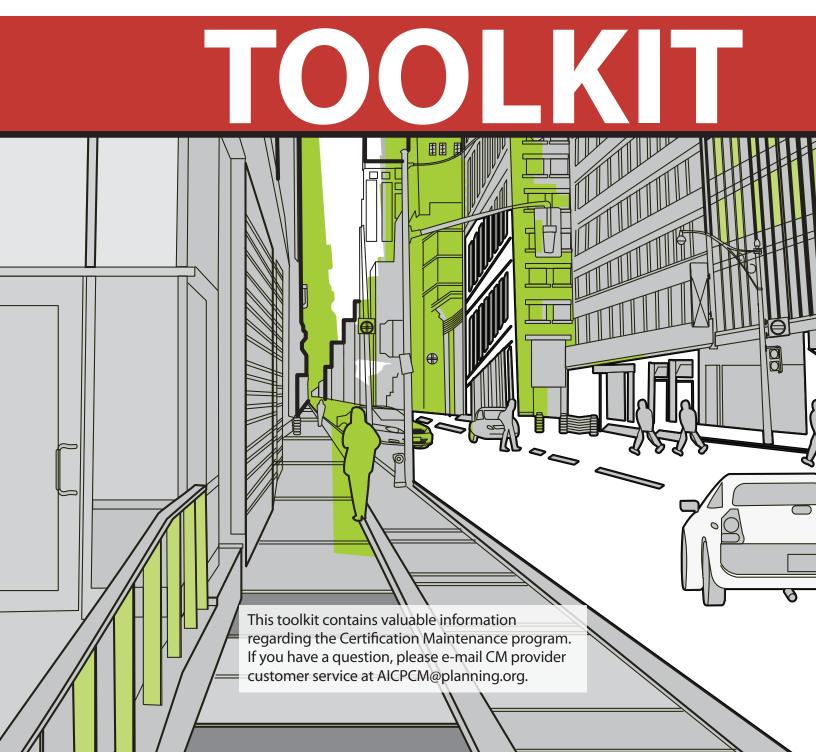**APA**
AICP

The American Planning Association's
Professional Institute
**American Institute
of Certified Planners**

Making Great Communities Happen

Information for
Certification Maintenance Providers

TOOLKIT

This toolkit contains valuable information regarding the Certification Maintenance program. If you have a question, please e-mail CM provider customer service at AICPCM@planning.org.

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GENERAL INFORMATION

American Planning Association

The American Planning Association (APA) brings together thousands of people—practicing planners, citizens, elected officials—dedicated to making great communities happen. APA is a nonprofit public interest and education organization committed to urban, suburban, regional, and rural planning. APA's professional institute—the American Institute of Certified Planners (AICP)—provides leadership in professional development, ethics, and the standards of planning practice.

American Planning Association
American Institute of Certified Planners
205 N. Michigan Ave., Ste. 1200
Chicago, IL 60601
(p) 312-431-9100
(f) 312-786-6700

1030 15th St., NW, Ste. 750W
Washington, D.C. 20005
(p) 202-872-0611
(f) 202-872-0643

aicpcm@planning.org
www.planning.org

AICP Certified Planners

AICP certified planners are members of APA's professional institute, AICP. More than 16,000 individuals have demonstrated a commitment to high standards of professional practice and a mastery of theories and tools of planning. To become certified, an APA member must meet requirements for education and experience, pass the AICP Comprehensive Planning Examination, and pledge to uphold ethical standards and engage in ongoing professional development. The AICP Code of Ethics and Professional Conduct helps certified planners uphold those ethical standards. AICP's Certification Maintenance program helps certified planners earn 32 hours of professional development every two years.

Details about the AICP Code of Ethics and Professional Conduct are at
www.planning.org/ethics/ethicscode.htm.

Details about the Certification Maintenance program are at **www.planning.org/cm**.

PROGRAM OVERVIEW

What is Certification Maintenance?

Beginning on January 1, 2008, all AICP members are required to engage in mandatory continuing education to maintain their AICP credential. AICP members must earn 32 Certification Maintenance (CM) credits, including 1.5 credits in both ethics and law, every two years.

The Certification Maintenance program links certified planners to education and training opportunities so they may earn those mandatory credits and remain current with the latest trends, technologies, and best practices.

