



CERTIFIED FINANCIAL PLANNER  
BOARD OF STANDARDS, INC.

# CE Sponsor Policy Updates

Friday, October 23, 2009

1:00 – 2:30pm (ET)

# Today's Presentation

Hosted by:

Michele Wetherald, Esq.

Managing Director, Examinations, Education and  
Talent

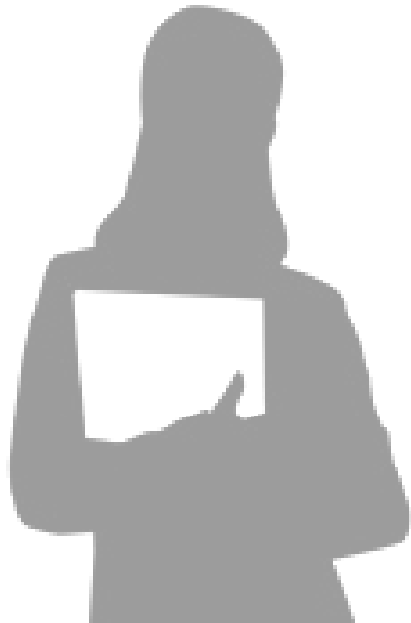


# Today's Presentation

Presented by:

Vanessa Williamson, CAE

Continuing Education Manager



# CE Sponsor Team

Beverly Ladia

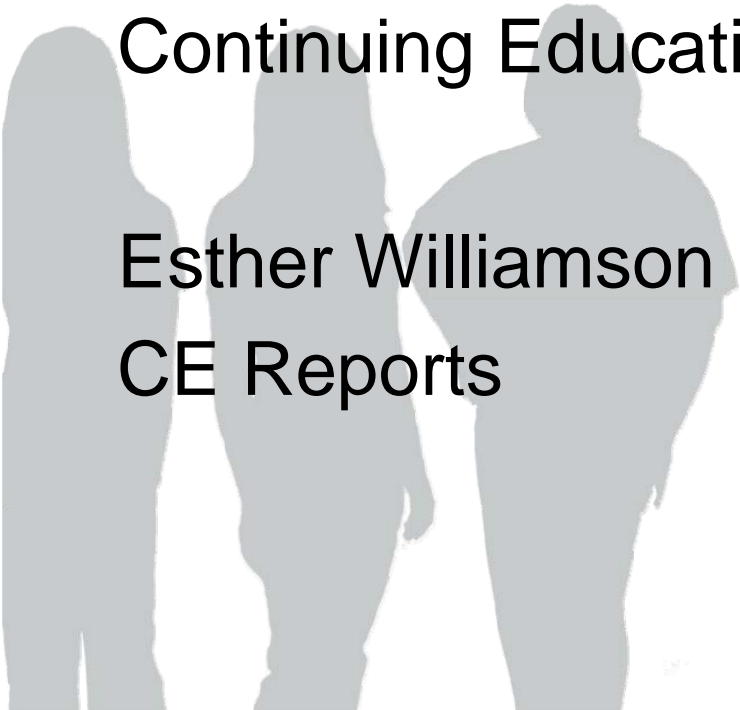
Continuing Education Coordinator

Christy Callaway

Continuing Education Administrator

Esther Williamson

CE Reports



# Housekeeping

Recorded presentation available on CFP.net

Submit questions via the Webinar tool

Q&A posted to CFP.net



# Today's Topics

Review of New CE Policies

Implementation of New Policies

Review of Ongoing Policies

Resources

# Mission

CFP Board's Mission is to benefit the public by granting the CFP<sup>®</sup> certification and upholding it as the recognized standard of excellence for personal financial planning.

**CFP BOARD STRATEGIC PLAN**  
FY2008 – FY2010

CERTIFIED FINANCIAL PLANNER  
BOARD OF STANDARDS, INC.

CREDENTIALING

EDUCATION

ENFORCEMENT

COMMUNICATION

ADVOCACY

SUSTAINABILITY

Mission: To benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning.

