

## **POLICY ON PARTNERING IN CONTINUING PROFESSIONAL DEVELOPMENT ACTIVITIES**

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*Document 211096*

As per the CIA Continuing Professional Development (CPD) Requirements, CIA members are required to meet continuing education requirements of 100 hours of activity over a two-year period. Twenty-four of those hours must be spent on structured activity, defined as “activities planned in advance or where more than one point of view is provided, such as, but not limited to, attendance at meetings, seminars or other programs with relevant content, that contribute to the CPD of the individual member”.

As a service to our members, the CIA should seek to provide opportunities for members to fulfil their CPD obligations. This can be done in a number of ways, including:

- Organizing meetings and webcasts;
- Referring members to structured activities provided by other organizations;
- Partnering, co-sponsoring or jointly sponsoring meetings offered by other actuarial organizations; and
- Partnering, co-sponsoring or jointly sponsoring meetings, courses, or webcasts offered by external vendors.

“Sponsorship” as it relates to partnering with another organization on the production or promotion of an event could include (but is not limited to) the following:

- Promotion to the membership through formal announcements or other communications;
- Providing volunteer members to serve on organizing committees; and
- Allowing use of the CIA logo on material and publications associated with the event.

### **DEFINITIONS**

The terms “co-sponsorship” and “joint sponsorship” are defined by the North American Actuarial Council as follows:

Joint sponsorship—the process by which two or more organizations work together to conduct and share in the financial outcomes of a program.

Co-sponsorship—the process by which one or more organizations work to support and become associated with a program conducted by another organization without participation in either the process of conducting the seminar nor sharing in the financial outcome.

Potential partner organizations can be categorized as follows:

Not-for-profit organizations—non-commercial enterprises, most commonly professional organizations such as the Society of Actuaries (SOA) or Casualty Actuarial Society (CAS).

For-profit organizations—companies and other organizations providing professional development activities with the intent of earning a profit. These may or may not employ members of the CIA.

## **APPROVAL CRITERIA**

In all circumstances, the following criteria must be met before CPD opportunities are considered for sponsorship by the CIA:

- The event must provide content that would be considered structured activity for CPD purposes.
- It must be relevant to CIA members; i.e., it should have sufficient Canadian content, or content that can be applied to Canada.
- It must appeal to a reasonable number of CIA members, but does not necessarily have to be relevant for a majority of members. The event must not compete with, or be in conflict with, any existing CIA events.
- The benefit to the Institute should be clearly defined and negotiated.
- A cost-benefit analysis should be undertaken prior to entering into any financial agreement.
- Post-event analysis and accounting should be a standard item in all partnership agreements.
- Consideration should be given to any history of partnering/co-sponsoring with another organization in terms of previous project success.

The opportunity must be reviewed and approved by the CIA director of education and professional development, and the Executive Director as well as the Eligibility and Education Council (EEC). The following approval processes will apply, depending on the nature of the financial commitment, and the status of the partner organization:

### *1. Co-sponsorship with Not-for-profit Organizations*

- The CIA shall maintain a listing of not-for-profit organizations for which co-sponsorship opportunities are automatically approved. This list will be maintained in the Secretariat and updated from time to time. Other actuarial organizations (such as the SOA and CAS) will appear on this list, which will be made available to the EEC and Member Services Council (MSC).
- The original list and additions to and deletions from the list must be approved by the EEC.
- No further approvals would be required for sponsorship opportunities with organizations on this list as long as the approval criteria set out above have been met.
- In exceptional circumstances, the Executive Director can refuse a co-sponsorship opportunity. The Executive Director must then provide a rationale for their decision at the next meetings of both the MSC and the EEC.

### *2. Joint Sponsorship with Not-for-profit Organizations*

- The partner organization must be on the listing described in point 1 above and the opportunity must meet the basic approval criteria as set out above.

- In addition, a financial analysis must be performed before the sponsorship opportunity is approved. This analysis will include expected revenues and costs, and identify the maximum amount of funds that the CIA has at risk as a result.
- The financial analysis must be submitted to the Secretary-Treasurer and Executive Director of the CIA for their approval.
- Post-event evaluation, accounting and reporting by all partners must be conducted.

### 3. *Co-sponsorship with For-profit Organizations*

- The CIA shall maintain an ongoing request for proposals (RFP) for co-sponsorship with for-profit organizations.
- This request will remain open indefinitely, and will be posted in a public setting, such as the CIA website.
- The RFP shall outline in general terms the activities that the CIA would potentially be interested in co-sponsoring, and provide a process for submission of proposals.
- Any proposals received would then be sent to the director of education and professional development, the Executive Director and chair of the EEC who, after consulting with the CIA President and the chair of the MSC, would decide to approve or reject the co-sponsorship request.
- Consideration would be given to whether the offer is complementary to existing and planned CPD opportunities, and would favour the rotation of sponsors when proposals are received for similar topics.

Click [here](#) to access the request for proposal document.

### 4. *Joint Sponsorship with For-profit Organizations*

In order to forestall any accusations of favouritism, the CIA will not entertain joint sponsorship opportunities with for-profit organizations.