What are CM Providers?

Certification Maintenance (CM) Providers are organizations approved by the AICP/APA to provide continuing education activities and events for CM credits. All education providers, including APA and its chapters and divisions, must apply to become CM providers.

APA/AICP markets all CM-approved activities through its online **CM Search**. Approved organizations are also included in the online directory of **CM providers**. It's an opportunity to reach 16,000 professional planners who are looking for professional development activities such as conferences, workshops, lectures, or web-based training (i.e., online courses, webcasts, podcasts, etc.)

Who is eligible to be a CM Provider?

Any organization that provides educational activities or products for professional planners can become a CM provider. These include (but are not limited to):
- APA Chapters and Divisions
- Nonprofit organizations
- Professional training services
- Government entities
- Private firms or companies
- Universities and academic institutions

What are the benefits of becoming a CM Provider?

Some benefits of being a CM provider include:
- Advertise your training on APA's website viewed by more than 16,000 AICP members
- Inclusion in the online directory of registered CM providers
- Use of the CM logo in marketing and promotional materials
- Password access to online services, templates, provider dashboard, feedback from attendees offered through our automated event, and speaker rating mechanism
- Partnership opportunities with APA and its Chapters and Divisions
- Increased attendance at your educational events
- Ability to enter your non-CM eligible events—such as training for planning commissioners or the public—for promotion on the APA website as long as certain criteria are met

Provider Commitments

To ensure the quality of CM education for our certified planners, all organizations agree to uphold the following:

1. Providers shall provide all services competently. Providers shall not discriminate in the delivery of continuing educational activities or the conduct of research and scholarly courses on the basis of race or ethnicity, gender, age, religion, national origin, sexual orientation, or disability.

2. Providers shall not misrepresent the credentials of presenters, assistants, or personnel and shall inform those that are involved in the educational activities of the name of persons providing services.

3. Providers shall limit statements advertising, announcing, or marketing professional services or product promotion during the educational activity. A brief statement either at the beginning or end of the activity is permissible.

4. Providers shall ensure that their speakers reference the source when using other persons' ideas, research, courses, or products in written, oral, or any media presentation or summary.

5. Providers shall adhere to prevailing professional standards when referencing other professional entities, research results, and products.

6. Providers shall not demean any other provider and manufacturer by advertising, announcing, or marketing in any manner.

7. Providers shall not engage in dishonesty, fraud, deceit, or misrepresentation or any form of conduct that adversely reflects on the AICP CM provider system or on the profession of other manufacturers or AICP CM providers.

8. Providers shall ensure that information collected from AICP members shall be secure from unauthorized use.

9. Providers shall notify participants of any changes to the details of the event if it's been changed from what was entered into and approved in the CM system.

10. Providers shall follow the following **partnership guidelines:**

> Providers are not allowed to share their assigned Provider Account Number with other agencies, firms, companies, organizations or individuals who are not approved by AICP CM to provide courses. AICP CM provider account numbers and approved status are solely for the purpose of providing high-quality continuing education to AICP members. By allowing others to use your provider number, the quality of the education provided is compromised.

> An approved CM provider may be considered a primary partner in a program if the following conditions are met:
> - CM provider has contributed at least one-third of the total direct costs of the program (not including consumables such as food and beverages) **OR** the activity is principally marketed under the registered provider's brand**;**
> - CM provider has contributed significantly to the development of the program (e.g., topic and speaker identification)**;**
> - CM provider has participated in the marketing of the program; **and**
> - Primary providers receive economic benefits commensurate with their financial and in-kind contributions.

BECOMING A CM PROVIDER

There are four steps to become a registered CM provider:
1. Submit a completed **online application**
2. Select a **payment plan**
3. Be approved by AICP
4. Purchase a **payment plan**

STEP 1: Submit a Completed Online Application.

The questions in the **provider application** explore your organization's ability to meet CM standards, which include relevance to planners and quality of delivery through:

- Topics
- Learning objectives
- Evaluation
- Participant Feedback
- Expert Speakers

STEP 2: Select a Payment Plan

Selecting the right **payment plan** is an important consideration in becoming a CM Provider. Please think carefully about what works best for your organization's educational needs. Please contact **AICPCM@planning.org** if you have any questions on choosing the right payment plan. Note: All provider plans are non-refundable. Ad-hoc provider plans may be upgraded to the annual unlimited plan at any time.

