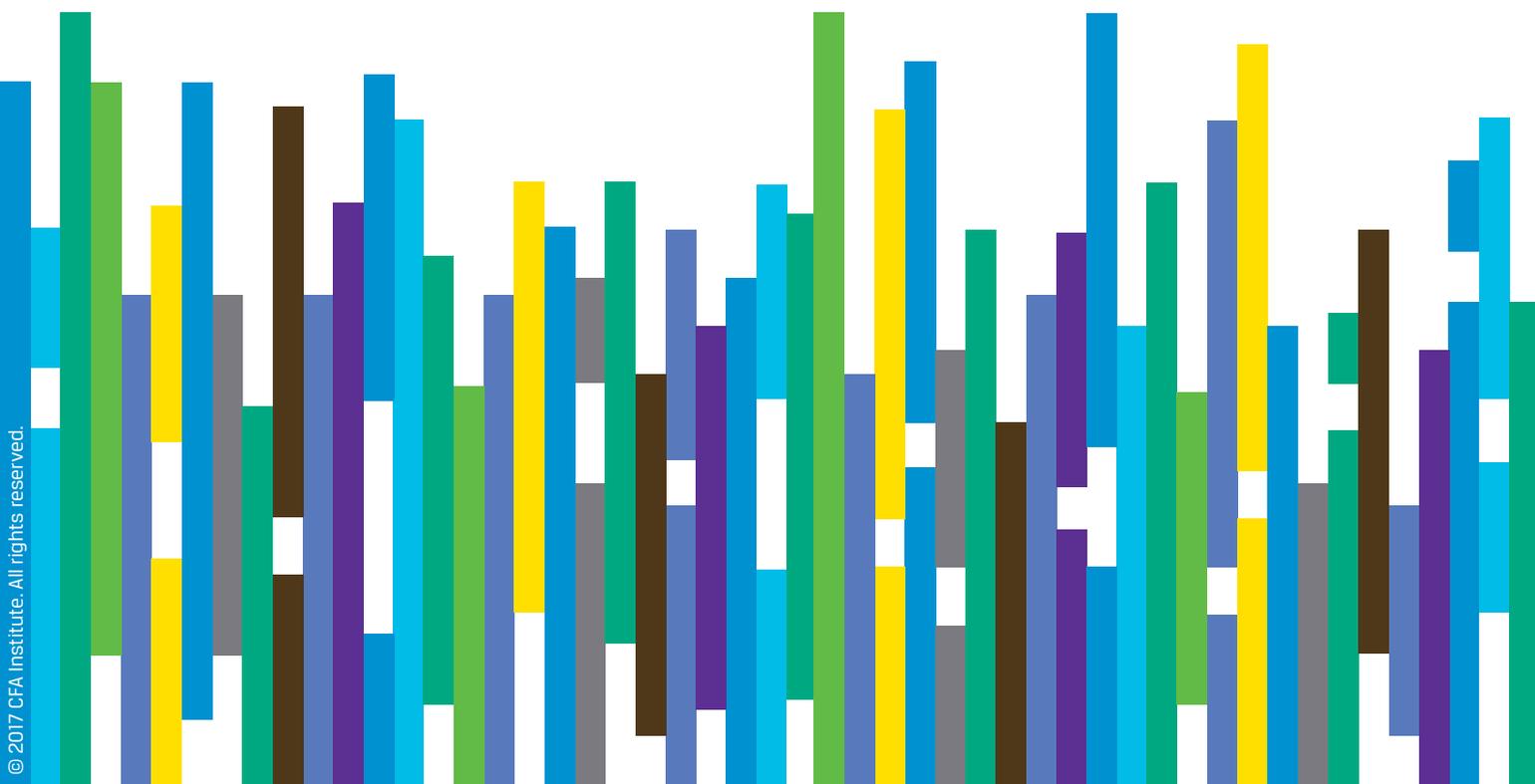




# CONTINUING EDUCATION (CE) GUIDEBOOK

Guidebook for CFA Institute Members



# CONTENTS

---

- INTRODUCTION** ..... 1
- PROGRAM OVERVIEW** ..... 2
- CONTINUING EDUCATION CREDIT** ..... 3
  - PRINCIPLES-BASED CRITERIA ..... 3
  - EARNING SER CREDIT ..... 3
  - CALCULATING CREDIT ..... 5
  - TRACKING CE ACTIVITIES ..... 6
- EDUCATIONAL RESOURCES** ..... 7
  - INSIGHTS AND LEARNING ..... 7
  - PUBLICATIONS ..... 7
  - WEBCASTS, PODCASTS, AND ONLINE LEARNING ..... 7
  - EVENTS ..... 7
  - CAREER RESOURCES ..... 7
- BRANDING** ..... 8
- MEMBER ATTESTATION AND RECOGNITION** ..... 9
  - CERTIFICATES ..... 9
  - SOCIAL MEDIA ..... 9
  - SPECIAL OFFERS ..... 9

# INTRODUCTION

---

To succeed in a highly competitive and ever-changing investment industry, investment professionals must be committed to furthering their knowledge, skills, and abilities. Because we recognize the need for lifelong learning, we offer the voluntary Continuing Education (CE) Program. Designed to identify, track, and report educational activities, this program can be modeled to meet your specific learning needs.

