



Medical College of Georgia

Academic, Research, and
Student Affairs
Policy Library

Continuing Education Enduring Materials Policy

Policy 5.09

Volume 5 Continuing Education
Chapter 09 Continuing Education:

Enduring Materials Policy

Responsible Office: Continuing
Education

Originally issued: 2001

Revised: August 2007

Policy Statement

Enduring materials, defined as printed, recorded, or computer-assisted instruction used over time, are subject to the same policies and procedures as live Continuing Education activities. Additional information or materials, as outlined in this policy, must be with the additional requirements as outlined in this policy of the following requirements that must be delivered to participants prior to their engaging in the learning activity.

Reason For Policy

The Division of Continuing Education is controlled by accrediting organizations that require specific planning, delivery, and independence protocols for enduring materials. Medical College of Georgia's Division of Continuing Education must adhere to these protocols to maintain accreditation.

Entities Affected By This Policy

All continuing education course directors, course planning committees, course faculty, commercial supporters (sponsors, grantors, and exhibitors), course participants, and university administrators are covered by these policies.

Who Should Read This Policy

This policy should be read by continuing education course directors, course planning committees, course faculty, commercial supporters, and university administrators.

Contacts

Contact	Phone	e-mail/URL
Director, Continuing Education	706-721-3967	http://www.mcg.edu/ce/
Senior Conference Coordinator	706-721-3967	http://www.mcg.edu/ce/med.html
Assistant Conference Coordinator for Medicine	706-721-3967	http://www.mcg.edu/ce/med.html
Dental Conference Coordinator	706-721-3967	http://www.mcg.edu/ce/dental.html
Assistant Conference Coordinator for Dentistry	706-721-3967	http://www.mcg.edu/ce/dental.html
Nursing/Allied Health Conference Coordinator	706-721-3967	http://www.mcg.edu/ce/

Website Address For This Policy

<http://www.mcg.edu/aaffairs/policies/pdfs/p509.pdf>

Definitions

These definitions apply to these terms as they are used in this policy.

Enduring materials Printed, recorded, or computer-assisted instruction used over time.

Overview

The Division of Continuing Education is required by its accrediting bodies to ensure that enduring materials offered for continuing education credit meet the same requirements as live Continuing Education activities as set forth by the applicable governing body. In addition, the following material and information must be delivered to participants prior to their engaging in the learning activity:

- Principal faculty and their credentials.
- Medium or combination of media used.
- Method of participation by the healthcare professional in the learning process.
- Estimated time to complete the educational activity (same as the number of credit hours designated).
- Dates of original release and the most recent review or update.
- Termination date (date after which enduring material is no longer certified for credit).
- Acknowledgment of commercial support (only at the beginning of the enduring material; no trade name or product-group message).

All enduring materials must be reviewed at least once every three (3) years, or more frequently if indicated by new scientific developments. A commercial interest or its representatives shall not provide enduring materials to learners.

Process/Procedures

Educational activities classified as enduring materials fall under the same accreditation guidelines as live activities awarding credit. Collectively, the Division of Continuing Education and the activity author(s) will:

- Assess concept of potential activity and make recommendations for credit awards.
- Analyze market need and marketing potential.
- Assess existing course content, development, or revision requirements.
- Assist in the development or revision of content.
- Provide a pre-program cost analysis.
- Generate and distribute marketing materials to the target audience.
- Register participants and provide continuing education credit.
- Upload the course to an appropriate server.
- Administer and maintain activity with input and assistance from the author.
- Manage all customer service inquiries.
- Assess course effectiveness and make recommendations as appropriate.
- Manage course revenues and expenses and distribute profits according to existing policies.

Responsibilities

The responsibilities each party has in connection with Academic, Research, and Student Affairs Policy 5.09, Continuing Education Enduring Materials Policy, are:

Director of Continuing Education	Provides oversight and ensures compliance with accreditation agencies regarding the guidelines for the production of enduring
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	materials for Continuing Education credit.
Senior Conference Coordinator	Manages planning process to include measures to ensure compliance with accrediting bodies for enduring materials.
Assistant Conference Coordinator for Medicine	Compiles documentation necessary to comply with accreditation requirements for enduring materials.
Dental Conference Coordinator	Manages planning process to include measures to ensure compliance with accrediting bodies for enduring materials.
Assistant Conference Coordinator for Dentistry	Compiles documentation necessary to comply with accreditation requirements for enduring materials.
Nursing/Allied Health Conference Coordinator	Manages planning process to include measures to ensure compliance with accrediting bodies for enduring materials.
Assistant Conference Coordinator	Provides management for collection and distribution of materials required in the production of continuing education activities classified as enduring materials.