There are two payment plan types: Per-Credit and Annual Unlimited.

The Annual Unlimited payment plan is organized by organization type and size. An addition benefit of the Annual Unlimited plan is the $95 sub-group fee. Providers who purchased an Annual Unlimited plan and have "departments" or sub-groups within their organizational structure may choose to purchase a separate provider number for an additional $95 fee per sub-group. This allows each sub-group to share registration powers under one Annual Unlimited payment plan rather than being required to purchase individual Annual Unlimited payment plans. This option is limited to sub-groups that share either the same Tax ID (e.g., a planning firm with several locations, a division within an organization, a campus or department within a university, etc.) or fit within a governmental structure that recognizes a similar status (e.g., municipal departments or agencies).

To facilitate the payment process the plan selected will pre-populate into the new provider dashboard. All payment plans are active for a period of one year (January– December) regardless of when you become an approved provider. Details about the payment plan options and pricing are available at **www.planning.org/cm/activities/payment/**.

STEP 3: Be Approved by AICP

Provider applications are accepted for review at any time. The provider administrator is notified via email of the acceptance or deferral within 10 business days of application receipt. Each October, APA will send a communication to providers as a reminder to register for the upcoming calendar year.

If AICP defers an application, we will notify the administrator of the specific reasons and invite a revised application that addresses those concerns. The duration of the approval period will be based on the provider's registration history.

Please refer to the following chart. Note: For an organization that never has been a registered CM provider, the "Period as a Registered CM Provider" is "New." For a current or former registered CM provider, the "Period as a Registered CM Provider" began the year the organization was first registered.

Period as a Registered CM Provider	Length of Provider Approval Period
New– 2 years	2 years
3– 4 years	3 years
Five or more years	4 years

Approval periods expire on December 31 of the associated year (please refer to the chart above). Provider fees are due annually, every January 1. Each October, APA will send a communication to providers as a reminder to register for the upcoming calendar year.

STEP 4: Purchase Payment Plan

Once the provider application is approved, a provider will remain approved for a period of two, three, or four years. A copy of the approved application will be available on the CM Provider Dashboard.

Credit card and check are accepted forms of payment.

If paying by check, please mail payment to:

> American Planning Association
> CM Provider
> Lock Box 4291
> Carol Stream, IL 60197-4291

CM PROVIDER DASHBOARD

The **CM Provider Dashboard** is where you access your CM account. It includes the following types of information:

- Organization's administrators, description, and last 4 digits of tax ID number
- Approval period information and approved application
- Payment plan information
- Event history, event and speaker ratings and comments, and event number

It is also where you manage your account and events.

Manage Your Account

The dashboard has the following functionality to assist you in managing your account:
- Administrators. You can add or delete administrator information
- Organization description. You can edit the description
- Application. Deferred applications may be edited and submitted from the dashboard. Approved application will be available for use as a starting point for future use.
- Fee Renewal. Link to renew your payment plan

Manage Events

Status indicators on the Provider Dashboard are meant to assist you in managing your CM events. Your event will be tagged with the following labels, depending on its status. See page 10 for instructions on entering an event.

Cancelled
This event has been cancelled and has been removed from the **CM Search**.

Not Entered
This event has not yet been entered for CM review. If you wish to remove from your dashboard, please send an email to the APA staff at **AICPCM@planning.org** and provide the associated event ID number and title, in the subject "request to delete event from my dashboard."

Entered
This event has been entered and is displayed as CM-approved on the **CM Search**. Entered events may be edited from your CM Provider Dashboard.

Making a Change to Your Event

CM providers may make changes to events that have been successfully entered. If you are canceling your entered event **after** the event date, you must request any changes by contacting APA staff at **AICPCM@planning.org**.

Note: Please re-enter a repeat event (an event held on more than one occasion or location) as a new separate event in the CM system by using the relist option on the event type options page. A dropdown list of your events will appear. Select the event you wish to repeat—the system will make a copy for you to edit and enter, leaving the original event unchanged.

Speaker Status

You may change a speaker's status from "invited" to "confirmed" in your dashboard.

