



## UNIVERSITY POLICY

**SUBJECT:** ACADEMIC AFFAIRS    **TITLE:** CONTINUING EDUCATION PROGRAMS

**CODING:** 00-01-20-30:00    **ADOPTED:** 07/01/87    **AMENDED:** 05/31/94

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### I. PURPOSE

To set Policy regarding Continuing Education Programs.

### II. ACCOUNTABILITY

Under the Senior Vice President for Academic Affairs, the Associate Vice President for Continuing Education shall ensure compliance with and shall implement this policy.

### III. REFERENCES

- A. Public Events: External Organizations    [00-01-10-70:00](#)
- B. UMDNJ Events: Internal Organizations    [00-01-10-70:05](#)
- C. Use of University Name and Symbol    [00-01-10-95:00](#)
- D. Legal Commitment Authority    [00-01-90-05:00](#)
- E. Contract Management    [00-01-90-40:00](#)

### IV. DEFINITIONS

Continuing Education at UMDNJ, regardless of funding source, is defined as an **educational** course, program, self-instructional module, class, mini-residency or tutorial (each, hereafter, referred to as "activity") developed for pharmaceutical or industrial representatives, custom designed individual or group mini residencies, traineeships or tutorials, board review activities directed toward non-UMDNJ students, and all conferences, institutes and seminars held on or off the campuses within or outside New Jersey which:

#### A

- uses the name of the University or a component of the University in the promotion of the activity and
- is not a component of the traditional undergraduate, graduate or residency programs of UMDNJ and/or
- is directed toward health professionals or professionals associated with the health sciences who have already completed formal training in their professional area.

**Or B**

- utilizes University facilities or resources and
- is not a component of the traditional undergraduate, graduate or residency programs of UMDNJ and/or
- is directed toward health professionals or professionals associated with the health sciences who have already completed formal training in their professional area.

V. OVERVIEW

It is included in the mission of the University of Medicine and Dentistry of New Jersey to provide quality continuing education for health care professionals world wide, with emphasis on those providing health care to the constituents of the State of New Jersey.

The Center for Continuing Education in the Health Professions is the administrative unit identified to serve as the focal point for the University's continuing education thrust. The Center for Continuing Education in the Health Professions is responsible for the provision of quality continuing education for local, national and international health professionals, with special priority placed on those professionals whose work impacts on the health of New Jersey's citizens (physicians, dentists, nurses, emergency medical service personnel, social workers, planners, health administrators, etc.)

Continuing Education can take many forms, from conferences and institutes to multimedia (television, printed, tape recorded, etc.) programs whose academic content is appropriate to the means of transmission.

Center for Continuing Education in the Health Professions (CCE) staff members will (and for programs designated as carrying certain categories of credit, **must**) serve as facilitators of the interaction between planning committee, academic program designers and constituent learners. CCE staff members also provide expertise in complete program implementation.

VI. POLICY

A. Requirements:

1. General Policy

- a. The individual schools and other components of the University bear a direct responsibility for providing continuing education to practitioners of their own professions. The need to develop interdisciplinary continuing education programs and the need to conserve efforts and resources, however, requires a centralized administrative unit to support, coordinate and enhance the individual efforts of the several schools and the other educational components of the University.
- b. While it is expected that initiative, interest and leadership will be forthcoming and demonstrated by the faculty and staff members of the University, the totality of these efforts must provide a comprehensive program that has continuity and potential for achieving common goals and overall effectiveness. In addition, determination of needs and overall program planning must be such that evaluation of the University's total effort with regard to continuing education can be measured.
- c. These needs define the purpose of the Center for Continuing Education in the Health Professions as a University-wide administrative unit designated to serve as the focal point and overseer of the University's continuing education thrust

and to provide, when appropriate, the administrative services necessary to support the University's continuing education efforts. This centralization of administrative responsibility is intended to prevent needless duplication and possible program conflict within and outside of the University and to meet the standards of various accrediting agencies.

- d. The academic components of the continuing education activities are the specific responsibility of the Deans, faculties and staff members of the particular professional schools/agencies/organizations involved, while the administrative components of these activities (program management, publicity, scheduling arrangements, accounting procedures, budget administration and other matters pertaining to the operation of the specific activities, facilities and resources available to it) are the specific responsibility of the Center for Continuing Education in the Health Professions.

## 2. Program Objectives

The ultimate objective of the continuing education program of the University is to contribute toward the improvement of health care through the continual education of physicians, professionals in the health associated sciences, and the public. Specific objectives are to make available to practicing health professional opportunities to be involved in educational experiences that satisfy their perceived needs and to help them recognize other needs by gaining them access to information about changes taking place in their fields.

