Training Plan

Completing the *Training Plan* template on page 18 will help you think through very carefully the purpose for each content section, the timing, the content specifics, the method of delivery, participant activities, and the transitions between content sections that are needed for your training.

A partially completed sample *Training Plan* for “Put on Your Facilitator Hat” is located on page 17.

The *Training Plan* Template is available on the AICI website as a Word-fillable document.

Instructional Strategies/Learner Demonstrations

Instructional strategies are the methods you are going to use to share the content information with participants to help them learn. Learner demonstrations are learner-led activities that indicate the participant has an understanding of the concept presented. You have to devise a variety of means to help participants learn the things you think are important for them to know (the learning outcomes).

Using a wide range of instructional strategies such as lecture, small group discussion, trainer and learner demonstrations, exercises and games, will keep participants stimulated and eager to learn. It helps them to view the content from a variety of perspectives. Different learning outcomes require different instructional strategies.

In addition, when using different training delivery systems, instructional strategies must be employed that are appropriate to that delivery method. In developing the training plan, the trainer must explain specifically how the training content will be shared with participants, whether the delivery is in the classroom, on-line, by telephone, through a webinar, by personal study or other method.

Examples of Instructional Strategies:

- Makeup **demonstration** by instructor
- Class **discussion** on business opportunities for image consultants
- **Simulation** of a wardrobe evaluation (pretending/practicing)
- **Lecture** on body type analysis
- **Case studies** of situations in working with corporate clients

In addition, you will want participants to demonstrate that they have attained the learning outcomes you set. Consequently, you must include instructional strategies that allow participants opportunities to demonstrate through their actions that they have learned certain knowledge, skills or behaviors. In the example of the communication training mentioned in Step 4, a learner demonstration might be:

- Using the guidelines for the art of listening, the participants will select and discuss a topic of interest with a partner. A third person will observe the two in their communication and record instances when the art of listening was applied.

Technology

For webinars, teleclasses and online programs, the applicant must state what specific technology is required. Potential attendees must be notified of the required technology prior to the event, so that they are appropriately equipped to fully participate in the program.

Learning Environment

It is important to evaluate the environment where the learning will take place. In a classroom setting, consideration must be given to the well being of participants, such as having comfortable furniture and good lighting. Reasonable accommodations must be made for those who have a disability. (In USA, requirements in the American Disabilities Act must be met). In addition, because AICI is a global organization, cultural and language differences must be considered as presentation plans are developed.



Training Plan

This template is available as a fillable Word document on the AICI website: www.aici.org

Title of Training:

Trainer:

Delivery Method:

AICI Core Competencies This Training Will Address:			
Learning Outcomes By the end of the session participants will be able to: <ul style="list-style-type: none"> • 		For classroom location (please check when complete) Will comfortably accommodate participants Has appropriate lighting, sound system, and furniture Has the necessary technology Meets American Disabilities Act requirements (USA)	
Approximate Time	Content (Topic being covered)	Instructional Strategies and Learner Demonstrations (How the topic is taught and what the learner will do)	Resources/ Technology Needed

Sample of Partial Training Plan for CEU Certified Trainers

Title of Training: Put on Your Facilitator Hat

Trainer: Elizabeth Weinstein, Ph.D.

Delivery Method: Classroom

AICI Core Competencies This Training Will Address: Professional Preparation and Development

- Teaching/Facilitation Techniques

Learning Outcomes

By the end of the session participants will be able to:

- Define the two main roles of a facilitator
- Identify six reasons for using a facilitator
- Demonstrate four recognizable facilitator skills through a facilitator practice exercise
- Identify five listening skills

For classroom location (please check when complete)

- X Will comfortably accommodate participants
- X Has appropriate lighting, sound system, and furniture
- X Has the necessary technology
- X Meets American Disabilities Act requirements (USA)

Approximate Time	Content (Topic being covered)	Instructional Strategies and Learner Demonstrations (How the topic is taught and what the learner will do)	Resources/ Technology Needed
8:00	Welcome and Introductions; Purpose and Learning Outcomes	-The participants introduce themselves; share why they brought their particular hat and their expectations for the training -State purpose of session and what participants are expected to learn -Explain purpose of Parking Lot	-Tent Cards -Hat -Flip Chart -Welcome Sign -Notebook -Parking Lot sheet