CM EVENTS

Once you become an approved provider and purchased your payment plan, you may begin entering and publishing events to the APA website. As an approved provider you are committed to ensuring that all events entered into the CM system uphold **CM policies**.

All activities offering CM credit must be entered and published by the provider in order for attendees to their log CM credits for participation.

How CM Credits Are Measured

CM credits are measured in contact hours, so that 30 minutes of instructional time equals 30 minutes of CM credit (e.g., 30 minutes contact = 0.5 CM credits; 1.0 contact hours = 1.0 CM credits). An event must be at least 30 minutes in duration to be eligible for CM credit.

Non-instructional activities or breaks (i.e. bathroom breaks, etc.) cannot be included toward the contact hour(s) and should be discounted from your CM credits. Only instructional time is eligible for CM credit:

- Travel time for mobile workshops and tours will not count unless facilitated instruction is taking place on the trip.
- Time for participants to move between sessions should be taken into account when developing the event schedule and requesting CM credits.
- Award ceremonies that convey educational content or best practices (i.e., live explanations, PowerPoint slides, or video) are eligible for CM credit.
- Time spent watching a film is eligible for CM credit, as long as the content meets the **CM criteria**.
- Facilitated book discussions are eligible and must meet the CM eligibility. Credit should not be given for reading the book, only the amount of time spent in the facilitated discussion.
- Credentialing exam preparation activities do not count for CM credit (e.g., architectural registration, LEED ND, and AICP).

Entering an Event

Events must meet standards of delivery and administration. Events qualifying for CM credit:
- Events are led by one or more subject matter experts. An expert is defined by AICP as a professional who has made a contribution to the profession through practice, teaching, research or publications; completed works that proclaim individuality and mastery of the principles of planning and whose work demonstrates outstanding quality and professionalism.
- Use learning methodologies and formats that are appropriate to the event's educational purpose or objectives.
- Do not include proprietary information. Materials used during the CM credit portion of the event must be solely for educational purposes.
- Are at least 30 minutes in duration.
- Are timed in a manner that is consistent with the time for which the event was registered (i.e., an event lasting 75 minutes = 1.25 CM credits, an event lasting 90 minutes = 1.5 CM credits).
- Include an announcement notifying AICP members that their attendance is required for the duration of the event in order to receive CM credit.
- Remain unbiased and non-promotional in nature. Note: An organization's services or products may be discussed prior to or after the completion of the CM credit portion of the event.
- Include an **attendance log** and **event evaluation**—administered by the provider and completed by AICP member registrants.

STEP 1: Determine Event Type

When entering your CM event, be sure to select the proper type of event:

Single Event
A single event is a live in person or live online event held one time on a specific date. Single events include workshops, lectures, symposiums, or webinars and webcasts. The participant and instructor are participating at the same time, and participants cannot choose among multiple activities. All participants at a single event attend the same activities and earn the same number of credits.

Multi-Part Event
A multi-part event is defined as a live event with multiple activities, such as a conference with several sessions or multiple registration options. Participants at a multi-part event choose between a variety of activities and a portion of the event and individual participants may earn different numbers of credits.

Note: If you choose this type, you will be asked to enter information for each of the individual activities available at the event that you would like to offer CM credit. The event will appear once on APA's online **CM Search**; the individual activities will appear on the event's detail page.

On-Demand Education
Providers may seek CM credit for recorded educational products. The recorded products for CM credit allow the flexibility of quality training anytime and anywhere. The provider must include a link to the materials (i.e., PowerPoint, PDF presentation, survey, etc.) for this CM eligible product. APA National does not post materials or recordings to its website for registered providers.

On-demand education has additional criteria for CM eligibility. Please consider the following learning objectives before entering your product:
1. What evaluation tools are used to measure the efficacy of the event and speakers? How are those tools used to help make necessary changes to the content and delivery of the event?
2. How does the event integrate methods by which the learner acts upon the information and knowledge that has been imparted (e.g., asking questions of the course instructor(s), writing an essay, taking a test or quiz, completing a project assignment, etc.)?
3. How does the product use multiple methods of learning? Methods of learning include:
   - Text or course outline of course content
   - Plans
   - Photographs of case studies
   - Relevant graphics or other visuals
   - Audio lectures linked to PowerPoint presentation
   - Supplemental reading materials

