



## GUIDELINES AND APPLICATION FOR PROFESSIONAL DEVELOPMENT PROGRAMS FOR EDUCATORS

The University of Denver’s Center for Professional Development (CPD) is approved by the Morgridge College of Education to sponsor Professional Development Hours for educators. The following guidelines (“Guidelines”) and application (“Application”) provide instruction to potential sponsors (a “Sponsor”) of a Professional Development (PD) program for educators (“Program”) seeking evaluation and approval by CPD.

**1. Sponsor Fee for Program evaluation** (payable to *University of Denver-CPD*).

**For-Profit Programs**

- \$1500 Conference (10+ hours)
- \$1000 Conference (5-10 hours)
- \$600/yr Distance Education
- \$500 Workshops (3-4 hours)
- \$100 Workshops (1-2 hours)

**\*No Fee Programs**

- \$750 Conference (10+ hours)
- \$500 Conference (5-10 hours)
- \$300/yr Distance Education
- \$250 Workshops (3-4 hours)
- \$50 Workshops (1-2 hours)

**There is a \$50 PD application charge and a \$50 cancellation fee**

**Applications will not be reviewed until payment is received. If Program is denied, a full refund will be issued. If the Program is approved but is cancelled for any reason, there will be a \$50.00 non-refundable processing fee.**

**2. Approval of Program**

Sponsor will be notified of approval or disapproval in writing. Notifications of disapproval will set forth reasons. Sponsor shall not promote or advertise the Program utilizing the CPD name/logo in any manner prior to receipt of an approval letter. An approved sponsor may be reassessed under the following circumstances:

- a. Failure to comply with these Guidelines.
- b. The planning, evaluation and other procedures followed by the sponsor are substantially inconsistent with those described in the sponsor's application
- c. Indications or a complaint that a sponsor's CE activities fail to meet the requirements of this application.

Under any of these circumstances, the sponsor may be reevaluated and a decision as to continuation of approval will be made. Reassessment may result in probation with corrective actions or termination of approval.

**3. PD Credits.**

- a. Programs must be at least one hour in length. Programs longer than one hour may be broken into quarter hour increments. PD credit is awarded only for actual instructional time.
- b. For Programs that involve a variety of sessions (e.g. conferences), PD credit will be awarded on a session-by-session basis.

- c. Full attendance is required for all PD credit activities, and Sponsor must have a method for verifying full attendance. Variable credit for partial attendance may not be awarded.
- d. Poster sessions and sessions under 15 minutes are not eligible for PD credit.

#### 4. Planning the Program

- a. Review these Guidelines and PD sponsorship materials provided by the Center for Professional Development.
  - i. Questions to Executive Director, Dr. Kim Gorgens at 303-871-4160 or [kimberly.gorgens@du.edu](mailto:kimberly.gorgens@du.edu)
  - ii. Sign, date and return one copy of the Application and all supporting materials to Dr. Kim Gorgens at 303-871-4220 (fax) or [kimberly.gorgens@du.edu](mailto:kimberly.gorgens@du.edu).
  - iii. Submit payment by mail to:  
University of Denver-CPD  
2211 South Josephine St., Suite 302  
Denver, CO 80208  
ATTN: Dr. Kim Gorgens
- b. Credential Program instructors as experts in their field. Instructors should have expertise in the Program content and be competent to teach the Program content at a level that builds upon a completed graduate program in education.
- c. Develop learning objectives that clearly describe what participants are expected to learn. See enclosed **Writing Behavioral Learning Objectives and Assessments** for directions on how to prepare suitable learning objectives.
- d. Prepare evaluations of Program for completion by participants to include, at a minimum, assessment of instructor's level of knowledge and expertise, and teaching ability, to provide feedback that is useful both to the Sponsor and the instructor(s) for the purpose of planning and improving future programs. For Programs offered on a session-by-session basis (e.g., conferences), each session must be evaluated separately.
- e. Prepare an assessment of participant learning. This assessment can be achieved in a variety of ways, and the method used should depend on the particular delivery method of the Program, including, but not limited to, the inclusion of a question on the evaluation form regarding how much the participant has learned, post-tests, informal discussions between instructor(s) and participants, question and answer sessions at the end of a program, etc. Sponsor must document the method being used.
- f. The University of Denver's Center for Professional Development will review the learning objectives and everything relevant to clinical psychology will count towards the total DU approved PD available.
- g. All advertising (and certificates) must include the CPD logo (provided below by CPD and used in conformance with the University of Denver style guide, see

