



# Professional Development Program

## Continuing Education (CE) Course Proposal Guide



Deadline for CE Course Proposals: **September 30**

Submit CE Course Proposals Online at the JSM web site in the Professional Development section.

Dear Colleague,

On behalf of all American Statistical Association (ASA) members, we thank you for your interest in the ASA Professional Development Program.

This document will be useful to presenters, section chairs, and continuing education officers interested in submitting a Continuing Education (CE) Course proposal. It contains an overview of the Professional Development program, schedule and guidelines for course proposals, and information on honoraria.

*Note: The Computer Technology Workshop Proposal Guide is a separate document that has been prepared for those vendors who are interested in providing educational material with significant computer-oriented content.*

Thank you for helping the American Statistical Association meet the needs of its members through the Continuing Education Program.

The Advisory Committee on Continuing Education (ACCE) coordinates the CE Courses at the Joint Statistical Meetings (JSM). The mission of the ACCE is to advise the ASA Education Department in its mission to provide continuing education services to ASA members.

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## **I. OVERVIEW OF ASA CONTINUING EDUCATION (CE) COURSES**

In This Section:

- Duration of a CE Course**
- Content of a CE Course**
- Evaluation of Presentations at CE-JSM**
- Excellence-in-CE Award Program**
- Learning Objectives**
- Recognition of Participation**

### **Duration of a CE Course**

Each CE proposal should be appropriate for a half day (4 contact hours) or full day (7 contact hours) presentation.

### **Content of a CE Course**

The content of the course might fulfill any one of the following class descriptions:

- An in-depth presentation of a specific area of statistical theory, methodology, or application. The material covered may focus on “cutting edge” methods or other more established topics;
- A broad overview of an established area of statistical theory or methodology suitable either as a refresher “course” or as an introduction to the field for those not exposed to it in previous training;
- A description of a statistical method and its application using one or more software tools- as long as there is *significant* content material described in the proposal.

*Note: Presentations offered by vendors of a software product should consider proposing a Computer Technology Workshop (CTW) rather than a course. No CE offering should be a software “infomercial.” Those offerings that are heavily software dependent should be proposed as a CTW.*

### **Evaluation of CE Course Presentations at JSM**

At the conclusion of each presentation, participants fill out an evaluation form. Summaries of the evaluation findings are sent to the ACCE for review and are used for planning future CE Course presentations at the Joint Statistical Meetings. Instructors also receive evaluation summaries. The CE evaluations are reviewed by the ACCE members and used to determine the **Excellence-in-CE Award** winner(s).

### **Excellence-in-CE Award Program**

The purpose of the Excellence-in-CE Award program is to recognize and re-offer CE Courses that have been both highly regarded and well attended. Award selections are determined by committee consensus.

Excellence-in-CE courses are recognized by being listed with appropriate annotation in the program. In addition, these course instructors receive a certificate in front of their attendees prior to making presentations. The award cannot be won by the same instructor(s) in consecutive years.

### **Learning Objectives**

Instructors are strongly urged to present the learning objectives of the course in one of the first introductory slides and review them as one of the last topics of the course. The learning objectives must be included in the handout material as well as in the proposal for the course.

### **Recognition of Participation**

Course attendees may choose to receive a Certificate of Participation. The request forms are available at the conclusion of the course or via email: [rick@amstat.org](mailto:rick@amstat.org)

## **II. COSPONSORING CE COURSE PRESENTATIONS**

In This Section:           **Guidelines for Cosponsorship**  
                                      **Revenue Sharing For Cosponsorship**

### **Guidelines for Cosponsorship**

Sections and Chapters of the ASA may cosponsor JSM CE Courses. Cosponsorship is a means for Sections and Chapters to address the needs and interests of their members.

COSPONSORSHIP IS NOT REQUIRED FOR ACCEPTANCE OF A CONTINUING EDUCATION COURSE PRESENTATION.

