

IMPORTANT: If you have questions about a particular activity, you should contact the CCC Program staff at NRECA. Please remember that work you have done may qualify for CEUs! Just because something is not listed below, or is not explained in detail, does not mean it may not be eligible for CEUs. Also, list only the minimum number of activities to meet your 1.0 CEUs each year. You will not receive extra points for work beyond the 1.0 CEUs, and you cannot carry extra CEUs over to the next year.

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

I. Education

A. College Programs

1. College Degree - Automatic recertification for the year for obtaining a bachelor's, Master's or Doctorate degree.
2. Individual courses on a semester basis for credit when the subject matter relates directly to the practice of mass communication and/or marketing communication.

B. Seminars and Continuing Education Programs - Participating in communication, marketing, or public relations organizations; other industry or trade associations; and/or formal electric cooperative training courses that applies to cooperative communications practice (e.g., professional development programs, formal on-line study courses, national conferences, regional programs, etc.).

1. 2 day program – up to 1.0 CEU with approved agenda.
2. 1 day program – up to .5 CEU with approved agenda

II. Professional Activities

A. Leadership in cooperative communications – Service in communication, marketing or public relations organizations, and/or committees or comparable positions. Such organizations include (but are not limited to) the Certified Cooperative Communicator (CCC) Program, the Council of Rural Electric Communicators (CREC), the International Association of Business Communicators (IABC), the Public Relations Society of America (PRSA), the American Marketing Association (AMA), Statewides and G&Ts, National Rural Electric Cooperative Association (NRECA) Committee, Touchstone Energy and the Cooperative Communicators Association (CCA).

1. National committee chair, officer or board member – 1.0 CEUs per year
2. Special participation in activities (e.g., exam creation, special event, mentor, newsletter editor) – up to 1.0 CEUs per year.
3. Member of committee – up to 1.0 CEUs per year. Appropriate verification may be required.

B. Presentations – Presentations or speeches including serving as a panelist on cooperative communications, marketing or public relations – up to 1.0 CEU per presentation. Appropriate verification will need to be submitted. You may include: speech outline, copy of speech, PowerPoint, or video of presentation.

C. Instruction – Serving as an instructor at a seminar, workshop or program on communications, marketing or public relations requiring preparation of outlines and other course-related material where subject matter relates to cooperative communications; or, instruction in credit courses related to communications when sponsored by a fully accredited college or university

- CEU for each 10 hours of contact (0.1 CEU per hour) based on documentation provided.

D. Published works that contribute to the practice of cooperative communications

0. Published book – Automatic recertification.
1. Each article, opinion piece or editorial, or book review published in a communications, marketing or public relations journal, magazine, newspaper or CCC newsletter – up to 1.0 CEUs.

- E. **Awards for significant contributions in cooperative communications** (In order to receive credit for the award the individual must have played a significant role in the design, implementation and evaluation of the program). These include awards given by communications, marketing or public relations organizations or other industry awards related to excellence in cooperative communications, research or teaching, such as the Council of Rural Electric Communicators (CREC) Spotlight on Excellence Awards, or an award given by an industry trade association or a professional membership organization – limit of 0.5 CEU per year towards the CEUs requirement (including the Spotlight competition, with the exception being the Chesnutt Award, which is automatic recertification).

III. **Service**

The Service category includes cooperative communications service to the local/national community (volunteer or pro-bono work which is outside normal work assignments) – limit 0.5 CEUs per year.