CREDENTIALING

EDUCATION

ENFORCEMENT

COMMUNICATION

ADVOCACY

SUSTAINABILITY

# Core Education Objectives

Establish and enforce educational standards for enhancing the knowledge, skills, and abilities of current and potential CFP<sup>®</sup> certificants

Ensure the delivery of quality continuing education programs

# Council on Education

Advisory Group

Represent academia and  
certificants

Input into Policy Changes

# 2010 CE Sponsor Policy Outline

Program / Function	2010 Fee	Fee Type	Fee Timeline
Annual Sponsor Registration Fee For Profit Nonprofit	\$200 \$100	CE Sponsor Fee	Annual / Calendar Year
Annual CFP Board Ethics Sponsor Fee For Profit Nonprofit	\$200 \$100	CE Sponsor Fee	Annual / Calendar Year
Annual Program Application Fee For Profit Nonprofit Nonprofit (Free Program)	\$25/HR \$10/HR \$10/HR	Program Fee	Annual / Calendar Year
Annual CFP Board Ethics Program Application Fee For Profit Nonprofit Nonprofit (Free Program)	\$25/HR \$10/HR \$10/HR	Program Fee	Annual / Calendar Year
Conference Application Fee	\$0	Program Fee	Not Applicable
Program Application Late Fee	\$75	Processing Fee	Ongoing
Manual Reporting Fee	\$25	Processing Fee	Ongoing

**What does this mean to me?**

# Annual Registration Fee

Program / Function	2010 Fee	Fee Type	Fee Timeline
Annual Sponsor Registration Fee For Profit Nonprofit	\$200 \$100	CE Sponsor Fee	Annual / Calendar Year

All CE Sponsors Re-register Annually

Year to Year Registration

Registrations Effective 1/1 – 12/31

Fall Invoicing



**Programs  
must be  
registered in  
order to be  
CFP Board  
accepted.**

# 2010 Registration Fee



**Invoice for 2010**

CE Sponsor  
Registration Prior to  
1/1/09



**No invoice  
for 2010**

Registered as a CE  
Sponsor in 2009  
First Time Sign Ups  
Only

# Nonprofit Status

Tax Exempt Status by U.S. IRS

Require Confirmation of Status

501c(3), 501c(4) or 501c(6)  
organizations

# 2010 Program Applications

Program / Function	2010 Fee	Fee Type	Fee Timeline
Annual Program Application Fee For Profit	\$25/HR	Program Fee	Annual / Calendar Year
Nonprofit	\$10/HR		
Nonprofit (Free Program)	\$10/HR		

Submit Applications for Sessions

No Conference Applications

Session Accepted for Calendar Year

Offer Session Throughout Calendar Year

Email Agenda / Session Descriptions

# Program Applications

## ABC Conference

March 19, 2010

Session 1  
9 – 10:00am

Economic  
Outlook

Session 2  
10am – 11:00am

Estate Planning

Session 3  
11:15am – 12:15pm

New Retirement  
Planning Options

Session 4  
1:30 – 2:30pm

Life Insurance

## EFG Conference

June 17, 2010

Estate Planning

Life Insurance

Economic  
Outlook

New Retirement  
Planning Options

# CFP Board Ethics Programs and Registration

Program / Function	2010 Fee	Fee Type	Fee Timeline / Cycle
Ethics Sponsor Annual Registration Fee For Profit Nonprofit	\$200 \$100	CE Sponsor Fee	Annual Fee / Calendar Year
Ethics Program Application Fee For Profit Nonprofit	\$25/Hour \$10/Hour	Program Application Fee	Annual Fee / Calendar Year

Separate Registration Required

Annual Registration for Ethics Sponsor

Annual Registration for Ethics Presentation(s)

# Program Applications / Late Fee

Program / Function	2010 Fee	Fee Type	Fee Timeline / Cycle
Program Application Late Fee	\$75	Processing Fee	Ongoing

Application Received After Event

# Ongoing Policies



# Ongoing Policies

50-Minute Minimum

89 Topics plus Addendum

Topic Exclusions

Electronic Reporting

Assessment for Self-Study Programs

# 89 Topics & Addendum

CFP® Certification: Policies, Renewal Requirements and Continuing Education Standards

Appendix A

[www.CFP.net/downloads/RenewalCE1\\_06.pdf](http://www.CFP.net/downloads/RenewalCE1_06.pdf)

A man in a dark suit, white shirt, and blue striped tie is holding a silver laptop. The laptop screen displays a presentation slide with a light blue background and rounded corners. The slide contains the text "Topic Exclusions" in a bold, black, sans-serif font. The man's hands are visible at the bottom of the laptop, and the background is a plain, light-colored wall.

