



JSM Continuing Education (CE) Course Proposal Guide

Deadline for CE Course Proposals:
September 30

Submit CE Course Proposals on the JSM Website.

Dear Colleague,

Thank you for your interest in the ASA Joint Statistical Meetings professional development program.

This document will be useful to presenters, section chairs, and others interested in submitting a JSM continuing education course proposal. It contains an overview of the JSM professional development program, schedule and guidelines for course proposals, and information about honoraria.

Note: The Computer Technology Workshop Proposal Guide is a separate document that has been prepared for those vendors who are interested in providing educational material with significant computer-oriented content.

Thank you for helping the American Statistical Association meet the needs of its members through the professional development program.

The JSM Continuing Education Advisory Committee coordinates the technical CE courses, and the ASA Leadership Institute coordinates the professional skills courses.

TABLE OF CONTENTS

<u>OVERVIEW OF ASA JSM CONTINUING EDUCATION (CE) COURSES</u>	<u>3</u>
<u>CO-SPONSORING JSM CE COURSE</u>	<u>4</u>
<u>PROPOSAL SELECTION</u>	<u>6</u>
<u>PROCEDURES FOR ACCEPTED CE COURSE PROPOSALS</u>	<u>7</u>
<u>SCHEDULE FOR CE COURSE PRESENTATION PROPOSALS</u>	<u>9</u>
<u>SEVEN REQUIREMENTS FOR PROPOSALS</u>	<u>10</u>

I. OVERVIEW OF ASA JSM CONTINUING EDUCATION COURSES

Duration of a CE Course

Each CE proposal should be appropriate for a half-day (4 contact hours) or full-day (7 contact hours) course.

Content of a CE Course

The content of the course might be one of the following:

- An in-depth presentation of a specific area of statistical theory, methodology, or application. The material covered may focus on cutting-edge methods or other more established topics.
- A broad overview of an established area of statistical theory or methodology suitable either as a refresher or an introduction to the field for those not exposed to it in previous training.
- A description of a statistical method and its application using one or more software tools—if there is significant content material described in the proposal.

Note: Presentations offered by vendors of a software product should consider proposing a computer technology workshop, rather than a course. No CE offering should be a software ‘infomercial.’

Those offerings that are heavily software dependent should be proposed as a CTW.

Evaluation of CE Courses at JSM

At the conclusion of each course, participants fill out an evaluation form. Summaries of the evaluation findings are sent to the JSM Continuing Education Advisory Committee for review and used for planning future CE courses at the Joint Statistical Meetings.

Instructors also receive evaluation summaries. The CE evaluations are reviewed by the JSM Continuing Education Advisory Committee members.

Learning Outcomes

Instructors are strongly urged to present the learning objectives of the course in one of the first introductory slides and review them as one of the last topics of the course. The learning objectives must be included in the handout material and the course proposal.

Recognition of Participation

Course attendees may choose to receive a certificate of participation. The request forms are available at the conclusion of the course or via email: moira@amstat.org.

II. COSPONSORING A JSM CE COURSE

Guidelines for Cosponsorship

ASA sections and chapters may cosponsor JSM CE courses. Cosponsorship is a means for sections and chapters to address the needs and interests of their members.

COSPONSORSHIP IS NOT REQUIRED FOR ACCEPTANCE OF A CONTINUING EDUCATION COURSE.

Before Submission of Proposal

A potential cosponsor contacts or is contacted by a potential instructor regarding cosponsorship. If the section/chapter elects to cosponsor the course, the cosponsor must adhere to the following procedures and guidelines:

- Attest to the quality of the course proposal.
- Submit a cosponsor letter of support with signature by September 30. Cosponsors should use this form to submit the letter of support. The letter of support must acknowledge reviewing this section (Section II) of the course proposal guide and contain information concerning how the course will be advertised.

