

Co-sponsorship Requirements and Best Practice

The purpose of this resource is to provide guidance to approved CE sponsors about requirements regarding co-sponsorship per the [Standards and Criteria](#).

Definition and requirements:

1. “Co-sponsorship” should be understood as the mutual planning of an activity by two or more organizations, which is not to be construed as lending or transferring approval status
2. It is ultimately the responsibility of the approved sponsor to ensure that **all** aspects of the Standards and Criteria are met
3. Engaging in co-sponsorship does not, in any way, absolve the CE sponsor of its responsibilities as an approved sponsor

Best practice guidance:

Approved sponsors who are approached to co-sponsor one or more programs should thoughtfully consider, on a case-by-case basis, whether co-sponsorship is appropriate. This checklist is designed to help approved sponsors evaluate their own processes and available resources to engage in co-sponsorship:

- ☐ Sufficient administrative staff support (e.g., see [Standard B](#) requirements)
- ☐ Dedicated time for mutual planning of activities
- ☐ Oversight of, and engagement in, all elements of program planning, including but not limited to:
 - instructor selection (see [Standard B](#))
 - creation of program content (e.g., development of sufficient learning objectives with appropriate empirical support; see [Standard B](#), [Standard C](#), and [Standard D](#))
 - creation of promotional materials (see [Standard G](#))
- ☐ Articulated mechanisms for maintaining records of co-sponsored (and your) activities, including:
 - promotional materials for annual report submissions
 - attendance information
 - program evaluation feedback
- ☐ Coordinated and frequent meetings with ‘co-sponsorees’ to ensure ongoing feedback loops
- ☐ Anything else needed to ensure adherence to the Standards and Criteria by your organization

Cautionary and proactive planning notes:

- Sponsors unable to provide an adequate level of attention and resources for co-sponsorship may be more subject to complaints related to co-sponsored programs.
- Approved sponsors who successfully navigate co-sponsorship have clear, articulated processes, and they ensure proactive engagement for mutual planning of activities so that all programs offered under their approval status meet the Standards and Criteria.

For further guidance regarding co-sponsorship, please see the [Policies and Procedures, Terms of Approval](#).