Specific objectives of the Center for Continuing Education in the Health Professions include:

- To suggest programs utilizing adult educational concepts that will lead health associated professionals to a study of what they do, to identify their own educational deficits, and to establish realistic priorities for their own educational programs.
- To coordinate all of the University's continuing education efforts.
- To maintain comprehensive financial records of all the University's continuing education activities.
- To maintain adequate records of the participation of individual health associated professionals in the various University's continuing education activities.
- To be administratively responsible for awarding various continuing education credit and continuing education certificates.
- To arrange for appropriate educational facilities, educational materials and all necessary instructional aids and equipment consistent with the educational content, format and objectives for each continuing education activity.
- To coordinate and implement the logistical requirements of the University's continuing education activities.
- To promote the development of proposals for potential funding by governmental agencies, foundations, or intramural sources which would provide maximum benefits for the state's citizens.

3. Options for Program Administration and Logistical Implementation

Continuing Education activities throughout UMDNJ **must be** coordinated through the UMDNJ-Center for Continuing Education in the Health Professions. There are, however, several options available for the administration and implementation of specific continuing education activities.

- a. The Center for Continuing Education in the Health Professions staff can handle all aspects of the implementation and administration of specific continuing education offerings. Please contact the Center for Continuing Education in the Health Professions for current operational policies.
- b. University faculty and staff from the sponsoring unit may handle most (but not all) of the logistical implementation and administration of the activities they sponsor. Please contact the Center for Continuing Education in the Health Professions for current operational policies.
- c. For-profit organizations outside the University can be retained to handle most of the logistical implementation and administration of specific continuing activities.

The Associate Vice President for Continuing Education will develop and maintain a list of acceptable organizations, whose primary function is meeting planning, from which to choose. Additionally, the sponsoring unit may make recommendations for additions to the list of accepted organizations.

In all cases, the Associate Vice President for Continuing Education *must* be involved in all discussions with the outside organization and the negotiated contract must be signed and/or co-signed by the Associate Vice President for Continuing Education and must be in compliance with UMDNJ purchasing and contractual policies and procedures.

- d. A specific component of the University that espouses continuing education as a primary objective (i.e., EOHSI, Community Mental Health Center, etc.) and who will develop, implement and evaluate a significant number of continuing education offerings, may be designated by the Associate Vice President for Continuing Education as a "sub-unit" of the Center for Continuing Education in the Health Professions, and will be empowered through a Statement of Understanding, developed with the guidance of the University Wide Advisory Committee on Continuing Education, to implement their continuing education activities with little involvement from the Center for Continuing Education in the Health Professions staff.
- e. There are numerous permutations of combinations of types of continuing education activities. The Center for Continuing Education in the Health Professions maintains current operational policies regarding jointly sponsored activities, activities with total industry support, activities run in cooperation with non-profit organizations, mini residencies, focused medical education, programs with no credit offering, etc. Prior to the formal planning stage of **any** activity, the Associate Vice President for Continuing Education should be contacted and will provide you with all appropriate operational policies.

4. Role of the Center for Continuing Education in the Health Professions

- a. Specific Services offered:

- Assistance in the identification of learning needs via surveys, patient-care data, review of pertinent literature, review of evaluation data from previous continuing education activities, etc.
- Arrangement and aid in selection of appropriate planning committees to review identified learning needs and to determine potential of specific learning activities.
- Along with planning committees, establishment of specific learning goals and educational objectives; selection of alternative instructional modalities to accomplish stated objectives; identification of appropriate target audiences and ways to reach them; identification of potential co-sponsors.
- Assistance with the identification and recruitment of appropriate learning facilities, learning materials and resource persons; assistance in the selection of appropriate dates, locations, times and the establishment of an overall schedule of activities.
- Development of a promotional system which would include, as appropriate, design and maintenance of promotional materials; selection of local and regional mailing lists; contact with journals and other publications.
- Securance of appropriate approval from local and national accrediting agencies for the proposed activity; maintenance of credit records
- Assistance with solicitation and securance of funding from various sources to support the proposed activities.
- Assistance in the development of an evaluation mechanism for the activities.
- Development of tentative course budgets, recommendation of alternative registration fees.
- Arrangement of all food service activities, audio-visual equipment, and hotel/motel accommodations for faculty and participants.
- Provision of assistance to teaching faculty in the preparation of handout materials, slides or other audio-visuials.
- Preparation of materials for registrants, like name tags, packets, handout materials, and certificates of attendance; individual confirmation of registrations.
- Administration of pre-registration and on site registration including the depositing and accounting of funds.
- Response to requests for add-on activities associated with various programs; special dinner arrangements or social functions; arrangements for meeting at resort areas.

