



Educational Endorsement Program (EEP)

TIPS

Overview

The American Camp Association (ACA) is a knowledge center for the camp and youth development communities and is interested in offering members and the public access to quality educational content. ACA's **Educational Endorsement Program (EEP)** provides formal recognition that a submitted educational "program" has been vetted according to a set of identified educational criteria.

Benefits of ACA Educational Endorsement

Educational endorsement is a tool to help educational content providers reach a wide range of professionals, including ACA's 9,000+ members representing approximately 2,700 camps. Receiving educational endorsement from ACA signifies the program meets ACA's professional development criteria for continuing education. Once an educational program is approved by ACA, providers are eligible to use the educational endorsement seal for promotional purposes (see seal at the top of these guidelines) and is promoted by ACA.

General Information about ACA Educational Endorsement

- Educational endorsement is granted for educational "programs," defined to include online courses, webinars, and face-to-face conferences/educational events clearly relevant to the camp community and/or the field of youth development.
- Educational endorsement is not granted to programs promoting specific individuals or products. In addition, ACA does not provide educational endorsement for the following: written curriculum, books, CD/DVDs, camp-level courses/trainings, or courses related to first aid (Wilderness First Responder, Wilderness First Aid, Basic First Aid, CPR, etc.), aquatics (including watercraft courses), shooting sports (archery, riflery), challenge courses, and other similar trainings/courses.
- Entities interested in receiving ACA educational endorsement must complete an application, available at www.acacamps.org/pdc/educational-endorsement-program/businesses. Payment of fees is required at the time of application. A nonrefundable application/administrative fee of **\$40** is included as part of the educational endorsement fee. **Entities whose programs are not endorsed will have their educational endorsement fees refunded, minus the application fee.** Programs are not reviewed until completed applications *and* associated fees are received. For a face-to-face conference/event, the applications must be submitted prior to the start of the event.
- Applicants have two options for endorsement. Applicants can choose to become an ACA Business Affiliate (BA-option) when submitting an EEP application OR an applicant can choose not to become an ACA Business Affiliate (non-BA option) and only apply for educational endorsement. (Nonprofit organizations receive a 10% discount on either the BA-option or the non-BA option.
- Educational endorsement is granted for one year with options to renew annually. For programs such as online courses where content has not changed, a brief reapplication can be submitted with payment for a renewal.
- ACA awards Continuing Education Credits (CECs) for all endorsed educational programs. Applicants identify the number of CECs they are requesting on the application based on the number of total contact hours of educational content. Visit www.acacamps.org/pdc/continuing-ed-credits for more information about ACA's CECs.

Categories and Fees for ACA Educational Endorsement

Online Courses and Webinars

- Under 2 hrs (BA= \$75); (non-BA= \$125)
- Each additional hour (BA= \$50); (non-BA= \$100)

Face-to-Face Conferences and Events

- 1 day (BA= \$75); (non-BA= \$125)
- 2 days (BA= \$100); (non-BA= \$200)
- 3+ days (BA= \$200); (non-BA= \$300)



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Preparing and Submitting Your Application

- **Step 1:** Complete the ACA Application for Educational Endorsement. Separate applications are required for each program. (For example, if you want to have two online courses and one webinar endorsed, you will need to complete three applications.)
- **Step 2:** Determine if you want the ACA Business Affiliate (BA) or non-BA option. Information about the benefits of becoming a Business Affiliate are available at <http://www.acacamps.org/search/site/business%20affiliate>.
- **Step 3:** Submit all required items (see “Applicant Checklist” below) via email to ACA at eeapplications@ACAcamps.org.
- **Step 4:** Review your application. (Be sure your application is signed. Applications without a signature will not be reviewed.)
- **Step 5:** Allow up to four weeks for processing. Be aware that incomplete applications will be returned to the contact person for completion, and the processing time will not begin until the completed application and fee are received.
- **Step 6:** Look for your award notification. Once a program has been approved, the contact person will receive an email specifying educational endorsement approval and access to the ACA educational endorsement seal.

APPLICANT CHECKLIST

- Completed application
- Application fee (reflecting BA or non-BA option)
- For in-person programs, hour-by-hour schedule and course/session description(s); for online courses and webinars, all course materials
- Required program information:
 - Title, dates/location
 - Contact information for program organizer
 - Category, Sponsor
 - Audience targeted and scope of audiences
 - Contact hrs. (hrs. of educ. content)
 - Copy of schedule (for face-to-face event)
 - Goals and learner outcomes
 - Description of the program (brochure, URL link for online courses and webinars, etc.) and evaluation
 - Instructor/presenter bios and qualifications for each session for a face-to-face event
 - Brief description ACA can use to promote the program (after endorsement is granted)

Have questions about ACA’s Educational Endorsement Program? Check out the Educational Endorsement website <http://www.acacamps.org/pdc/educational-endorsement-program> or email us at eeep@acacamps.org.