



Educational Endorsement Program (EEP)

GUIDELINES

Overview

The American Camp Association (ACA) serves as a knowledge center for the camp community, the youth development field, and the public. To this end, ACA creates mechanisms whereby members and the public can access quality educational content relevant to the provision of positive experiences for youth and adults. ACA's **Educational Endorsement Program (EEP)** provides formal recognition that a submitted educational "program" has been vetted according to a set of identified educational criteria. EEP is administered through ACA's National Office.

Benefits of ACA Educational Endorsement

Educational endorsement is a marketing tool for educational content providers who want to reach a wide range of professionals. ACA has approximately 6,500 members (representing approximately 2,400 camps) who are committed to ongoing, high-quality professional development. EEP provides access to this market.

Once an educational program is approved by ACA, providers are eligible to use the educational endorsement seal for promotional purposes (see seal at the top of these guidelines). Receiving educational endorsement from ACA can increase the stature of an educational program by signifying the program meets ACA's professional development criteria for continuing education.

ACA includes approved programs in a listing that appears on the Professional Development Center pages of ACA's Web site at www.acacamps.org/pdc and a listing in the ACA Buyers Guide at www.acacamps.org/marketplace/camps/browse-buyers-guide. Endorsed programs will be prominently displayed with the EEP seal. Endorsed programs will also be announced in ACA's weekly electronic newsletter and might be referenced on ACA's e-Institute Web page at www.acacamps.org/einstitute.

General Information about ACA Educational Endorsement

1. Educational endorsement is granted for educational "programs," defined to include online courses, webinars, and face-to-face conferences/educational events. (See "Categories of ACA Educational Endorsement" identified in the next section.) The educational content of programs must be clearly relevant to the camp community and/or the field of youth development.
2. Educational endorsement is not granted to programs promoting specific individuals or products. In addition, ACA does not provide educational endorsement for the following: written curriculum, books, CD/DVDs, camp-level courses/trainings, or courses related to first aid (Wilderness First Responder, Wilderness First Aid, Basic First Aid, CPR, etc.), aquatics (including watercraft courses), shooting sports (archery, riflery), and challenge course, and other trainings/courses of this nature.
3. Entities interested in receiving educational endorsement through the ACA must complete an application. (See ACA Application for Educational Endorsement available at: www.acacamps.org/pdc/educational-endorsement-program). Programs are not reviewed until completed applications *and* associated fees are received.
4. Educational endorsement is granted for one year. Re-application is required annually.
5. The application is reviewed and approved or denied based on established criteria.
6. For in-person events, educational endorsement must be approved prior to the start of a program.
7. Most applicants are required to become an ACA Business Affiliate (fee = \$600 for 2010–2011) to apply for educational endorsement. For more information about the benefits of becoming an ACA Business Affiliate, go to www.acacamps.org/membership/business-affiliation. Special rates are available for those who qualify as described below:
 - a. Government entities and nonprofits are not required to become an ACA Business Affiliate in order to apply for educational endorsement. A listing in the ACA Buyers Guide will be provided to government entities and nonprofits that receive educational endorsement.
 - b. Nonprofit applicants that want all of the marketing and promotion benefits of becoming an ACA Business Affiliate can receive a 30 percent discount on the standard ACA Business Affiliation rate (from \$600 to \$420).
8. Payment of application fees and any related Business Affiliate dues is required at the time of application. A nonrefundable application/administrative fee of **\$40** is included as part of the educational endorsement fee. Entities whose programs are not endorsed will have their educational endorsement fees refunded, minus the application fee.



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9. ACA awards Continuing Education Credits (CECs) for all endorsed educational programs and applicants are asked to identify the number of CECs they are requesting on the application. CECs are a tracking mechanism that allows individuals to document their involvement in varied professional development activities that result in certificates of added qualification and other guided learning experiences. CECs are easily translated into Continuing Education Units (CEUs) that are often used by other professional certification programs such as teaching or healthcare. Each hour of engaged learning is equated to one CEC and is easily tracked by ACA members through their ACA individualized professional development portfolio. The number of CECs requested normally reflects the number of total contact hours that are non-overlapping formal education sessions that can be attended by the participant that deal with the camp industry or the camp experience. These do not include breaks, business meetings, etc.

Categories of ACA Educational Endorsement

Programs submitted for educational endorsement must fall into one of the following categories.

- Online Courses and Webinars
 - Running time (combined) under 2 hours = \$100 educational endorsement fee
 - Each additional hour = \$50 educational endorsement fee
- Face-to-Face Conferences/Events
 - One-day conference/event = \$100 educational endorsement fee
 - Two-day conference/event = \$150 educational endorsement fee
 - Three-or-more-day conference/event = \$250 educational endorsement fee

Preparing and Submitting Your Application

- **Step 1:** Complete the ACA Application for Educational Endorsement. Separate applications are required for each program.
- **Step 2:** Become an ACA Business Affiliate. See guideline #7 above.
- **Step 3:** Collect and submit the following items (via email) to ACA at eeapplications@ACAacamps.org.

