

CFP BOARD

**CE SPONSOR & INSTRUCTOR GUIDE: LIVE
PROGRAM DELIVERY**

BASED ON CFPBOARD'S

***CODE OF ETHICS AND
STANDARDS OF CONDUCT***

EFFECTIVE DATE: OCTOBER 1, 2020

CE Sponsor & Instructor Guide

Live Program Delivery

ACKNOWLEDGEMENT

CFP Board is pleased to provide an update to the Ethics CE program. This would not have been possible without the efforts of the 2020 Ethics CE Advisory Group and the CFP Board Professional Standards & Legal team. Their contributions helped us meet our primary goal: provide an update to content relevant to CFP® professionals.

Our CE Sponsor Ethics CE Instructors are critical in creating a more engaging experience for our CFP® professionals.

CFP Board has created the content for this program so Instructors can focus on the quality of delivery to enhance the participant experience.

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INSTRUCTOR ELIGIBILITY & EXPECTATIONS

Eligibility

Ethics CE instructors must be cleared and approved by CFP Board in advance of the first program offering date. Instructors must meet the following requirements *before* they lead an Ethics CE program.

1. Hold CFP® certification, with all renewal requirements fully completed and any applicable fees paid in full or be an active CFP Board™ Emeritus member
2. Have held CFP® certification, with no breaks in certified status, for a minimum of **5 years**;
3. Have no cases pending investigation by CFP Board or any federal or state regulator;
4. Not have been the subject of a CFP Board disciplinary action (i.e. private censure, public letter of admonition, or suspension) within the past five years;
5. Participate in one of the live Instructor Training Webinars periodically offered ;
6. Complete and submit the Instructor Attestation Form.

Please allow 7-10 business days after submitting a completed Instructor Attestation Form for CFP Board to confirm instructor eligibility.

Expectations

Primary Goal of the Ethics CE Instructor:

Assist CFP® professionals in understanding and fulfilling their obligations under CFP Board's *Code of Ethics and Standards of Conduct* through a learning environment where CFP® professionals are engaged in the discussion and walk away with a positive feeling about their experience.

Here are four ways the instructor can ensure that happens:

1. Add your **passion** to the subject-matter;
2. Know your **facts** inside and out – clearly understand the new *Code and Standards* and the rationale for changes (see Compliance Resources page for links to the most current documents);
3. Present the content in a way that's **relatable** to your audience – use a variety of activities and presentation techniques to illustrate important concepts;
4. Get your audience to **engage** in the discussion.

PROGRAM DESCRIPTION

To ensure consistency and alleviate confusion for CFP® professionals, CE Sponsors are asked to use a standardized program description and related information in their course catalogs and when referencing or describing the program online or in printed material.

- **Formal Program Title:** Ethics CE: CFP Board's Revised *Code and Standards*
- **Program Sub-title:** CE Sponsor Title
- **Program Description:** This program fulfills the requirement for CFP Board approved Ethics CE. This program is designed to educate CFP® professionals on CFP Board's new *Code of Ethics and Standards of Conduct*, which is effective October 1, 2019.
- **Add:** CFP Program ID; Level of Complexity: Intermediate; CE Hours: 2

PROGRAM LEARNING OBJECTIVES

Success starts by first understanding the learning objectives and intended outcomes for the program.

The goal of this program is to position the application of CFP Board's *Code of Ethics and Standards of Conduct* as the foundation for ethical financial planning.

By the end of this program, the participant should be equipped to:

LO 1: Understand the structure and content of the revised *Code and Standards*, including significant changes from prior rules.

LO 2: Describe CFP Board's Fiduciary Duty.

LO 3: Identify Material Conflicts of Interest and How to Avoid, or Fully Disclose, Obtain Informed Consent, and Manage Them.

LO 4: Understand the Duty to Report to CFP Board and the Duty to Cooperate.

LO 5: Identify the *Practice Standards* When Providing Financial Advice that Requires Financial Planning or Financial Planning.

LO 6: Understand the Duty to Provide Information to Clients When Providing Financial Planning and/or Financial Advice.

PRESENTATION GUIDELINES

CFP Board has provided a slide deck of content designed to move progressively through the learning objectives while at the same time providing a comprehensive orientation to the new *Code and Standards*. Using the *Presentation Ready* slide deck, instructors have the flexibility to copy slide content into a co-branded format and software of their choice. The presentation can be formatted to suit a specific presentation style. The presentation ready “template” identifies placeholders for a program sub-title and date, instructor introduction, activities and closing.

Co-Branding:

The slide deck can be co-branded. CFP Board does require the slide banner to include the yellow ribbon with the CFP Board Logo.



Layout and Design:

The slide deck is organized to ensure all required components of the program are covered, as well as a consistency in format.

This deck includes:

- Core presentation slides per learning objective
- Required exercises
- Optional polling questions are available via a separate document
- Instructor notes at the bottom of each slide

Instructor Notes:

Make sure to review the instructor notes included with each slide. These notes provide context and examples related to the displayed content. This information can serve as a script or a guide. The notes will help the instructor reinforce new definitions and concepts. These are recommended for program presentation.