<p>8:20</p>	<p>What is Facilitation and Why do we Need it?</p>	<p>-Share definition on slide -Explain factors contributing to need for facilitation</p> <ul style="list-style-type: none"> • Complex work environments • Interdependence between workers • Increase in customer demands • More teams • Facilitator helps get work done 	<p>-PowerPoint slides -Laptop and Projector</p>
<p>8:30</p>	<p>What is the Facilitator's Role?</p>	<p>-Share information on role and give two examples of personal facilitation experiences -Ask participants if they have facilitation experiences and ask two members to share</p>	

Step 6. Develop Participant Materials and PowerPoint Slides

The next task is to prepare materials for the participants. This might take the form of handouts, worksheets, quizzes, models, PowerPoint slides or whatever you need to support your presentation.

When you submit your application to have your program AICI CEU-approved you are now required to include a sample of the materials you use with participants. A two-page handout and/or five slides are required as a sample of your course materials.

Please be assured that your intellectual property will not be shared with anyone beyond the AICI CEU Administrator.

Step 7. Develop Participant Training Evaluation Form

The template for the training evaluation form is on page 22. A Word-fillable template of this document is on the AICI website.

Please list the learning outcomes for your training program exactly as they appear at the top of your Training Plan in the spaces provided at the top of the form. Retain the “generic” statements (Items 5-18 on the sample form page 22) that are used for all AICI training programs that are CEU-approved. Delete any lines on the form that are not used or add more lines as needed to accommodate your learning outcome statements.

If your program takes more than one day, it is suggested that a participant evaluation form be developed for each day listing the learning outcomes for that day. The generic statements required on the *Participant Training Evaluation* form can be used in the template for the final day of training.

Step 8. Deliver a Pilot Training at Least Once Prior to Submitting an Application

You must deliver the training program you want to have AICI CEU-approved at least once before you submit an application (i.e. conduct a pilot). There must be at least five participants. You must use the same delivery method i.e. classroom, webinar etc. in the pilot as for the program you want to have CEU-approved.

You should view your first delivery of the training, whether it is in the classroom, on-line or other method, as an opportunity to test whether:

- learning outcomes were met
- participants were satisfied with the training
- the content was useful
- the activities achieved the training goals
- the pacing was appropriate

Once you have evaluated the level of learning outcome attainment, reviewed participant feedback and your own performance, you can make adjustments to your design and delivery, so that you can improve your next training delivery.

If you are piloting a personal study program, ask the participants to track, on a time sheet, how long they spend on the assignments. You can supply the time sheet. Then ask them to let you know the number of hours for each assignment. After a few people submit their hours, you will get the range of how long each segment takes. (You will want to complete the assignments you give to students yourself so that you can gauge approximately how long each assignment will take). Use the minimum number of hours for the people that completed the assignment thoroughly and competently to calculate the hours for AICI CEUs.

For all delivery methods, ask at least three participants to write a testimonial for you about your pilot training and you can submit them as the three testimonials required with the application.

Step 9. Decide to Submit Application to have Training Program AICI CEU Approved

Once you have designed and delivered a quality training program at least once, offering the training for AICI CEUs is a possibility, if you meet the application criteria.

Separate applications for each training program being AICI CEU-approved are required if different training delivery methods are used. i.e. classroom, personal study, etc. An application form is shown on page 21. A Word-fillable template of this document is on the AICI website.

Use the training plan you developed for your original training delivery. Make changes to the plan based on the pilot training feedback you received, so that the training experiences in the future can be improved for learners.

Please note: If you are presenting a lengthy program, participants are not able to earn any AICI CEUs for partial attendance. For example, if your program is approved to offer AICI CEUs as a five-day program, AICI is not able to award AICI CEUs to a participant who attends only two days of the program. If you want to offer AICI CEUs to participants for part of your long program, you can apply to have each module of that training AICI CEU-approved separately.

If you use additional trainers to teach your program, the following guidelines must be followed: It is expected that, if you delegate your presentation to other trainers, that they have proven training skills and ability and also have strong knowledge and understanding of the course content. Individuals involved in program planning and instruction must be:

- Competent in the learning content
- Credentialed and/or trained in planning and/or facilitating the learning event
- Knowledgeable in instructional methods and learning processes

AICI CEU Provider Program

Each additional trainer will be required to submit a bio that outlines the trainer's expertise and indicates his/her qualifications to be a trainer of this material. In addition, each trainer must submit three testimonial letters, which identify abilities and experience to teach the course.