- Provision of all services associated with program follow-up: collection of unpaid fees; preparation of all required honoraria and expense documents; thank you letters to course faculty; preparation and distribution of program summaries, if required; handling and summarization of course evaluations; preparation of overall financial summary of the activity.
- b. In addition to providing the specific services outlined, the Center for Continuing Education in the Health Professions can act in an advisory capacity to guide and assist various health associated groups in the most efficient and productive means of establishing and maintaining a continuing education activity through their own sponsorship, or can work with them in a joint sponsorship or co-sponsorship arrangement.

5. Faculty/Staff/Students Participation in Continuing Education Programs

Full-time, salaried, faculty, staff members and registered students of the University are allowed to participate in continuing education programs sponsored by the University, on a space available basis, without paying the registration/tuition fee. There is, however, a charge for out-of-pocket expenses incurred by participation in these programs (called variable expenses). These specific expenses vary from one program to another and can be determined for a specific program by calling the Center for Continuing Education in the Health Professions.

6. Approval of Individual or Independent Continuing Education Programs

- a. Unless approved in advance by the Associate Vice President for Continuing Education, individual or independent efforts to provide continuing education are not acceptable for sponsorship by the University nor are they allowed to use the University name.
- b. The use of the University's name in conjunction with any continuing education activity implies that the University is a sponsor or co-sponsor of that activity; therefore:

The activity must be formally approved for sponsorship/co-sponsorship by the continuing education committee of the appropriate school or organizational unit of the University, in advance of the proposed continuing education activity. To begin this approval process, please contact the Center for Continuing Education in the Health Professions, Newark (201-982-4267), Piscataway (908-235-4707) or Stratford (609-566-7121).

The proposed continuing education activity will be reviewed to determine the appropriateness of the activity and its content for the University to be a sponsor/co-sponsor.

All brochures, news releases, and other publicity concerning UMDNJ sponsored/co-sponsored continuing education activities must be approved, prior to printing and distribution, by the Associate Vice President for Continuing Education or designee.

7. Income (Registration Fees, Industrial Support, Federal, State & Foundation Grants & Contracts, etc.)

All income received to support specific University sponsored/co-sponsored continuing education activities must be deposited in the appropriate account within the Center for Continuing Education in the Health Professions. Residuals obtained on programs must

remain within the appropriate account until used. Residual funds can be used by the department/agency that generated them for travel, books, association dues and other continuing education activities.

8. Faculty Honoraria

Reasonable honoraria can be paid to individual UMDNJ faculty and staff for their participation in continuing education programming offered through the Center for Continuing Education in the Health Professions, with prior written approval of the Associate Vice President, Continuing Education. Current honoraria and travel guidelines are available through the Center for Continuing Education in the Health Professions.

9. Center for Continuing Education in the Health Professions Fiscal Policies

The Center for Continuing Education in the Health Professions, while a service agency within the University, does not have funds to support individual continuing education programs, nor does it have sufficient funds to fully support the specific services it provides as outlined in section 4.a. It must, therefore, generate funds for these purposes. Specific fiscal arrangements must be made in each academic, health care or administrative unit for the support of the programs it develops.

10. Issuance of Continuing Education Credit

The Center for Continuing Education in the Health Professions is the University-wide administrative unit responsible for maintenance of permanent continuing education attendance and credit records and for the issuance of the various types of continuing education credit documents which are institutionally granted (AMA/ACCME Category 1 or 2 Credit; AOA credit; AGD credit; ADA credit; ANA/NJSNA credit; Continuing Education Units (CEUs) and for issuance of continuing education certificates of attendance or program completion. The Center for Continuing Education in the Health Professions is responsible for satisfying the requirements of accreditation agencies who award continuing education credit on a program by program basis. Continuing education credit for University sponsored activities of any kind cannot be issued without the specific involvement of the Center for Continuing Education in the Health Professions.

11. Comprehensive operational policies, procedures and the necessary forms for submission to the various advisory committees are available through the Center for Continuing Education in the Health Professions. Contact the Associate Vice President, Continuing Education, at (201) 982-6296.

(Ratified by the University Wide Advisory Committee on Continuing Education (UWACCE) on 2/19/93)

By Direction of the President:

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Vice President for Academic Affairs