# **Topic Exclusions**

# Topic Exclusions

## Practice Management:

Programs focused on the planning, development and management of a CFP<sup>®</sup> certificant's business operations, including topics such as **office management**, business model design, **budgeting** processes, **leadership training**, and other activities that don't directly contribute to the knowledge, skills and abilities needed for a CFP<sup>®</sup> certificant to provide competent and ethical financial planning to clients.

# Topic Exclusions



Prospecting  
How to Present  
PowerPoint  
Tools  
Pitching  
Business

Building Your  
Brand  
Getting Ahead  
Team Building  
Team  
Leadership

# Topic Exclusions



**Marketing**

A photograph of a man in a suit pointing forward, with a large red 'X' overlaid on the image.



**Succession  
Planning**

A photograph of a man in a suit speaking into a microphone, with a large red 'X' overlaid on the image.



**Work/Life  
Balance**

A photograph of a pair of scales of justice, with a large red 'X' overlaid on the image.

Calling

Emailing

Direct Mail

Your Firm

Time  
Management

Stress  
Management

# Program Audits

Increase in audit efforts

Review of program titles and descriptions

Compliance with policies

Process for noncompliance action

# Resources

- Webinars
- Ongoing Communications

**Online Resources**

- Sponsor section of CFP Board's Web site

**Communications**

**CE Sponsor Staff**

- [cesponsor@CFPBoard.org](mailto:cesponsor@CFPBoard.org)

# Contact Information

General Inquiries / Requests

[cesponsor@CFPBoard.org](mailto:cesponsor@CFPBoard.org)

Application Information

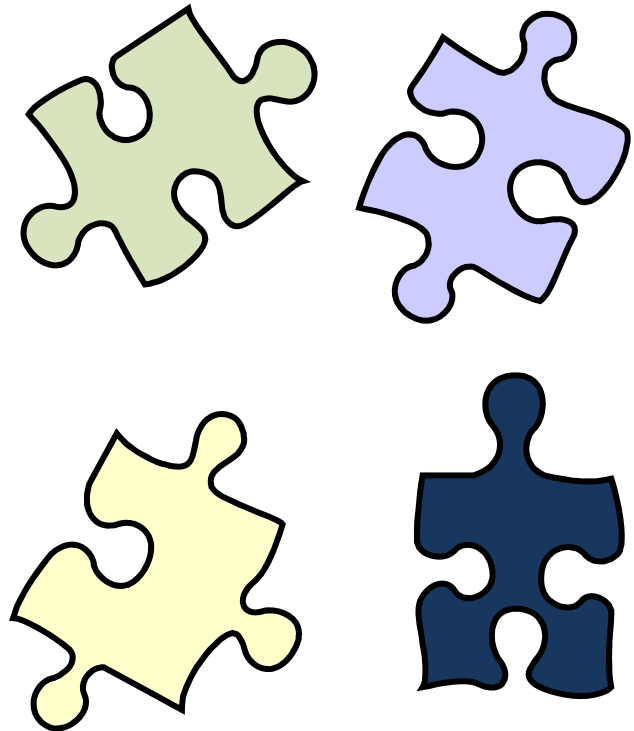
[ceapp@CFPBoard.org](mailto:ceapp@CFPBoard.org)

Attendance Reports / “Batches”

[cereport@CFPBoard.org](mailto:cereport@CFPBoard.org)

800-487-1497 or 202-379-2200

[www.CFP.net/downloads/2010\\_CE\\_Sponsor\\_Fee\\_Schedule.pdf](http://www.CFP.net/downloads/2010_CE_Sponsor_Fee_Schedule.pdf)



# **CE Sponsor Policy Updates**

## **Questions and Answers**