- a. The AICI CEU Administrator must be notified if other trainers (other than the AICI CEU Provider) are presenting the training.
- b. Information must be provided about how the additional trainers will be ready to present your materials i.e. how will you help them be prepared to conduct the training?
- c. The AICI CEU Provider must use close oversight of the additional trainers as they prepare for, conduct, and evaluate the training. The AICI CEU Provider will act as a mentor/coach to the other trainers. A description of how this oversight will occur must be sent to the AICI CEU Administrator in the application or when additional trainers are recruited.

In calculating the number of AICI CEUs for your training program, you take the number of contact hours (those hours you are with participants) and divide by ten. For example, 17 contact hours equate to 1.7 CEUs and three contact hours equate to 0.3 CEUs. Time for meals and breaks is not counted as contact time. For personal study programs the hours are calculated based on the estimated number of hours to complete the independent work. The trainer must be able to prove how she/he has determined the number of hours for the personal study program.

Please see page 25 for the fee structure for having your course CEU-approved through AICI.

In the following pages, you will see the application form and a sample of the Participant Training Evaluation form.



Application for Trainers to Offer AICI CEU-Approved Programs

(Use fillable Word document, available on AICI website: www.aici.org)

Please complete this application form and attach:

- The Training Plan
- Your bio, which focuses on why you are qualified to give this training (including Certification level with AICI), and describes your training experience.
- Three testimonials from participants who attended your pilot program and can attest to your skills as a trainer, written on letterhead with their signature, if possible. *[Three testimonials per trainer]*
- A sample of marketing materials indicating what participants are expected to do to earn AICI CEUs (e.g. attend all sessions, complete a final project, take a test etc.)
- Statement of Proprietary Interest *(see Step 11 g. for explanation).*
- Participant Training Evaluation form
- Sample of participant materials (at least two pages) and five PowerPoint slides, if used.

Send application and supporting documents to the AICI CEU Administrator:

email Elizabeth (Liz) at llizzer@msn.com
or liz@elizabethweinstein.com

or send by postal mail to
Elizabeth Weinstein, Ph.D.
Elizabeth Weinstein and Associates, Inc.
7901 Maple Dr., Urbandale, IA 50322, USA

(Complete packets are much appreciated!)

For general questions about becoming an AICI CEU Provider, please contact the AICI CEU Chair:

Karen Brunger, AICI CIP
1-905-303-8636

or email
karenbrunger@imageinstitute.com

Application on behalf of : (Check which is appropriate and indicate name)

- Chapter
- Individual

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<input type="checkbox"/> First Time Application <input type="checkbox"/> Re-approval Application – Current Title: <div style="padding-left: 150px;">Previous Title, if different:</div>			
Date of Application		Pilot Program Delivery Date	
Company delivering training			
Contact Person			
Email Address			
Phone		Fax	
Mailing Address			
Program Title			
Instructor(s)			
Delivery Medium <i>(check all that are appropriate for this course)</i>			
<input type="checkbox"/> Synchronous <i>(real time)</i> <input type="checkbox"/> Classroom <input type="checkbox"/> Teleclass <input type="checkbox"/> Webinar <input type="checkbox"/> Other		<input type="checkbox"/> Asynchronous <i>(access to training materials anytime)</i> <input type="checkbox"/> Personal Study <input type="checkbox"/> Video <input type="checkbox"/> Online <input type="checkbox"/> Other	
Duration of Program <i>(number of full days or number of sessions, and number of hours of contact time with participants)</i>			
Intended Upcoming AICI CEU-approved Training Program			
Date	Time	Location	



Participant Training Evaluation

(Use fillable Word document, available on AICI website: www.aici.org)

Title

Date of Training

Trainer

Location (if appropriate)

Please complete this evaluation at the conclusion of the training session. It is important to complete this in detail and to be frank in your observations. As a trainer, I'm always seeking ways to improve my training design and delivery. In addition, completion of this form is necessary for earning AICI CEUs. If you would like to share comments with the AICI CEU Administrator, please contact Liz Weinstein at llizzer@msn.com or (515) 278-9053.