<http://www.du.edu/marcomm/brandguidelines/styleguide.html>) and the following language “**This program is approved for XX professional development hours. The University of Denver, Center for Professional Development (CPD) is approved by the Morgridge College of Education to sponsor professional development for educators. CPD maintains responsibility for this program and its content.**”



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CENTER FOR PROFESSIONAL DEVELOPMENT  
Morgridge College of Education

- h. Sponsor must make grievance procedures available to participants, and must disclose any commercial interests and feature a statement of non-discrimination.
- i. Program content for ongoing events (e.g. repeating lecture series, distance education) will be reviewed every 6 months.
- j. Sponsor must select instructors and develop Program materials that respect cultural, individual, and role differences, including those based on age, gender, gender identity, race, ethnicity, culture, national origin, religion, sexual orientation, disability, language, and socioeconomic status.
- k. Sponsor must make Program accessible to individuals with disabilities, according to the requirements of the Americans with Disabilities Act

#### 5. During the Program

- a. Sponsor may design its own check-in/check-out/proctor process but it must ensure and document the attendance of each participant for PD credit.
- b. Program must be evaluated by each participant (e.g. how well each learning objectives was achieved) and assess what participants have learned.
  - i. Participants must complete the evaluation form to receive PD credit.
  - ii. Generic evaluation forms or forms that require participants to input learning objectives are not acceptable.
  - iii. Every evaluation form must include the following question:

**How much did you learn as a result of this PD program?**

**1      2      3      4      5**

**Very little**

**Great Deal**

#### 6. After the Program

- a. At the end of the Program a certificate should be produced and issued to participants with
  - i. the total hours

- ii. the MCE/CPD (provided by CPD and used in conformance with the University of Denver style guide, see <http://www.du.edu/marcomm/brandguidelines/styleguide.html>)
  - iii. the text **“This program is approved for XX professional development hours. The University of Denver, Center for Professional Development (CPD) is approved by the Morgridge College of Education to sponsor professional development for educators. CPD maintains responsibility for this program and its content.”**
  - iv. Sponsor must keep a record of each participant’s total PD credits and provide verification to participants who request it for at least three years after completion of the Program.
- b. Send a brief report including the number of participants and electronic copies of promotional materials to Dr. Kim Gorgens at 303-871-4220 (fax) or [kimberly.gorgens@du.edu](mailto:kimberly.gorgens@du.edu).
  - c. Sponsor should maintain for five years all speaker CV’s/disclosures, learning objectives and completed evaluation forms/data.



**APPLICATION FOR PD EVALUATION AND APPROVAL**

Applicant (Name of Organization or Individual requesting approval of PD Program): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Name of PD Program: \_\_\_\_\_

Date(s) of Program: \_\_\_\_\_

Location of Program (general site, i.e. hotel, school or other facility): \_\_\_\_\_

Type of Program: (check one)

- \_\_\_\_\_ Workshop (<4 hours)
- \_\_\_\_\_ Conference (4+ hours)
- \_\_\_\_\_ Distance Education
- \_\_\_\_\_ Lecture Series

Number of PD hours requested: \_\_\_\_\_

Program sophistication: \_\_\_\_\_ Introductory \_\_\_\_\_ Intermediate \_\_\_\_\_ Advanced

Estimated Program registration fee(s): \_\_\_\_\_

**Supporting Materials:** Please include the following supporting materials with this application:

- a. Title of Program (and each session, as applicable)
- b. The narrative description of the Program (and each session, as applicable)
- c. The learning objectives for the Program (and each session, as applicable)
- d. Current CV for each instructor
- e. The number of credits to be awarded for Program (and each session) (1 PD credit per hour).
- f. A copy of the draft of printed promotional materials (e.g. flyer or brochure) prior to distribution which must include the following items:
  - i. Educational objectives;
  - ii. A description of the target audience and the instructional level of the activity (introductory, intermediate, or advanced)
  - iii. Schedule
  - iv. Cost, including all fees and the refund/cancellation policy;
  - v. Instructor credentials, including relevant professional degree and discipline, current professional position, and expertise in program content
  - vi. The number of PD credits offered per session, as applicable.