*Before submission of proposal to ASA Education Department:*

A potential cosponsor contacts or is contacted by a potential instructor regarding cosponsorship of a CE Course. If the Section/Chapter elects to cosponsor the presentation, the cosponsor must adhere to the following procedures and guidelines. The cosponsor will:

- Attest to the quality of the course proposal.
- Send to the Education Department a cosponsor letter of support with signature by the same deadline for CE Course proposals – September 30. The letter can be mailed, faxed, or sent as an attachment to an email. The letter of support must acknowledge reviewing this section (Section II) of The Course Proposal Guide and contain information concerning how the course will be advertised.

*If proposal is accepted, the cosponsor will:*

- Complete and return a cosponsorship Agreement that designates the conditions of revenue/loss sharing between ASA and the Section/Chapter. The original cosponsor letter must identify the person to whom the agreement should be sent in the event that the proposal is accepted. Because the cosponsor letter is due in September, but the agreements are not mailed until March, the person providing the original letter may not be the appropriate section/chapter officer to sign the agreement if new officers are installed in January. *Keep all section officers informed of CE Course cosponsorship especially incoming officers.*
- Assess the A/V equipment and copying needs of the presenter(s); consider alternative methods of funding for those needs that are not funded by the ASA Education Department. Presenters are given a limit to the number of pages allowed for their course handouts. The costs of copying any overages are the responsibility of the cosponsor. Similarly, a standard audio visual package is provided for each CE Course. The costs of ordering any additional audio visual equipment are the responsibility of the cosponsor.
- Prepare and disseminate special advertisements such as announcements in *Amstat News*, newsletters, brochures or broadcast emails to members informing them about the cosponsored course. In the cosponsor letter of support, cosponsor will be required to identify the advertising plans and the person(s) responsible for implementing the plans.
- Confirm that the instructor is available to present on the required teaching day.

In the event the course is not accepted, the Section or Chapter will be notified.

Generally it is the Chair/President or the Program Chair/Education Chair of the cosponsoring organization who provides the letter of support for the course. However, this officer should not provide the letter of support for a course if this officer is a presenter for the course. The organization's Treasurer may provide the letter if conflicts occur.

### **Revenue Sharing For Cosponsorship**

- Revenue sharing is for courses that are cosponsored via the proposal application process. All courses can be cosponsored.
- If the course is cancelled (e.g., due to under-enrollment), the sponsoring organization will not be assessed any cost. The final decision regarding cancellation lies with the ASA Executive Director.
- The cosponsoring Section or Chapter shares positive and negative revenue with ASA [50% ASA, 50% co-sponsor(s)]. In the event of more than one cosponsor, the cosponsor portion of the revenue (positive or negative) will be divided equally among all the cosponsoring partners.

- Revenue (positive or negative) is determined using the following formula:

$$\begin{aligned} \text{Revenue} &= \text{Course Fees} - \text{Total Expenses} \\ \text{Course Fees} &= \text{CE tuition} \\ \text{Total Expenses} &= \text{DC}^* + \text{CMC}^{**} + 30\%(\text{DC} + \text{CMC}) \end{aligned}$$

\* Direct Costs (DC) are the presenters' honoraria, copying expenses, AV equipment rental, food functions, etc.

\*\* Course Management Costs (CMC) are annual ASA internal costs associated with running the Professional Development Program.

### **III. PROPOSAL SELECTION**

In This Section:      **Selection Process**  
                                  **Notification Date**  
                                  **Common Reasons for Non-Acceptance**

#### **Selection Process**

Proposals are sent to the CE Course Evaluation Subcommittee for review. The ACCE makes the final course selections based on the reviews of the Subcommittee, ACCE member evaluations, consideration of the balance of the program, and previous CE offerings.

*Note: In some cases, the ACCE may ask that the proposal be modified in some manner (e.g., a half-day course turned into a full-day course, a change in the title that might appeal to a wider audience.)*

#### **Notification Date**

Presenters (and co-sponsors if applicable) will receive notification of acceptance or non-acceptance in December.