Please rate your level of agreement on whether the learning outcomes for the training were attained.	5 – strongly agree 4 – agree 3 – neither agree nor disagree 2 – disagree 1 – disagree strongly					
	N/A	5	4	3	2	1
1.	N/A	5	4	3	2	1
2.		5	4	3	2	1
3.		5	4	3	2	1
4.		5	4	3	2	1
5.		5	4	3	2	1
6. The AICI CEU Speech was read at the beginning of the program.		5	4	3	2	1
7. Training content was valuable.		5	4	3	2	1
8. I can use the information in my work.		5	4	3	2	1
9. Training format was effective (small group, lecture, etc.)		5	4	3	2	1
10. Training materials were helpful.		5	4	3	2	1
11. Instructor was knowledgeable about topic.		5	4	3	2	1
12. Instructor presentation style was effective.		5	4	3	2	1
13. Instructor involved participants in learning activities.		5	4	3	2	1
14. The room and amenities were conducive to learning.		5	4	3	2	1
15. The training delivery method (in the classroom, via the Internet etc.) was appropriate		5	4	3	2	1
16. The training was cost effective (good value for money)		5	4	3	2	1

AICI CEU Provider Program

17. What was the most valuable thing you learned and why?

18. What ideas do you have for improving this program?

19. Additional Comments:

Step 10. Contact AICI CEU Chair with Questions

For general questions about being an AICI CEU Provider, please contact the AICI CEU Chair: Karen Brunger, at 1-905-303-8636 or karenbrunger@imageinstitute.com.

For specific questions about the AICI CEU Provider Program Application, please contact Liz Weinstein, AICI CEU Administrator, at lizzer@msn.com.

It saves a lot of your time and the time it takes to process your application if questions are asked as you complete the application, rather than after the application is submitted.

Step 11. Complete Application and Submit to AICI CEU Administrator

The application packet is sent to the AICI CEU Administrator, Liz Weinstein, **eight weeks ahead of the training** and includes:

- a. The completed application form**
- b. Your Training Plan**
- c. Your Participant Training Evaluation template**
- d. Your bio**
- e. Three testimonials from participants who can attest to your skills as a trainer of the course with a signature on letterhead, if possible.**

Include testimonials from people who attended your pilot training or have seen you train this content. If there are multiple trainers, three testimonials and a bio per trainer must be submitted.

- f. A sample of marketing materials that indicates what is expected of participants who wish to earn AICI CEUs.**

Promotional materials must indicate that AICI CEUs may be earned by attending your course/program. State that, in order to earn AICI CEUs, attendees must attend the whole program and fully participate in all activities. (The exception to this is for chapter education events when there are multiple speakers. Participants can earn AICI CEUs for each session at a chapter event and do not have to attend every session in order to earn AICI CEUs). Participants must be informed in advance (i.e. in your promotional materials) that they will have to assess whether the learning outcomes for the session were achieved. You must specify how participants will be evaluated, and what constitutes satisfactory completion of the course, in order to earn AICI CEUs. Examples of additional statements to use in promotional materials are:

- Participants will have to complete an end-of-course evaluation and list how they will apply the learning to their business.
- Participants will have to complete an end-of-course evaluation and pass a written exam.

AICI CEU Provider Program

- Participants will have to complete an end-of-course evaluation and successfully complete a project.

Copies of promotional materials for each event/program must be submitted with this application.

g. A statement of proprietary interest.

Individuals who participate in a training event for which AICI offers CEUs have the right to know of any commercial interest an instructor may have in a product or service mentioned during the event.

You are required to disclose each instructor's proprietary interest in any product, instrument, device, service, or materials discussed in the event. Please provide a copy of the statement that will be used to advise program participants of any proprietary interest.

Examples of such statements are: "The instructor holds patent rights to this instrument" and "As a consultant to the company, the instructor has a financial interest in this book."

Trainers are strongly discouraged from promoting the exclusive use of any commercial product in published instructional materials or during instruction. **The focus is on the learner and not on selling products or services.**

h. Samples of a participant handout (2 pages) and 5 PowerPoint slides, if used.

Please note, when submitting your application, you might have to send the application and supporting documents attached to several email messages to ensure delivery, because of the size of the files. You may send large files through www.yousendit.com. If you receive no acknowledgement of your application, after a few days, please follow up with the AICI CEU Administrator to verify that the documents have been received. (llizzer@msn.com)

After a careful review of the application the AICI CEU Administrator will request any changes or additions necessary to meet application standards.

