

Professional Credits/External Accreditation

Recommended Standards

The following standards are recommended, at a minimum, for all types of non-academic educational offerings (e.g. CEU's, Badges, Certificates) provided by the University of Minnesota:

1. Use of an enterprise system or a platform integrated with University tools.
(see: <https://it.umn.edu/portfolio/all-technologies/>)

When possible, use an enterprise system or platform integrated with University tools. This ensures the system or tool has been vetted to meet the needs of the University's teaching and learning goals, operates reliably and is managed in conformance with technology, privacy, and policy standards.

2. Adherence to University branding standards
(see: <https://university-relations.umn.edu/our-brand>)

The University of Minnesota is a large and complex organization, and our diverse audiences are inundated with marketing and communications messages from all directions. The brand platform reflects the University's mission, attributes, and benefits statement, distinguishing it's value proposition. Branding standards also provide consistency and alignment in messaging.

3. Adherence to the standards set forth by relevant accrediting bodies.

Adherence to these standards allows credential earners to be admitted to practice and/or admission to membership of, or association with, the professional body.

Definition

What is an Externally Accredited Activity?

Externally accredited activities include any non-academic activities for which the University of Minnesota awards credits or acknowledgements on behalf of an external accrediting organization, regardless of who owns or creates the activity content. These activities must meet the predetermined standards set forth by that external accrediting organization. These activities may culminate in the awarding of Continuing Education Units; Professional Development Units; Contact Hours; Certificates or Statements of Completion/Attendance/Participation; Badges; an electronic record; or another type of credit or acknowledgment. Any activity that is developed with the intent of participants being able to receive credit or acknowledgment from an external accrediting organization will fall into this bucket, even if no participants earn or request that

credit or acknowledgment. These activities may be provided in any teaching format that results in the above credits or acknowledgments, e.g. a course, workshop, lecture, seminar, etc.

Examples of External Credits or Acknowledgements:

- Contact Hours
- Continuing Education (CE) Credits
- Certificates or Statements of Completion/Attendance/Participation
- Continuing Education Units (CEU)
- Professional Development Units (PDU)

Examples of External Accrediting Organizations:

- Government
 - State Boards (e.g. MN Board of Pharmacy, ND Board of Clinical Laboratory Practice)
 - State or Federal Departments (e.g. MN Department of Transportation, Iowa Department of Public Health)
- Professional Organizations
 - Associations (e.g. American Dental Association, Minnesota State Bar Association)
 - Accreditation or Licensing Bodies (e.g. National Architectural Accrediting Board (NAAB); American Nurses Credentialing Center (ANCC))

The following are not considered to be Externally Accredited Activities:

- Any academic educational offerings
 - This includes the possibility of a learner taking an academic course and then applying for additional credits or acknowledgment directly from an external accrediting body because the course is not designed or delivered for that purpose and the University is not responsible for the learner's acquisition of that external credit or acknowledgment.
- Internal (U of M) professional trainings
 - Any courses, workshops, seminars, etc. offered through Training Hub or another platform that are internal training requirements for employment at the University
- International Association for Continuing Education and Training activities

Best Practices and Resources

It is the responsibility of the University unit providing or co-providing the externally accredited activity to ensure that all aspects of the activity meet the standards of the external accrediting organization. To verify that the appropriate standards are being upheld, all University units that offer externally accredited activities must submit an annual Attestation of Adherence to the Office of the Executive Vice President and Provost. The formal Attestation of Adherence document will serve as an agreement between the University and the unit that all standards and

requirements set forth by the external accrediting body will be met. A department- or college-level authority figure will be required to sign a copy of this document each year.

In addition to submitting an annual Attestation of Adherence, University units offering externally accredited activities must follow all UMN policies and guidelines regarding branding, marketing, sponsorships, and other relevant policies. This includes the use of UMN logos, wordmarks, and trademarked images in printed materials, websites, signage, advertising, etc.

Procedure

1. Follow the predetermined standards of the external accrediting organization.
2. Submit an annual [Attestation of Adherence](#) form.
3. Comply with auditing requests from the UMN Vice Provost's office.

Review and Approval:

Vetting Body:

Vice Provost's Office, Standards Advisory Group

Vetting Process:

Because all activities are already vetted by a non-University entity, the vetting process within the University should only include that the vetting body annually obtains signed attestations of adherence from each University unit/college/school that provides externally accredited activities. The responsibility for meeting the appropriate standards must stay within each unit as each process may vary greatly in procedure and complexity, and because it is assumed that the external accrediting entity will validate that these standards for content creation, record retention, etc. are being met.

The role of the Standards Advisory Group will be collecting and retaining all Attestation of Adherence forms submitted by University units that offer externally accredited activities. An audit can be conducted by the Standards Advisory Group when appropriate, in which case the unit may be asked to provide documentation from the external accrediting body that indicates all standards are being met by that particular activity or unit. The attestation form includes a section that requires units to report all external accrediting bodies with which the unit has a relationship. This information can be available internally and externally.