Demonstrating acquisition of content
All CM-eligible activities must contain a mechanism for gauging acquisition of content. Methods will vary with the format of each activity, but some methods that have worked in the past are:
- Multiple choice tests
- Essays
- A question-and-answer forum
- Online discussion board
- Additional methods, as justified by the CM Provider

Copyright and reproduction permission
Course instructors will acknowledge the source of all materials. If the materials are owned by the instructor, this will be stated in the program. All other images, photographs, reading materials, handouts, etc. will each be

acknowledged in the materials. The CM provider will keep copies of all copyright and reproduction permissions and provide them upon request to the APA staff during a CM review. The provider will also obtain a copyright agreement from the course instructor(s) and make them available to APA staff.

STEP 2: Event Development

- *Use the **CM template for gathering information***. Filling out the template saves time and ensures you gather the proper information.
- *Ensure the substantive content of the event is complete.* Once an event is entered and published on the APA website, the substantial content of the event cannot be altered. If substantial changes in content are made, the event must be entered as a new event—and the original event should be updated as canceled.
- *Select an evaluation mechanism.* CM providers are required to use evaluation mechanisms to assess each event or activity's quality and relevance to its purpose or objectives. **Click here** for a sample.
- *Select a **mechanism for recording attendance***. Each CM event must include a mechanism of recording attendance for each AICP member, such as a registration list of attendees or a sign-in sheet. APA will conduct a review of provider records at the end of your approval period. If your event (e.g. conference) has several activities, one registration list will suffice— or example, providers are not required to have sign-in sheets at each session, but should retain a master list of all registrants.
- *Maintain verification records for two years.* Should the providers be audited, they will need to produce participant sign-in information. **Click here** for a sample sign-in sheet.
- *Register your event **early***. See **page 10** for instructions on entering a CM event.
- *Promote your event.* See **page 19** for instructions on branding and publicizing a CM event. Please remember to enter your event early. Branding cannot be used in promotions unless the event has been entered.

STEP 3: Content Considerations

CM Eligibility Criteria
When asked to describe the event or activity please address the following:

1. How will the event offer a professionally relevant learning experience for a planner (e.g., for a planner with at least 4 years of experience after earning a 2-year master's degree)?
2. How does this event meet a specific-planning related training objective?
3. What are the specific training objectives and how does your event meet them?

Non-CM Event Promotion
Special benefit for approved providers—you may enter your non-CM eligible events for promotion on the APA website as long as the following criteria are met:

1. You have an active provider registration for the calendar year the event is held
2. Education must include one of the following target audiences:
   a. Emerging Professionals: Planning education that does meet the educational level of a certified planner
   b. Public Education: More basic than at a professional level for a certified planner.
   c. Planning Commission and Official Education: More basic than at a professional level for a certified planner.

Speaker Information
At least one speaker is required to enter an event. To add speakers to an event, use the search field to find their name. If you cannot find the name, select "add new contact" to create a temporary record. New speakers will

receive an invitation email requesting additional information, including their bio. Providers no longer are responsible for entering speaker bios. Providers may mark speakers as invited or confirmed.

Law and Ethics

Ethics
Activities offering CM ethics credit must focus on training planners on the standards of ethical behavior according to the AICP Code of Ethics and Professional Conduct. While general ethics courses, local ethics laws, and ethics codes from other professions can introduce relevant issues as well, the AICP Code focuses on a system of moral principles specific to professional planners. This may be accomplished using a variety of formats and techniques, including those presented in the **APA Ethics Toolkit**.

As a rule of thumb, ethics sessions should elicit self-reflection from participants and prompt them to consider how they might react to a situation or scenario. Ethics scenarios are rarely "cut and dried," and the most effective ethics sessions challenge participants to view a situation from a variety of perspectives, taking into consideration several variables.

Because the Certification Maintenance program requires 1.5 credits of ethics per reporting period, when planning ethics session, consider offerings of at least 90 minutes. This consideration would be appreciated by AICP attendees, so that one session is all that is needed to meet the requirement.