- vii. A clear indication of any activities within the Program that are not offered for PD credit.
- viii. Notification of any known commercial support for the Program or instructors or any other relationships that could be reasonably construed as a conflict of interest.
- ix. The MCE/CPD logo (provided by CPD and used in conformance with the University of Denver style guide, see <http://www.du.edu/marcomm/brandguidelines/styleguide.html>)
- x. The following statement MUST be used in all promotional materials:
- xi. **“This program is approved for XX professional development hours. The University of Denver, Center for Professional Development (CPD) is approved by the Morgridge College of Education to sponsor professional development for educators. CPD maintains responsibility for this program and its content.”**
- xii. Special accommodation statement (e.g., handicap accessibility, interpreters for hearing impaired, etc.)
- g. Plan for documentation of registration and evaluation/assessment
- h. Copy of written procedures for addressing participant complaints.
- i. Proof of insurance.

**APPLICATION MUST BE RECEIVED FORTY-FIVE (45) DAYS PRIOR TO THE PROGRAM**

Application fee must be included with application. Application will not be reviewed until payment is received. Make check payable to **University of Denver -CPD**. If Program is denied, a full refund will be issued. If the Program is approved but is cancelled for any reason, there will be a \$50.00 non-refundable processing fee.

By signing this application, and upon approval of CPD of the PD Program, applicant agrees to

- a. adhere to any standards outlined by the Colorado Department of Education <https://www.cde.state.co.us/educatoreffectiveness/professionaldevelopment>
- b. organize and deliver the Program as stated above and according to CPD Guidelines provided with this Application;
- c. collect sign-in sheets, evaluations, and request for PD credit forms filled out in entirety from each participant requesting PD credit and keep records of participant’s PD credits; and
- d. upon conclusion of the Program, report to CPD the number of participants and electronic copies of promotional materials.

The undersigned represents and warrants that the information provided in this application is accurate and that the undersigned is duly authorized to complete, execute and deliver this Application on behalf of the Applicant.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

**Important:**  
Please notify CPD if any changes to the Program that differ from the information provided in this Application (i.e.-time, date, location, credit hours). Additional review may be required to approve changes. Report of changes after Program may result in revocation of approval by CPD for further program offerings.

## Writing Behavioral Learning Objectives and Assessments

- Learning objectives, or learning outcomes, are statements that clearly describe what the learner will know or be able to do as a result of having attended an educational program or activity.
- Learning objectives must be **observable and measurable**.
- Learning objectives should **(1)** focus on the learner, and **(2)** contain action verbs that describe measurable behaviors:
  - Verbs to consider when writing learning objectives:
    - ✓ list, describe, recite, write
    - ✓ compute, discuss, explain, predict
    - ✓ apply, demonstrate, prepare, use
    - ✓ analyze, design, select, utilize
    - ✓ compile, create, plan, revise
    - ✓ assess, compare, rate, critique
    - ✓ summarize, recognize, practice, observe
  - Verbs to avoid when writing learning objectives
    - ✓ know, understand
    - ✓ learn, appreciate
    - ✓ become aware of, become familiar with
- Objective learning assessments should be written in a manner that determines whether participants learned what was taught. The evaluation (or learning assessment) should be based on the stated learning objectives of the program.
- Acceptable learning objectives effectively tie the knowledge gains associated with the program to the functioning of the participants and highlight the professional and scientific gains that would be expected to accrue as a result of the program.
  - Example of well-written learning objectives:

### **This program is designed to help you:**

1. Summarize basic hypnosis theory and technique;
2. Observe demonstrations of hypnotic technique and phenomena;
3. Recognize differences between acute and chronic pain;
4. Utilize hypnosis in controlling acute pain;
5. Apply post-hypnotic suggestions to chronic pain; and
6. Practice hypnotic technique in dyads.

- Insufficient learning objectives fail to link the content to the broader scientific, ethical or professional issues that are relevant to participants.

➤ Example of insufficient learning objectives:

Program: "Succeeding in an Academic Career"

At the conclusion of this program, participants will be able to:

1. identify the advantages in advancing one's career of having a systematic research program
2. manage the complexities of scheduling research assistants, supervisees and other helpers
3. negotiate the ins and outs of getting publications and grants
4. discharge advising obligations while still having time to write
5. increase chances for retention, tenure and promotion through understanding academic policies and the administrative structure

➤ Revised to acceptable learning objectives

Program: "Succeeding in an Academic Career"

At the conclusion of this program, participants will be able to:

1. identify the practical applications for teaching effectiveness of building a systematic research program
2. identify relevant ethical codes associated with research, clinical or academic supervision with students
3. negotiate the regulatory and ethical information regarding publication and grant writing with colleagues or students
4. apply appropriate mentoring skills for maximal student growth
5. use an understanding of academic policies and the administrative structure to create more efficient classrooms and labs