Step 12. When Your Program is Approved for AICI CEUs, Send Payment to AICI Headquarters

Once your program is approved, you will receive an approval notice from the AICI CEU Administrator. You will then be invoiced the appropriate **Initial Application Fee** and a pro-rated **CEU Program Annual Fee** by AICI Headquarters. Payment of these fees entitles your program to be listed as an approved CEU Provider on AICI's website. There is an **Annual Renewal Fee** for each approved program. Every three years, every program must go through a re-approval process by September of that re-approval year. For re-approval of your program, you will complete an application with all the necessary documents in order to be re-approved. The re-

AICI CEU Provider Program

approval process provides an opportunity to review your program and make changes to the documents to reflect the improvements you have made over three years. (A late fee of \$50 is assessed if an AICI CEU Provider fails to meet the re-approval deadline). It is assumed that during the three year period you will have made changes to improve your course. *(Please refer to the table below for fee structure)*

CEUs	Approximate Number of Class Days	Initial Application Fee	CEU Program Annual Fee <i>(to be pro-rated at time of initial application)</i>	3 rd Year Re-Approval Fee <i>(on 3rd anniversary of original application)</i>
.1 – 3.5	1 hour – 5 days	\$95	\$96 <i>(\$8/mo.)</i>	\$95
3.6 – 8.5	4 – 14 days	\$145	\$144 <i>(\$12/mo.)</i>	\$145
8.6 – 13.5	10 – 22 days	\$195	\$192 <i>(\$16/mo.)</i>	\$195
13.6 – 20.0	22+ days	\$245	\$240 <i>(\$20/mo.)</i>	\$245

AICI Chapters are charged \$150 for AICI CEU-approval of a one-time event. (For re-approvals that miss the deadline, a \$50 late fee is assessed).

Step 13. Deliver the Training, Remember to Focus on the Learner, and Collect Evaluations.

You must use the following speech at the beginning of your presentation to explain the process for earning AICI CEUs through your program:

CEU Speech

As an authorized CEU Provider, AICI has approved this program/course for _____ CEUs.

Earning CEUs is not a requirement of general membership with AICI.

However, if you are currently certified through AICI with FLC, CIP or CIM then you must earn CEUs to retain certification. If you are working towards certification, taking this CEU-approved course will provide proof that you attended this training. Please follow this procedure:

At the end of this program/session, please complete the Participant Training Evaluation form. You will notice that included in this form are the learning outcomes for the session. Note that you will receive AICI CEUs for this session, even if you indicate that a learning outcome was not successfully achieved.

Hand in the completed Participant Training Evaluation form to the trainer at the end of this program. You may not submit this form at a later date.

When you earn CEUs, AICI Headquarters is notified and your permanent record is updated. You may request a copy of your CEU record by contacting AICI Headquarters.

AICI CEU Provider Program

Each participant must complete an evaluation after the training. It is your responsibility, as the AICI CEU Provider, to ensure that each participant wishing to earn AICI CEUs submits an evaluation form at the end of the training. Please note that for Chapter education events, AICI CEUs can be earned for each session attended. (In the past, participants had to attend all sessions to earn any CEUs). For chapter AICI CEU-approved events, VPs of Education are responsible for seeing that the evaluations are collected and forwarded to the AICI CEU Administrator. If an authorized AICI CEU Provider is presenting as part of the chapter education event, the Provider is responsible for collecting and forwarding the evaluations for his/her session.

Step 14. Provide Support to Participants Following the Training

The instructor(s) must provide contact information to the course participants, so that participants can follow up with any questions, concerns or comments after the training.

AICI's CEU-approved program intent is to help participants make positive changes in their lives, i.e. learn new behaviors. Making behavior changes requires encouragement and reinforcement, which the instructor should continue to provide after the training program.