If an ethics session includes breakout groups, to receive CM ethics credit, each breakout group must be facilitated by a presenter experienced with the code who is prepared to guide the group and speak authoritatively on the topic of ethics. Group size should remain relatively small, and therefore, facilitated breakout sessions may be difficult to conduct in very large groups. Given logistics, a session that includes breakout groups must subtract 15 minutes from the length of the session in calculating the CM credit. For example, in order for a session that includes breakout groups to deliver 1.5 CM credits, the session must last 105 minutes.

A session can qualify even if it focuses on aspirational principles (or other parts of the code) rather than rules of conduct. Ethics sessions are not required to cover the code comprehensively (and probably shouldn't try, unless they are a longer format) but should focus on some aspects of it and get into more depth.

To what extent does a session have to deal with specifically planning issues to qualify? It should have a significant focus on relevant examples of ethical behavior, based on the principles described in the Code of Ethics. Ethics training for elected or appointed officials is not eligible for CM credit.

Organizers should use the **Ethics in Planning: A Toolkit for Conducting Ethics Sessions** as a reference to craft a training that best meets the size, goals and learning styles of their audience.

Law
Providers must demonstrate that the content of the activity is related to planning law, such as environmental law, land use law, redevelopment law, administrative law, housing law, etc. Activities submitted for law-credit CM approval must be closely related to **recently** enacted planning laws or **recent** (recent is defined as within the last 10 years) case decisions or trend in existing planning laws or case decisions. Training on law must constitute a majority of the content of the activity.

Short, Timed Presentation Sessions
These presentations are short—often 6 or 7 minutes—and are accompanied by a timed set of slides—often 20-25 slides. The format encourages presenters to be concise and creative, and to offer a perspective or insight on planning that may depart from a traditional presentation in panel session.

To obtain CM credit for these sessions:
1. Must meet the CM Eligibility Criteria
2. Topical themes must be organized in 30-, 60-, 90- or 120-minute modules (e.g., "Retrofitting Suburbia" or "Public Engagement").

Unconference Event or Activity for CM Credit
The following are guidelines for events and activities seeking CM credit for an "unconference" type of format.

Recommendations, But Not Requirements
*   Social Media: Website and pre-event solicitation of ideas; Twitter, blogging, and a forum can all enhance the experience.
*   Ignite Talks: Also called Lightning Sessions can be used to kick off the event and inspire thinking about the issues; experienced speakers from allied fields (i.e. technology) as well as engaged planners can make good presenters.

Requirements
AICP defines an unconference as: a participatory event in which attendees learn by shaping and leading the event as well as exchanging ideas with other individuals who have an earnest interest in the topic. Unconferences are eligible for CM credit as long as they:
*   Meet the CM eligibility criteria.
*   Maintain the CM standards of delivery.
*   Are focused on one topic.
*   Have an event theme. Must have some boundaries or departure point such as "transforming transportation."
*   Engage an expert facilitator. An expert facilitator who fits the AICP expert definition that is a person defined as an individual who has contributed to the field of planning through practice, teaching, research or publications; has completed work that exhibits a mastery of the principles of planning; and whose work demonstrates a commitment to outstanding quality and professionalism.
*   Enable active participation from attendees.
*   Constitute a full or half day. The event should be no less than 3 hours and can be as long as 8 hours.
*   Are peer-developed and driven.
*   Have topics selected by those who attend.
*   Are planned in advance. The general format must be decided in advance and some structure created so the event transpires in a meaningful way.
*   *Please note: Only portions of these events are eligible for CM. Examples of non-instructional activities, ineligible for CM credit include: Breaks, lunch, panel selection, and welcome/orientation.*

Example of Schedule
9:30 a.m. – 4:30 p.m. = CM 4.0

Welcome and Orientation (no CM)
9:30-9:45 a.m.

Ignite Talks (CM)
9:45-10:15 a.m.

Panel Picking (no CM)
10:15-10:45 a.m.

Coffee Break (no CM)
10:45-11:00 a.m.

Table Time A (CM)
11:00-11:45 a.m.

Table Time B (CM)
11:45 a.m.-12:30 p.m.

Lunch (no CM)
12:30-1:30 p.m.

Table Time C (CM)
1:30-2:15 p.m.

Table Time D (CM)
2:15-3:00 p.m.

Coffee Talk (no CM)
3:00-4:00 p.m.

Wrap-up (CM)
4:00-4:30 p.m.