If the proposal is accepted, the cosponsor will do the following:

- Complete and return a cosponsorship agreement that designates the conditions of revenue/loss sharing between the ASA and the section/chapter. The original cosponsor letter must identify the person to whom the agreement should be sent if the proposal is accepted. Because the cosponsor letter is due in September but the agreements are not distributed until March, the person providing the original letter may not be the appropriate section/chapter officer to sign the agreement if new officers are installed in January. Keep all section officers informed of CE course cosponsorship, especially incoming officers.
- Prepare and disseminate special advertisements such as announcements in *Amstat News*, ASA Community posts, social media posts, and other outreach outlets. In the cosponsor letter of support, the cosponsor will be required to identify the advertising plans and the person(s) responsible for implementing the plans.
- Generally, it is the chair/president or program chair of the cosponsoring organization who provides the letter of support for the course. However, this officer should not provide the letter of support for the course if they are a presenter for the course. The organization's treasurer may provide the letter if conflicts occur.

Revenue Sharing for Cosponsorship

Revenue sharing is for courses cosponsored via the proposal application process. All courses can be cosponsored.

If the course is canceled (e.g., due to under-enrollment), the sponsoring organization will not be assessed any cost. The final decision regarding cancelation lies with the ASA associate executive director.

The cosponsoring section or chapter shares positive and negative revenue with the ASA [50% ASA, 50% cosponsors]. In the event of more than one cosponsor, the cosponsor portion of the revenue (positive or negative) will be divided equally among all the cosponsoring partners.

Revenue (positive or negative) is computed as registration fees.

III. PROPOSAL SELECTION

Selection Process

The JSM Continuing Education Advisory Committee makes the final course selections based on the committee evaluations, consideration of the balance of the program, and previous CE offerings.

Note: In some cases, the JSM Continuing Education Advisory Committee may ask that the proposal be modified (e.g., a half-day course turned into a full-day course, a change in the title that might appeal to a wider audience).

Notification Date

Presenters (and cosponsors if applicable) will receive notification of acceptance or nonacceptance by January 15.

Common Reasons for Nonacceptance

If the proposal is not invited to be part of JSM, some of the more common reasons for nonacceptance include the following:

- Multiple course proposals with overlapping content were received, and acceptance of the similar proposals would reduce attendance in each one.
- The committee received many strong proposals, not all of which could be accepted due to timing/space considerations.
- The course has been presented recently and there is concern that enrollment may be low if the course is repeated too soon.
- The course would fit better into another type of ASA presentation format.
- The course has promise but needs to be reworked.
- The proposal is too narrowly focused or may not have wide appeal.
- The course does not appear to meet the goals of the professional development program and other proposed courses.

IV. PROCEDURES for ACCEPTED CE COURSE PROPOSALS

Presenter Information

If the proposal is accepted, the presenter is directed to the online “Instructor Information” and is sent a contractual agreement. The agreement must be returned to the ASA by the dates indicated in the acceptance communication.

Handouts

Each attendee in each course will receive an electronic set of handouts. Instructors will be informed when the handouts must be received electronically at the ASA so they can be distributed. Course materials should be formatted in a digital-friendly layout that optimizes readability across both laptop screens and tablets, with appropriately sized text and responsive design elements. Content should avoid formats that require excessive scrolling or zooming, ensuring students can easily access and engage with materials, regardless of their chosen device.

Course Cancellation

To keep the CE course program viable, the ASA may consider canceling a course that is seriously under-enrolled to avoid incurring excessive costs with inadequate compensating income. Attendance information is monitored carefully. As soon as feasible after the close of JSM early registration (which is typically about seven weeks prior to the start of the meetings), decisions regarding course cancellations will be made based on the registration information available. The final decision regarding cancellations lies with the ASA associate executive director. At the discretion of the associate executive director, the cosponsor of a course may be contacted to determine whether they would like to guarantee enrollment by purchasing additional registrations for the class. If the course is canceled, there can be no honoraria for the instructors.

