

Continuing Professional Development for CPCUs

Pursuing continuing education is one of the marks of a true professional. By meeting the requirements of the Continuing Professional Development (CPD) program, you set yourself apart as one who is committed to maintaining high standards of technical competence and personal growth. The American Institutes joined with the CPCU Society to develop the CPD program to encourage CPCUs to enhance their knowledge base through continuing education and to publicly recognize those CPCUs who participate in the program. While CPD participation is voluntary, the CPCU Code of Professional Conduct requires CPCUs to maintain their professional competence in insurance and risk management. And the CPD program is an easy way to honor your commitment to maintaining professional excellence.

Set Yourself Apart

What Are the Benefits of CPD Qualification?

- All CPCUs who maintain their CPD qualification are entitled to use the CPD symbol on their business cards.
- You can request a certificate to display your achievement.
- Pursuing continuing education demonstrates that you are dedicated to high standards of professionalism.
- Increased knowledge brings increased opportunities for career growth.

How the CPD Program Works

What Is Continuing Professional Development?

Continuing professional development doesn't necessarily mean attending classes or taking exams, although those are certainly ways to earn points. You can earn CPD points for writing articles, teaching a class, serving as a CPCU Society Chapter officer, or by engaging in other industry related activities that promote learning, education, research, and service. It's easy to earn points—many CPCUs do so without realizing it. See the chart of qualifying activities on the back.

How to Qualify

CPD qualification is for two years, during which time you accumulate points to renew for an additional two years. CPD qualification status is noted on your CPCU Society membership record.

Initial Qualification

CPD-qualified status is automatically awarded to new designees upon completion of the CPCU program. New designees are qualified for two years. During those two years, you accumulate points toward renewal.

Renewal Qualification

CPD status is renewed following completion of professional development activities totaling 60 points in any two-year period following initial qualification. See the chart on the back for types of qualifying activities.

How Do I Track My Progress

Log on to the CPCU Society's Web site at www.cpcusociety.org. Click on Professional Development, then Continuing Professional Development. You can track your progress electronically using the online application form, or you can log your achievements as you complete them using a downloaded copy of the form. A list of qualifying activities and their corresponding point values are included on both versions.

How Do I Apply

New designees are automatically enrolled in the CPD program. You do not need to submit an application. All designees with current qualifications will receive a renewal notice approximately two months before the CPD qualification expires. Complete the application form and submit it according to the instructions.

If you track your progress as you finish qualifying activities, your renewal process will be very easy to complete. There is no charge to participate in the CPD program. If you wish to have a certificate, you need only pay a one-time fee of \$25; you will receive a sticker for your certificate each time you renew, at no charge.

What if My Qualification Expires?

You may reapply for CPD-qualified status upon completion of activities totaling 60 points in the two-year period immediately preceding the date of application.

CPD Qualifying Professional Development Activities*

Pass an Exam or Course

- Nationally recognized industry-related program or course
- Collegiate course in insurance, risk management, or business-related course

Teach

- Nationally recognized industry-related program or course
- Collegiate course in insurance, risk management, or business-related course

Author or Co-Author

- Article for publication in recognized industry publication
- Textbook for industry-related topic
- Web site (editor or contributor)
- Newsletter (editor or contributor)

Research

- Lead or participate in industry-related research project

Service

- Officer or committee member for CPCU Society or other nationally recognized insurance organization
- Education class coordinator or sponsor
- State association committee member
- Grader/reviewer for nationally recognized exams
- Advisory committee member for nationally recognized programs

Attend

- National, regional, or local meetings of CPCU Society and/or other nationally recognized organizations
- Educational seminars or workshops sponsored by CPCU Society and/or other nationally recognized organizations

Perform

- Expert witness
- Personal sponsorship/mentoring

**Refer to the CPD Application & Guidelines for specific details of qualifying activities and number of points awarded.*

For More Information

Log on to the CPCU Society's Web site at www.cpcusociety.org. Click on *Professional Development*, then *Continuing Professional Development*.

For further information, contact Tracie Baugher at The Institutes by phone at 610-644-2100, ext. 7653, or by e-mail at cpd@TheInstitutes.org.