Step 15. Complete AICI CEU Report and Evaluations

AICI CEU Report

In order for participants to receive AICI CEUs for attending your training program, you must submit the following:

- A completed AICI CEU-Approved Training Report Form which provides information on page one ("Cover" tab at bottom left) about the program training dates, location, program title and the number of AICI CEUs. (See Template on page 29). This document is available as a fillable Word document on the AICI website.
- On the second page ("Participant" tab at bottom left), an Excel spread sheet which includes:
 - List of participants who attended your training program, first name followed by last name. (Use same name as appears in member records).
 - Email and postal addresses of all attendees
 - Indication of whether they are members or not and who would like an AICI CEU Certificate (\$15 per person). You will be invoiced directly for the certificates. Once payment is made, the certificates will be sent to you electronically for dissemination to participants who requested them.

As an AICI CEU provider you can develop your own certificate, but it must not say "AICI" on it or the number of AICI CEUs, because it is not issued by AICI.

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Each month, the AICI CEU Administrator submits an AICI CEU Report listing all the students who attended courses that month, the courses they attended and the number of AICI CEUs earned. HQ will then update member records to reflect the AICI CEUs earned.

Participant Training Evaluations

Prior to submitting participant evaluations to the AICI CEU Administrator, it is strongly recommended that they be compiled into one document. This is a useful way for the trainer to review, at a glance, areas that went well and others that could be improved. In addition, the compilation provides one document for your records instead of copies of multiple participant evaluation forms.

The instructor will record each participant comment without editing. For your assistance, a sample of a partially completed form is on page 28. The AICI CEU Administrator will receive the compilation of evaluations and the original completed Participant Training Evaluation forms. The forms completed by participants can be mailed or scanned and emailed.

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11. Instructor presentation style was effective.		5 (8)	4	3	2	1
12. Instructor involved participants in learning activities.		5 (6)	4 (2)	3	2	1
13. The room and amenities were conducive to learning.		5 (8)	4	3	2	1
14. The training delivery method (in the classroom, via the Internet etc.) was appropriate		5 (2)	4 (4)	3 (2)	2	1
15. The training was cost effective (good value for money)		5	4 (4)	3 (3)	2 (1)	1
<p>16. What was the most valuable thing you learned and why?</p> <ul style="list-style-type: none"> • Having the opportunity to practice my facilitation skills with my peers. • I better understand the neutral role of the facilitator. 						
<p>17. What ideas do you have for improving this program?</p> <ul style="list-style-type: none"> • There wasn't enough time to complete all the activities in depth. • Nothing 						
<p>18. Additional Comments:</p> <ul style="list-style-type: none"> • This was a worthwhile session. • I wish we could have spent more time sharing in small groups. • When are you holding your next session? 						

AICI CEU-Approved Training Report

(Use Excel document, available on AICI website: www.aici.org)

Please complete this form after delivering an AICI CEU-approved course. Email this form, together with the required documents, to llizzer@msn.com within two weeks of the training event, or as soon as possible.

Trainer(s)
Phone
Email
Company Name/Chapter
Course Title
of CEUs
Date of Training
Training Delivery Method
Location of Training (if classroom)
Date Submitted

Participant Information to be Submitted in Excel						
First Name	Surname	Email Address	Postal Address	Member	Non-Member	Would like Certificate - \$15 Fee to Be Paid Before Certificate is Issued

Trainer Self Evaluation

After the training delivery, the instructor(s) will reflect on the training experience and complete a Trainer Self Evaluation form (page 31).

For courses where there are multiple trainers, each trainer must complete a Trainer Self Evaluation for his/her section of the course.

The purpose of this form is exclusively for trainer self-development. Through a thoughtful, introspective process, it is intended that the trainer will identify both successful and not-so-successful training content areas and instructional strategies. The fundamental question is, "Did the participants learn what we intended?" If not, such questions as: Was the content at the wrong level of complexity for the audience? Was the environment conducive to learning? Did we present the content in a compelling way? Did we encourage participants to take responsibility for their own learning?

The information in this form is treated confidentially and will only be shared with the AICI CEU Administrator for the purpose of trainer growth and development.

A Word-fillable template of the Trainer Self Evaluation form is available on the AICI website.