APPLICANT CHECKLIST

- | | |
|---|---|
| <input type="checkbox"/> "ACA Application for Educational Endorsement" (completed, with official contact person's signature on the application) | 10. Number of continuing educational credits (CECs) requested |
| <input type="checkbox"/> Application fee (see "Categories of Educational Endorsement") | 11. Goals |
| <input type="checkbox"/> Designate ACA Business Affiliate, government entity, or nonprofit | 12. Learner outcomes ("At the end of the session, attendees will..."). Outcomes must be provided for <u>each session</u> for a face-to-face conf/event. |
| <input type="checkbox"/> For in-person programs, hour-by-hour schedule and course/session description(s); for online courses and webinars, all course materials | 13. Description of the evaluation process for the program |
| <input type="checkbox"/> Program information | 14. Description of the marketing/promotion approach for the program (include PR materials: brochure, URL link for online courses and webinars, etc.). Internal document is fine if public version is unavailable. |
| 1. Title | 15. Instructor/presenter bios/qualifications (CV, resume not needed). Must be provided for each instructor/presenter. |
| 2. Dates/Location | 16. Content areas most closely related to your educational program (select no more than two) |
| 3. Contact information for the program organizer | 17. Brief program description ACA can use to promote the program (after educational endorsement is granted) |
| 4. Category | |
| 5. Sponsor | |
| 6. Audience targeted and scope of audiences | |
| 7. Number of contact hrs. (hrs. of educ. content) | |
| 8. Copy of schedule (for face-to-face event) | |
| 9. Number of attendees expected | |



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- **Step 4:** Review your application. (Remember that all applicants must sign the statement at the end of the application. Applications without a signature will not be reviewed.)
- **Step 5:** Allow six weeks for processing. Please be aware that incomplete applications will be returned to the contact person for completion, and the processing time will not begin until the completed application and fee are received.
- **Step 6:** Look for your award letter. Once a program has been approved, the contact person will receive an award letter specifying the approval number for the specific program that was approved and access to the ACA educational endorsement seal.

After Educational Endorsement Is Granted

1. ACA includes approved programs in a listing that appears on the Professional Development Center pages of ACA's Web site at www.acacamps.org/pdc and a listing in the ACA Buyers Guide at www.acacamps.org/vendors. Programs will also be announced in ACA's weekly electronic newsletter and might be referenced on ACA's e-Institute Web page at www.acacamps.org/einstitute.
2. After educational endorsement has been granted, printed materials indicating the program has received ACA Educational Endorsement may contain one of the following statements.

For **programs with the company's name in the title of their program**, the following statement must be included on the front cover of the company's program and website:

"This program has been granted educational endorsement by the American Camp Association's Educational Endorsement Review Committee. Educational Endorsement means that the program has been reviewed by a qualified panel to verify the goals, learner outcomes, presenter qualifications, and evaluation requirements are relevant for this educational program. Continuing education credits (CECs) are available for this endorsed program. Participants completing this program and requesting CECs must petition the appropriate certifying body regarding acceptance of these CECs. ACA's educational endorsement of this program does not imply endorsement of the sponsoring organization's products/services."

For **programs resulting in a certification** (offered by the sponsoring organization), the following statement must be included on the front cover of any promotional materials/brochures once the program has received formal approval:

"This program has been granted educational endorsement by the American Camp Association's Educational Endorsement Review Committee. Educational Endorsement means that the program has been reviewed by a qualified panel to verify the goals, learner outcomes, presenter qualifications, and evaluation requirements are relevant for this educational program. Continuing education credits (CECs) are available for this endorsed program. Participants completing this program and requesting CECs must petition the appropriate certifying body regarding acceptance of these CECs. This recognition does not reflect endorsement of the sponsoring organization, certifications, or products."

All other programs other than those described above:

"This program has been granted educational endorsement by the American Camp Association's Educational Endorsement Review Committee. Educational Endorsement means that the program has been reviewed by a qualified panel to verify the goals, learner outcomes, presenter qualifications, and evaluation requirements are relevant for this educational program. Continuing education credits (CECs) are available for this endorsed program. Participants completing this program and requesting CECs must petition the appropriate certifying body regarding acceptance of these CECs."



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3. Expectations of Program “Organizers”:
 - a. The contact person for an entity whose program receives ACA educational endorsement is called an “Organizer.”
 - b. When major changes to the program occur (e.g., a featured speaker cancels and is replaced), the Organizer should submit the following in writing to the ACA office within 15 days: (a) description of any program changes from the original application and (b) description of any expected problems/concerns in program implementation.
 - c. To maintain the integrity of ACA educational endorsement, ACA has an evaluation process in which participants are asked to complete an online survey to assess the quality of approved programs. Organizers should send all participants the evaluation link via email. (Note: A specially designed URL, via SurveyMonkey, will be sent to the Organizer after program approval.) The Organizer may develop an additional evaluation form for his/her organizational purposes, but these results do not need to be shared with ACA. ACA will share the results of the Survey Monkey evaluation with the Organizer upon request.
 - d. Organizers are responsible for securing e-mail addresses of attendees in order to send ACA’s online evaluation link. Attendees will be given the opportunity to opt-in for ACA email updates. The evaluation link will only be available for two weeks post-meeting. The Organizer is responsible for urging all attendees to complete the evaluation.

Have questions about ACA’s Educational Endorsement Program? Email us at eep@acacamps.org.