



Guidelines for CEEI-Designated Certificate Programs

OVERVIEW

The Center for Educational Excellence & Innovation (CEEI) aims to support the development of focused, high-quality certificate programs across the enterprise. A certificate program is a longitudinal educational offering that provides in-depth training and skills development in a specific area. Certificate programs are flexible and engaging learning opportunities for a cohort of targeted learners, led by a team of experienced health professions educators with content expertise. Participants apply for membership in a certificate program by detailing their interest, experience, and commitment to complete the program in full.

CEEI has outlined the **required components** and **criteria** below for educators from any BCH department or division to use in developing and delivering a certificate program for their learners. If your program meets the criteria, you may apply for CEEI designation as a BCH Certificate Program.

Why receive CEEI designation?

- Indicates to the hospital-wide community that your program has been vetted and sponsored by educational leaders in the Center for Education.
- Participants who graduate from the program are entitled to include the certificate program on their CVs and resumes as advanced training.
- Provides feedback and consultation on educational design and methodologies to certificate directors
- Offers access to CEEI resources:
 - Continuing education accreditation,
 - Internal marketing support,
 - Learning management platforms and educational technology tools,
 - Template materials (i.e., certificates, worksheets).
- Provides marketing through the CEEI as a Center-certified program.

CERTIFICATE PROGRAM COMPONENTS

Approved Certificate Programs are grounded in experiential learning, which promotes the application, interactive experience, and reflection of professional practice in real-life contexts. Required program components include: a Core Curriculum; Opportunities for practice and application; Opportunities to facilitate learner progress; Program evaluation.

The following are examples of each component.

Core Curriculum

- Seminar series with clear learning objectives intended to meet an evidence-based educational need
- Scaffolding of curricula components to progress from foundational to advanced knowledge of key concepts/principles

Opportunities for Practice and Application

- Completion of a project that applies core principles from the program
- Structured reflections with feedback, interactive exercises, written assignments, or learner-led journal clubs on key principles

Opportunities to Facilitate Learner Progress

- Individualized coaching with a certificate lead or faculty member
- Longitudinal engagement as a community to discuss shared interests and challenges
- Hands-on skills sessions or boot camps led by trained facilitators
- Faculty/peer observations

Program Evaluation:

Evaluation activities can take many forms (e.g., evaluation surveys, tracking mechanisms, interviews/focus groups). One helpful template for overall evaluation of a certificate program is the [Logic Outcomes Model](#), which includes detailing inputs, outputs, and short and long-term outcomes.

CRITERIA FOR CERTIFICATE PROGRAM APPLICATIONS

1. Provide a description of the background and the educational need or practice gap the certificate program will meet.
2. Detail program structure including:
 - a. Overall goals
 - b. Learning outcomes
 - c. Targeted learners
 - d. Description of the curriculum
 - e. Core faculty/facilitators with relevant expertise and teaching experience
 - f. Timeline of program
 - g. Program completion requirements for learners
 - h. Program evaluation method
3. Attest the program:
 - Is sufficiently resourced and administratively staffed to ensure effective delivery, scheduling, communication, monitoring of learners' progress, and evaluation.
 - Has departmental commitment (buy-in and financing, if needed)
 - Is accessible and inclusive of all learners who qualify to enroll
 - Has program faculty commitment and support

APPLICATION PROCESS

A CEEI committee will review applications and materials needed for proposed certificate programs. The review period will be 6 weeks* at which point program teams will be notified of the committee's decision. If any revisions are suggested, program teams will have an opportunity to re-submit application and/or request a meeting to discuss suggestions.

*Review period may be longer if Continuing Education Accreditation is needed.

Upon approval, CEEI will provide the following:

- CEEI designation statement to include in program descriptions
- CEEI template certificate of graduation

Once an application is approved, program teams may advertise and begin accepting learners into the certificate program.

REPORTING & RE-CERTIFICATION

Program teams will be asked to provide an annual progress report, including the names of program graduates, program outcomes, changes made to the program based on learner feedback, and any new supplemental materials. If significant changes are made before the next iteration, they should be reported to the CEEI.