Conduct of the Course

Instructors are expected to arrive at their classroom early enough to be ready to start the class on time. Instructors will be notified of scheduled break times, and these break times are to be honored as closely as possible. As a point of reference to prepare handouts, break times can be presumed as “mid-morning” or “mid-afternoon.” If the presenter(s) has questions about the usual or expected conduct of the course, these questions must be asked prior to signing the instructor’s agreement.

Honoraria Allotments for Instructors

Honoraria cannot be negotiated beyond the following exceptions:

- The presenter may waive any or part of the honoraria.
- If there are multiple instructors, the honoraria can be distributed in an unbalanced manner (e.g., 75% to one instructor, 25% to another). The amounts must be agreed upon and indicated on the signed Instructor agreement. No changes requested after receipt of the signed instructor agreement will be honored.

If the presenter(s) has a question about the honoraria allotments and distribution, these questions must be addressed with the ASA prior to signing the instructor agreement.

Honoraria Allotments for CE Course Program

Course Length	Number of Instructors	Honorarium
1-day	1	\$2,750
	2 or more	\$3,500
½-day	1 or more	\$2,000

V. SCHEDULE for CE COURSE PRESENTATION PROPOSALS

Year Prior to Proposed Course

September 30 Deadline for CE course proposals. CE course proposals are to be submitted to the JSM website no later than 11:59 p.m. EST on September 30.

Co-sponsor letters (if applicable) are to be received by this date, as well.

October	Proposals are sent to the JSM Continuing Education Advisory Committee.
December	JSM Continuing Education Advisory Committee decides on proposals via video conference.

Year of Proposed Course

January Acceptance/rejection notices are sent to presenters and section/chapter (if applicable).

March	Instructor agreements are sent.
April	Signed instructor agreements are returned to the ASA.
May	JSM registration begins.
June	Early registration enrollment counts are monitored. Courses may be canceled by the ASA at the end of early registration if the enrollment is remarkably low. Final decisions regarding cancelation rest with the ASA associate executive director.
July	Handouts are sent electronically to the ASA - no exceptions.
August	Course is offered at JSM.

VI. SEVEN REQUIREMENTS FOR PROPOSAL

This information must be provided during the course proposal online submission process.

COURSE TITLE (Short and engaging titles are encouraged.)

NAME(S) AND ADDRESS(ES) OF INSTRUCTOR(S): List by presentation order. Email to be included. It is essential that the ASA is notified of any changes that occur between the time of submission and the time of presentation.

ABSTRACT: Provide an abstract not to exceed 200 words of the proposed course, including the prerequisite for the anticipated audience. If the course is selected, this abstract will be used for advertising purposes in the registration material and on the JSM website. Prerequisite knowledge or assumptions regarding the background of the attendees must be included in the abstract. If the abstract is more than 200 words, it will be edited by the ASA.

OUTLINE: Provide a detailed outline of the entire program. Describe what will occur during each segment. **DO NOT INCLUDE** chapters of an upcoming book. Provide a description of the target audience.

LEARNING OUTCOMES: The following must be included in your proposal:

- **Learning outcomes (performance objectives):** The proposal must include a clear and concise statement of intended learning outcomes for the course. Learning outcomes are statements that identify what knowledge, skills, and/or attitudes attendees are expected to accomplish/demonstrate at the conclusion of the course. The attainment of the stated learning outcomes will be assessed as part of the CE course evaluation process at the conclusion of the course, so it is imperative that the presenter teach to these outcomes.
- **Content and instructional methods:** The presenter must include a description of course content and instructional strategies based on the learning outcomes (performance objectives).

INSTRUCTORS(s): Paragraph highlighting instructor's background and experience with subject. **DO NOT** include résumés and/or curriculum vitae.

AUDIO-VISUAL EQUIPMENT: Each presentation will be provided with one screen, one data projector, and one lavalier microphone. A flip chart and second screen are available at no extra charge upon request.