TIMED AGENDA

The Live Ethics program presentation is timed to the **required 120 minutes**. **Please submit a timed agenda with your program submission that outlines assigned time addressing the following:**

- Opening or Introduction
- Each learning objective
- Closing

Guidelines for Creating Supplemental Program Activities

Instructors can also develop other supplemental activities ~~only~~ but these activities must:

1. Be pre-approved by CFP Board before their use;
2. Clearly relate to at least one of the five learning objectives.

To request pre-approval, instructors should send a complete narrative of the activity along with discussion points and specific reference of applicability within the new *Code and Standards* to cesponsor@cfpboard.org. Please allow 7-10 business days for the review. CFP Board will notify the instructor in writing with a final determination.

REQUIREMENTS: LIVE WEBINAR DELIVERY

CE Sponsors offering Ethics CE using a live webinar format are required to ensure the integrity of the live delivery of the program as outlined below.

To be eligible for Ethics CE registration, a live webinar format must maintain a level of participant involvement throughout the presentation. Here is a summary of the additional steps required for this format:

- **Qualified Instructor:** The individual leading the Ethics webinar presentation must meet the same eligibility criteria as a Live Ethics CE instructor.
- **Attendance:**
 - The webinar software used must have the ability to date stamp and track attendee login and logout times, and participation in polling activity.
 - Each webinar attendee must sign-in using their own login.
 - The attendee must be logged in at the start of the webinar and remain logged in to the end of the program.
 - The attendee must actively participate in polling activities.
- **Setting Expectations:** The Instructor will clearly state the expectation of full attendance, active participation and involvement in activities and the completion of a program evaluation as conditions for earning Ethics CE.

- **Presentation:** The Instructor will use the *Presentation Ready* slide deck that can be co-branded.
- **Touch Points:**
 - As with the Live Ethics CE presentation, the webinar must include the required exercises in the core presentation.
 - The instructor may also use the polling questions found in the Sponsor's Ethics CE private web page.
- **Program Evaluation & Certificate of Completion:**
 - A formal evaluation process is required at the conclusion of the program. The CE Sponsor can decide on the best way to distribute and collect program feedback.
 - Completion of the program evaluation is required before the Certificate of Completion is distributed and the attendance is reported.

PROGRAM EVALUATION & INSTRUCTOR FEEDBACK

Participant Feedback

The CFP Board Ethics CE curriculum is designed to ensure our CFP® professionals receive value for their time and perceive the content delivered as meaningful to their daily experiences. The participant evaluation process is a critical component to ensuring we meet this goal.

CFP Board has multiple expectations of its CE Sponsors in terms of content delivery:

1. CE Sponsors will strongly encourage participants complete the program evaluation and achieve a *minimum 65% return* rate based on reported attendance. CE Sponsors who continually fall below the 65% return rate could be in jeopardy of losing the privilege of offering CFP Board Ethics. Evaluations may be completed:
 - a. Manually (see printable version below)
 - b. Online via CFP Board's SurveyMonkey account at:
<https://www.surveymonkey.com/r/CFPBoardEthicsCE>
 - c. Online in a format other than SurveyMonkey, with a questionnaire that includes all the questions on the printable version below.
2. Evaluation results will be requested – effective January 1, 2019
 - CFP Board will request an evaluation summary every quarter. (Jan-Mar; April-June; July-Sept; Oct-Dec). CE Sponsors are expected to provide CFP Board a PDF file of manually completed evaluations within 14 working days of the request.
3. CFP Board will use the evaluation results to measure program acceptance.
 - a. A program will be considered successful if it achieves an overall rating of 3.5 or higher.
 - b. A program receiving an overall rating of 3.0 or lower may require re-evaluation.

Instructor Feedback

CFP Board will regularly solicit **instructor feedback** to help ensure we immediately address any issues you encounter in preparing for or delivering your presentation. From your feedback we want to learn:

- Whether the provided program materials covered your needs;
- How you saw your audience react to your presentation and the new delivery format;
- Whether you used Kahoot! and how it was received by the audience.

PROGRAM EVALUATION FORM

A sample of the program evaluation form is found on the next page.

CFP Board Ethics CE Live Program Evaluation

Program Title:

Program Sponsor:

Program Date:

Instructor Name:

Rate This Program (put a check in the box to designate your choice):

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The learning objectives were clearly articulated					
Content was well organized and presented					
Content was relevant and helpful					
The activities incorporated in the program helped illustrate how the new <i>Code and Standards</i> would be applied					
The instructor was knowledgeable about the new <i>Code and Standards</i>					
The instructor was able to adequately respond to questions					
There was high quality interaction between the instructor and participants					
The length of the program was just right to adequately cover the content					
This program provided a comprehensive overview of the new <i>Code and Standards</i>					

Were there any questions you did not have an opportunity to ask?

- Yes (If Yes, please list your questions below and we will respond to the group.)
- No

How many stars would you give this program? (Five is the highest rating):

_____ ☆☆☆☆☆

Thank you for completing the program evaluation!



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