

# **Frequently Asked Questions**

## **NRECA Certified Cooperative Communicator (CCC) Program**

### ***Continuing Education Requirement***

#### **Updated January 2018**

For more information about the CCC Program, including the continuing education requirement, please contact the CCC Program Staff at NRECA:

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*Q. What is the purpose of the continuing education requirement for CCCs?*

**A.** Communicators/marketers who earned the CCC designation have proved, through the certification process, the quality of their skills and their knowledge of good practices in their field. However, it is essential for communicators to show that their professional skills and knowledge is current. This continuing education requirement was developed to assist CCCs maintain and improve their levels of professional competence.

*Q. Do all CCCs have to earn continuing education units (CEUs) to maintain their status as active CCCs? What about the annual professional fee?*

**A.** No. Only CCCs who earned certification in 2001 and afterward are required to participate in continuing education activities. However, CCCs who earned certification before 2001 may voluntarily participate in CCC continuing education activities. As for the professional fee, all CCCs—regardless of when they earned the certification—must pay the fee, which is currently \$175.

*Q. I was notified in November 2017 that I had become a CCC. What is my timeframe for earning CEUs to remain a CCC in good standing?*

**A.** The CEU requirement is on a calendar-year basis, January 1 through December 31. Any CCC who earned the designation in 2017 will have to earn 1.0 CEUs in 2018 to remain in “good standing” or “active.”

*Q. How many credits do I need to earn every year to maintain my CCC designation? How can I earn them?*

**A.** You need to earn 1.0 CEUs each year. This is the equivalent of 10 hours. You can earn credits in a variety of ways: education, professional activities, and service. Note that CEUs are not awarded retroactively, and credits must be earned during the calendar year. Extra CEUs cannot be carried over to the next year.

*Q. Who determines how many CEUs a CCC continuing education activity is worth?*

**A.** The CCC Program staff, with the CCC Program Board’s guidance and oversight, determines the number of CEUs for activities. The staff and board base their decisions on the standard format used to calculate CEUs (one hour of contact time equals 0.1 CEU, or rather 10 hours equal 1.0 CEU).

*Q. What are some specific examples of CEUs that count toward my certification maintenance?*

A. If you attend a communication seminar with five hours of educational activities (lectures, activities, etc.), you would earn 0.5 CEU. If you take a university-based course in communications/marketing, you would automatically earn your 1.0 CEUs since there is more than 20 hours of contact time for a two-credit or three-credit course. If you are active in professional communication organizations, you can also earn CEUs. Another way is to perform communication activities for a charity or organization in your community. There are many other ways, as well, to earn CEUs.

*Q. Do Spotlight on Excellence Awards count?*

A. Yes, Spotlight Awards (and other awards) count. You can earn up to 1.0 CEU per year for awards; the one exception is winning the Chesnutt Award (part of the Spotlight competition), which is good for automatic recertification.

*Q. I looked at the CCC continuing education policies and procedures guide. What if I am not sure that a seminar or conference will count toward CEUs? For example, I might not attend a conference unless I could apply attendance toward the requirements.*

A. Contact the CCC Program staff who will be able to give you guidance and approval beforehand.

*Q. What is the process for keeping track of CEUs? Do I file my credits and documentation with NRECA?*

A. You are responsible for maintaining and collecting your continuing education documentation. NRECA will randomly select a number of CCCs to provide proof of continuing education. If you are selected for the annual CCC continuing education audit, you will be required to provide proof of education for the previous year by providing one of the following:

- Copy of the certificate you received for attending.
- Receipt showing registration/attendance confirmation.
- Copy of the sign-in sheet with your name clearly visible.
- A verifying email from the instructor.

Use the “CCC Continuing Education Requirement Reporting Form” and attach the necessary supporting documentation. The reporting form and guidelines are on the CCC Program Web page on [www.cooperative.com](http://www.cooperative.com).

*Q. What happens if I do not pay the CCC professional fee for one or more years?*

A. You must pay the annual professional fee to remain an active CCC. If you do not pay the fee for one or more years, you must pay a reactivation fee plus the current year’s fee. In addition, to regain your active CCC status, you must agree to a review of your education and training activities for the previous 12 months. Program staff, with guidance from the CCC Program Board, will consider recertification requirements on an individual basis.

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