STEP 4: Publishing an Event

Use the following Visual Tips to learn more about the new features of event publishing.

Visual Tips: Entering an Event

Beginning in October 2015, all events entered by approved CM providers will appear on the CM Search webpages immediately without additional review by APA staff.

The event entry form is a single webpage. Below, it's broken into three pieces to offer tips for filling out the form and to highlight new features.

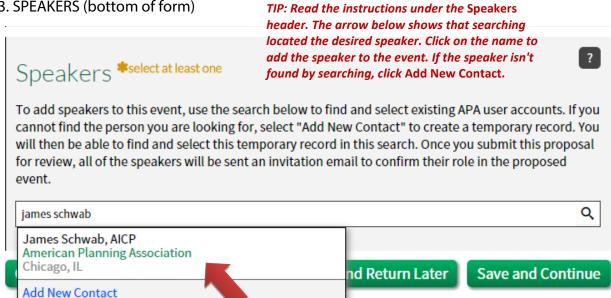1. BASIC EVENT INFORMATION (top of event submission form)

2. DESCRIPTION OF EVENT (middle of event submission form)

General Description *

File ▾ Edit ▾ Insert ▾ View ▾ Format ▾ Tools ▾

↶ ↷ Formats ▾ **B** *I* ≡ ≡ ≡ ≡ 🔗 🔗 🖼 ‹› ¶ 👁

TIP: Use the buttons and menus above to format the text of your description to make it more readable. The buttons should look familiar from word processing and other programs.

Copy and paste your text from a document or type it directly here.

Use the "eye" button (circled above) to preview how your description will look before it's posted in the live CM Search pages on the website.

p

3. SPEAKERS (bottom of form)

TIP: Read the instructions under the Speakers header. The arrow below shows that searching located the desired speaker. Click on the name to add the speaker to the event. If the speaker isn't found by searching, click Add New Contact.

Speakers *select at least one

To add speakers to this event, use the search below to find and select existing APA user accounts. If you cannot find the person you are looking for, select "Add New Contact" to create a temporary record. You will then be able to find and select this temporary record in this search. Once you submit this proposal for review, all of the speakers will be sent an invitation email to confirm their role in the proposed event.

james schwab   🔍

James Schwab, AICP
American Planning Association
Chicago, IL

Add New Contact

nd Return Later   Save and Continue

Visual Tips: Provider Dashboard

1. Basic Provider Information

CM Provider Dashboard

City of Flagstaff Planning Division

Administrators

Contact Name			🔍
Name	**Company**	**Location**	
Daniel Folke, AICP	City of Flagstaff	Flagstaff, AZ	remove

Provider Description

Edit Description

TIP: Manage administrators and provider description here. The description will appear in your provider profile online.

2. Provider Status and "Add an Event" Buttons

Provider Applications

Your 2016 application is **Approved**

Unlimited Registration Packages

You are linked to the following partner organizations based on your EIN number.

APA Urban Design & Preservation Division
APA Economic Development Division
APA Environment, Natural Resources, & Energy Division
APA Sustainable Communit. Division
APA Technology Division
APA County Planning Division
Small Town and Rural Planning Division APA
APA Regional & Intergovernmental Planning Division
APA Planning & the Black Community Division
APA Federal Planning Division
APA Planning & Law Division
APA International Division
APA Planning and Women Division
APA Private Practice Division
APA Transportation Planning Division
APA New Urbanism Division
APA Latinos and Planning Division

New Single Event - Live In Person
A single, live in person event is held from a specific location, one-time on a specific date. Single events include workshops, lectures, symposiums, or webinars, and webcasts. The participant and instructor are participating at the same time and participants cannot choose among multiple activities. All participants at a single event attend the same activities and earn the same number of credits. If your event is designed for attendees to choose between a variety of activities and a portion of the event, you should consider the "multipart" event option. >

New Single Event - Live Online
A single, live online event is held one-time on a specific date, and follows the same definition as a single in person event. >

New Multipart Event
A multi-part event is defined as a live event with multiple activities, such as a conference with several sessions or multiple registration options. Participants at a multi-part event choose between a variety of activities and a portion of the event and individual participants may earn different numbers of credits. >

New On-Demand Course
Providers may enter CM credit for recorded educational products – such as webinars, podcasts, etc. The recorded products for CM credit allow the flexibility of quality training anytime and anywhere. The provider must include a link to the materials (i.e. PowerPoint, PDF presentation, survey, etc.) for this CM eligible product. APA National does not post materials >

TIP: View your provider status and add new events. There are now four distinct event types from which to choose.