#### **Common Reasons for Non-Acceptance**

If the proposal is not invited to be part of JSM, some of the more common reasons for non-acceptance include the following:

- Multiple course proposals with overlapping content were received, and acceptance of the similar proposals would reduce attendance in each one.
- The Committee received a large number of strong proposals, not all of which could be accepted due to timing/space considerations.
- The facilities at the particular JSM site may not accommodate the technical needs of the presentation.
- The course has been presented recently and there is concern that enrollment may be low if the course is repeated too soon.
- The course would fit better into another type of ASA presentation format.

- The course has promise but needs to be re-worked.
- The proposal is too narrowly focused or may not have wide appeal.
- The course does not appear to meet the goals of the Professional Development Program as well as other proposed courses.

#### **IV. PROCEDURES REGARDING ACCEPTED CE COURSE PROPOSALS**

In This Section:       **Presenter Packet**  
                                   **Honoraria Allotments for Instructors**  
                                   **Handouts**  
                                   **Course Prerequisite**  
                                   **Course Cancellation**  
                                   **Conduct of the Course**  
                                   **After the Course**

##### **Presenter Packet**

If the proposal is accepted, the presenter is sent a “Instructor Packet” that contains a contractual agreement as well as forms to aid the instructor in planning the presentation. **Agreement and Forms must be returned to the ASA Education Department by the dates indicated in the packet.**

##### **Honoraria Allotments for Instructors**

Honoraria cannot be negotiated with the following exceptions:

- The presenter may waive any or part of the honoraria.
- If there are multiple instructors, the honoraria can be distributed in an unbalanced manner (e.g., 75% to one instructor, 25% to another). The amounts must be agreed upon and indicated on the signed Instructor Agreement. No changes requested after receipt of the signed Instructor Agreement will be honored.
- The presenter may receive supplemental honoraria from the cosponsoring Section/Chapter—a matter unrelated to the Professional Development program.
- If the presenter(s) has a question about the honoraria allotments and distribution, these questions must be addressed with ASA prior to signing the Instructor Agreement.

##### **Honoraria Allotments for CE Course Program**

<b>Course Length</b>	<b>Number of Instructors</b>	<b>Honorarium</b>
2-day	1	\$4,750
	2 or more	\$5,500
1-day	1	\$2,750
	2 or more	\$3,500
½-day	1 or more	\$2,000

## **Handouts**

Each attendee in each course will receive a set of handouts. Instructors will be informed when the handouts must be received electronically at ASA so that the handouts may be copied. ALL copying of handouts will be managed by ASA. Handouts must be submitted electronically. All pages must be numbered and numbered sequentially with no breaks. There can be no more than 200 pages per handout for a one-day course and no more than 100 pages per handout for a half-day course. Overage costs will be deducted from presenter honoraria. If a course is cosponsored, overage costs will be deducted from the cosponsoring section/chapter revenue. Providing participants with a CD of the overheads or a web site reference is not a substitute for a paper copy made available during the class.

### *Content of Handouts*

- The handouts must be in the same order as the course presentation. Low evaluations are invariably given to those instructors who deviate from this practice.
- The handouts must be readable. For example, a large font should be used and plots should replace complicated tables.
- Imbed all of the fonts into the handout file. If fonts are not imbedded, it is possible for some characters to drop out or be replaced with gibberish during the printing process.

## **Course Cancellation**

To keep the CE Course program viable, ASA may consider cancelling a course that is seriously under-enrolled in order to avoid incurring excessive costs with inadequate compensating income. Attendance information is monitored carefully. As soon as feasible after the close of pre-registration for JSM (which typically is about 2-3 weeks prior to the start of the meetings) decisions regarding course cancellations will be made based on the pre-registration information available. The final decisions regarding cancellations lie with the ASA Executive Director. At the discretion of the Executive Director, the cosponsor of a course may be contacted to determine whether or not the cosponsor would like to guarantee enrollment by purchasing additional registrations for the class. **If the course is cancelled, there can be no honoraria instructors.**

## **Conduct of the Course**

Instructors are expected to arrive at their classroom early enough to be ready to start the class on time. Instructors will be notified of scheduled break times, and these break times are to be honored as closely as possible. As a point of reference to prepare handouts, break times can be presumed as “mid-morning” or “mid-afternoon.” If the presenter(s) has questions about the usual or expected conduct of the course, these questions must be asked prior to signing the Instructor’s Agreement.