Trainer Self-Evaluation

To be completed by the trainer who conducts the training
This form is fillable when it is a Word Document: www.aici.org

Trainer _____

Date/s of Delivery _____

Course Title _____

Number of AICI CEUs _____

	Low High				
	1	2	3	4	5
1. Overall, I was pleased with the training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. List two things that went well:					
3. List two things that could have been better:					
	Low High				
	1	2	3	4	5
4. How I rate myself in the following areas:					
Focused on the learner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Created a comfortable learning environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kept learning outcomes consistently in mind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Made a good selection of the training facility (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utilized the most appropriate training delivery medium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chose the most cost effective training delivery medium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Felt prepared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had mastery of the content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitated effective participant activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Made adjustments in delivery to better meet participant needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managed pace of the training well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transitioned well between content items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assessed training content and delivery throughout the training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offered contact information to participants for follow-up questions and/or concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MY TRAINING IMPROVEMENT FOCUS NOW IS TO:					

Step 16. Send Evaluations and CEU Information to AICI CEU Administrator

The following documents are sent to the AICI CEU Administrator within two weeks of the training event:

- The original participant evaluations (or scanned originals)
- Compilation of Participant Training Evaluations (optional, page 27)
- The completed Trainer Self Evaluation (page 31)
- The CEU-Approved Training Report form (page 29) and Excel spreadsheet listing participant names, members and nonmembers and their postal and email addresses.

The following checklist will ensure that you have a complete packet of materials to send to the **AICI CEU Administrator. (Liz Weinstein, Ph.D., 7901 Maple Drive, Urbandale, IA 50322 USA)**

After-the-Training Packet of Materials for CEU Administrator		Check off
1.	AICI CEU-Approved Training Report Form which includes information about the course and an Excel spreadsheet of participants including membership status, non-member email and postal addresses, and CEU Certificate requirements	<input checked="" type="checkbox"/>
2.	Compilation of Participant Training Evaluations (optional) and all original Participant Training Evaluations (or scanned originals)	<input type="checkbox"/>
3.	Completed Trainer Self Evaluation	<input type="checkbox"/>

Step 17. Trainer/AICI CEU Administrator Discussion

Periodically, the AICI CEU Administrator will contact you. The information gained from the completed Participant Training Evaluations and the Trainer Self Evaluation will be used as a basis for an informal discussion between the trainer and AICI CEU Administrator.

In addition, AICI CEU providers are welcome to call the AICI CEU Administrator about any training issues: 1-515-278-9053, or llizzer@msn.com.

The purpose of discussion is to seek opportunities for reinforcement and improvement. These conversations are another way that AICI is making every effort to ensure that the quality of the programs, CEU-approved through AICI, is maintained.

QUICK REFERENCE FOR TRAINERS

PRIOR TO THE TRAINING

1. At least 2 months in advance of the training, submit to the AICI CEU Administrator:
 - a) The completed application form
 - b) Your Training Plan
 - c) Your Participant Training Evaluation template
 - d) Your Bio
 - e) Three testimonials from participants who can attest to your skills as a trainer of the course with a signature on letterhead, if possible
 - f) A sample of marketing materials that indicates what is expected of participants who wish to earn CEUs
 - g) A statement of proprietary interest
 - h) Samples of a participant handout (2 pages) and 5 PowerPoint slides, if needed
2. Make copies of the approved Participant Training Evaluation form.

AT THE TRAINING

1. Distribute the Participant Training Evaluation form to participants at the beginning of the program
2. Announce the requirements for earning AICI CEUs at the beginning of the program
3. At the completion of the program, collect Participant Training Evaluation forms, ensuring that all have been properly completed

AFTER THE TRAINING

1. Compile all evaluations into one evaluation form for submission (highly recommended, but not required)
2. Complete the AICI CEU-Approved Training Report form which includes the following:
 - a) Company name
 - b) Name of the trainer
 - c) Name of the program
 - d) Date and location of the program
 - e) Number of AICI CEUs
 - f) An Excel spreadsheet listing participants who completed the evaluation – in alphabetical order by last name; indicate:
 - AICI member or non-member

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- Which participants have requested an AICI CEU Certificate
 - Attendees' postal and email addresses
- g) Submit the report and evaluations to AICI CEU Administrator, Liz Weinstein, Ph.D. llizzer@msn.com
 - h) Arrange payment to HQ for requested certificates
 - i) Upon payment and receipt of certificates, disseminate to participants who requested them
3. Complete the Trainer Self Evaluation
 4. Email the compilation of evaluations (optional), the Training Report form and Trainer Self Evaluation to the AICI CEU Administrator at llizzer@msn.com, and email or mail the original completed Participant Training Evaluation forms