View a list of partner organizations if any are linked to your EIN.

3. View and Manage Entered Events

By Time	By Type			
Current Year and Forward ▾	All ▾	Filter		
Event	All		**Type**	**Status**
#3032831	Multipart Event		Single	✔Entered
Do-It-Yourself Program: Effectiv	Single Event	cating With the Planning	Event	
Commission	Activity			
Wednesday, November 4, 2015, 9 p.m.	On Demand			
Edit Cancel				

TIP: Use the By Time and By Type filters to locate and manage your events.

Certification Maintenance (CM) credit assigned to an educational program means AICP recognizes that the CM Provider has committed to meet CM criteria for length, subject matter, and instructors. Program descriptions and details are the responsibility of the programs' providers, and APA is not responsible for the content.

STEP 5: During the Event

- *Keep a registration log.* Maintain paper or electronic copies of event registration.
- *Distribute and collect event evaluations.* Remember to obtain an evaluation from each participant.
- *Notify your attendees on how to claim CM credits and add to their online event log.* AICP members are responsible for logging their CM credits and managing their own CM logs. CM staff recommends you provide instructions for logging CM credits at your event, to minimize questions at a later date. Some providers have found success by distributing the following instructions, either in the event program or printed on slips of paper at a CM sign in table:

> Please visit the Certification Maintenance section of APA's website, **Certification Maintenance** webpage to claim your credits. You may use the following steps:
>
> (1) Log in using your ID# and password.
>
> (2) Select View my CM log.
>
> (3) Select Add CM-Registered Credits.
>
> (4) Using the **CM Search** option, type in the name of the event or event number (e.g. 21064) and click "**Go**".
> *Please note: If searching for an event by **Provider**, use the search option, type in the name of the provider and click "**Go**". From the results below, select by clicking on the name of the provider.*
>
> (5) From the results below, find your event and select "Add to My Log." If this is a multi-part event, you will have the option to select from a list of activity sessions.
>
> (6) Please rate the event, add a comment (optional), and click on the Ethics statement and check the box to confirm. *Note: you should see a message indicating the CM reporting period year that you are logging.*
>
> (7) Click submit and the CM credits should appear in your CM log.
>
> If you have any further questions or experience an issue reporting your CM credits, please contact a CM customer service associate at: **AICPCM@planning.org**.

STEP 6: Following the Event

- *Maintain the registration log and evaluations for two years.* CM staff may occasionally conduct a provider review. Copies of evaluations and final programs will be requested.
- *Check your **provider dashboard**.* The provider dashboard allows you to see member ratings and comments about your events and activities.

MARKETING, BRANDING, PROMOTION

On behalf of all AICP members, thank you for your participation and your commitment to advancing the planning profession. We have prepared the following resources to help you get the word out about your CM-approved event.

CM Search

We continue to ensure that all members are aware of the potential for earning credits by listing CM-approved events on our electronic CM Search. Here, you can search for events by date, topic, location, event number and registered provider. The event listings include the total approved CM credit, description of the event, speaker name and bio, as well as a link to your organization website.

Online Provider Directory

The CM **provider directory** is dedicated to listing all of your CM activities. Searcy by organization name to find your profile.

CM Graphic Tool Kit

We have created a CM Graphic Tool Kit to assist registered providers in promoting CM-approved educational activities. All providers are encouraged to market their events as CM-approved both prior to and during the event. We recommend use of the CM parent mark to indicate to AICP members that your program offers CM credits in your event brochure, website and other communications.

Please visit **www.planning.org/cm/activities/tools/** to download the **CM Graphic Toolkit**.

To request CM logos, please contact Alisa Moore, CM Coordinator, at **amoore@planning.org**.

APA e-Newsletter

APA Interact is the member e-newsletter of the American Planning Association and its professional institute, the American Institute of Certified Planners. Once per week, it offers APA news, educational opportunities, resources and listings of new CM providers, upcoming CM activities, tips of the month, and updates on the Certification Maintenance program.