## **V. SCHEDULE FOR CE COURSE PRESENTATION PROPOSALS**

### **A. Year Prior to Proposed Presentation**

September 30	Deadline for CE Course proposals. CE Course proposals are to be submitted online at the JSM web site no later than 11:59 p.m. EST September 30. Cosponsor letters (if applicable) are to be received by this date as well.
<i>October</i>	Proposals are sent to the CE Course Evaluation Subcommittee and Advisory Committee on Continuing Education (ACCE).
<i>November</i>	CE Course Evaluation Subcommittee recommendations sent to ASA Education Department.
<i>December</i>	ACCE decides on proposals via telephone conference. Course contact persons are informed of the acceptance/non-acceptance of their proposals.

### **B. Year of Proposed Presentation**

<i>January</i>	ACCE assigns preliminary presentation dates and times. Acceptance/rejection notices sent to presenters and Section/Chapter (if applicable).
March	Instructor Packets mailed. Cosponsorship agreements mailed (if applicable).
<i>April</i>	Instructor Packets due to ASA office. Cosponsorship agreements due to ASA office. Presentation descriptions and fee schedules appear on ASA Web site.
<i>May</i>	JSM registration begins.
<i>July</i>	Pre-registration enrollment counts monitored. Courses may be cancelled by ASA at the end of pre-registration if the enrollment is remarkably low. <i>Final decisions regarding cancellation rest with the ASA Executive Director.</i> Handouts sent electronically to ASA - no exceptions.
<i>August</i>	Presentations at Joint Statistical Meetings. Excellence-in-CE awards decisions made.
<i>September</i>	Honoraria checks mailed to instructors.
<i>November</i>	Cosponsorship revenue credited or debited to Section/Chapter account (if applicable).

## **VI. SEVEN REQUIREMENTS FOR PROPOSAL**

**During the course proposal online submission process this information must be provided. For course abstract, outline, learning objectives, and presenter(s) background, it is recommended that this information be cut and pasted into the online submission form.**

### **1. TITLE OF PRESENTATION**

**2. NAME(S) AND ADDRESS(ES) OF INSTRUCTOR(S):** List by presentation *order*. Email and office phone and fax numbers are to be included. *It is essential that the Education Department at ASA is notified of any changes that occur between the time of submission and the time of presentation.*

**3. ABSTRACT:** Provide an abstract **not to exceed 200 words** of the proposed course including the prerequisite for the anticipated audience. If the course is selected, this abstract will be used for advertising purposes in the registration material and on the JSM web site. Prerequisite knowledge or assumptions regarding the background of the attendees must be included in the abstract. If the abstract is more than 200 words, it will be edited by ASA.

**4. OUTLINE:** Provide a detailed outline of the entire program. Describe what will occur during each segment. **DO NOT INCLUDE** chapters of an upcoming book. Provide a description of the target audience.

**5. LEARNING OUTCOMES:** The following must be included in your proposal:

**(a) Learning outcomes (performance objectives):** The proposal must include a clear and concise statement of intended learning outcomes for the course. Learning outcomes are statements that identify what knowledge, skills and/or attitudes attendees are expected to accomplish/demonstrate as a result of the course. The attainment of the stated learning outcomes will be assessed as part of the CE Course evaluation process at the conclusion of the course so it is imperative that the presenter teach to these objectives.

**(b) Content and instructional methods:** The presenter must include a description of course content and instructional strategies based on the learning outcomes (performance objectives).

**6. INSTRUCTORS(s):** Paragraph highlighting instructor's background and experience with subject. **DO NOT** include resumes and/or curriculum vitae.

**7. AUDIO-VISUAL EQUIPMENT:** Each presentation will be provided with one screen, one data projector and one lavalier microphone. A flip chart and second screen are available at no extra charge upon request. Presenters desiring additional AV equipment are responsible for additional equipment expense. Details are available upon request.