To assist our members in their quest to acquire first-rate content to further their professional development, we pledge to provide a high-quality and comprehensive suite of education products. As part of this commitment, we recognize our [member societies](#) as providers of quality programming at the local level and support them in their efforts. We also partner with [third-party organizations](#) that aspire to meet our high standards in providing relevant educational products for our broad membership as part of the [Approved-Provider Program](#).

We hope that this guidebook proves to be a useful resource. We welcome your feedback, so please don't hesitate to contact us with your suggestions, questions, or concerns.

Lucy Jones  
Program Manager, Continuing Education  
**Dedicated mailbox:** [ceprogram@cfainstitute.org](mailto:ceprogram@cfainstitute.org)

# PROGRAM OVERVIEW

---

Participating in lifelong learning demonstrates a commitment to professional excellence and illustrates dedication to serving your clients and employer. An important part of the CFA Institute Code of Ethics and Standards of Professional Conduct is maintaining and improving professional competence. To this effect, and as part of the voluntary CE Program, we recommend that members complete **a minimum of 20 hours of continuing education activities, including a minimum of 2 hours in the content areas of Standards, Ethics, and Regulations (SER) each calendar year.** During the annual membership renewal process in the spring, members have the ability to [indicate participation by attesting to completing the minimum recommended hours](#) for the **prior** calendar year.

To assist in the quest to find suitable content, the [Insights and Learning](#) section of our website provides a gateway to many of the products and services offered by CFA Institute. [Browse our library of educational products](#), and filter content by topic of interest or delivery format. Members can also easily record credit for consuming educational content offered by CFA Institute and external providers using the [online tracking tool](#).

# CONTINUING EDUCATION CREDIT

## PRINCIPLES-BASED CRITERIA

We recommend that members complete a minimum of 20 hours of continuing education activities, including a minimum of 2 hours in the content areas of SER each calendar year.

The CE Program is designed so that members have broad latitude in selecting activities that are individually relevant for their continuing education needs. CE credit can be earned through a variety of third-party or CFA Institute self-study activities (e.g., reading books, journal articles, etc.) or by participating in [CFA Institute](#), [member society](#), or [third-party](#) live offerings. Essentially, members use the principles-based criteria, outlined here, to determine eligibility of any continuing education activity:

- The activity should be educational in nature and geared toward increasing the knowledge, skills, and abilities of an *investment professional*.
- The educational content should relate to one or more topics derived from the CFA Institute Global Body of Investment Knowledge (GBIK®). Topical areas may be found on our [website](#).

## EARNING SER CREDIT

SER credit is an important component because it ensures that members understand and stay current in the areas of ethics and professional conduct, standards, and laws and regulations relevant to an investment professional.

All relevant CFA Institute content and Approved-Provider content in the SER topical area will be marked as such and will display the amount of CE and SER credits for which they are eligible. For all additional, third-party activities that you complete, the principles-based criteria and topical information listed in previous sections should be applied.

As a reference, the following topics relate to SER content:

<b>Applicable Laws and Regulations</b>	<b>Professional Standards of Practice</b>	<b>Ethical Practices and Guidelines</b>
Governmental institutions, rules and regulations	CFA Institute Code of Ethics	Investment management
US SEC and equivalent bodies around the world	CFA Institute Standards of Professional Conduct	Investment analysis
Rules and procedures regarding corporate transactions and insider trading	Disciplinary sanctions for violations	Investment trustees
Regulation of exchanges	Best practices and regulatory issues	Capital markets and regulations
Establishment of company financial reporting standards		Corporate governance
Fiduciary standards		Soft-dollar standards
Self-regulation		Global Investment Performance Standards (GIPS®)
Best practices and regulatory issues		Fiduciary duty
		Insider trading
		Personal investing
		Research objectivity standards
		Trade management guidelines
		Analyst/corporate relations guidelines
		Best practices and regulatory issues

## CALCULATING CREDIT

- 1 CE credit hour is equal to one hour (60 minutes) of educational activity.
- Credit can be allocated in hour and half-hour increments, and 0.5 is the minimum credit amount that can be assigned to any program or activity (rounded to the nearest half-hour).
- SER is a subgroup of the total number of assigned CE credit hours and is calculated in the same manner as CE credit hours.
- As a general rule, no single self-study activity may earn greater than 20 CE credit hours (e.g., reading a single text book should qualify for no more than 20 CE credits).
- Certain CFA Institute prequalified activities may earn more than 20 CE credit hours. Educational offerings by CFA Institute (including products, programs, and volunteer opportunities) and Approved-Provider Program activities (from member societies and third parties) have a predetermined number of eligible credits that will be automatically populated into members' online [CE tracking tools](#).
- Members who earn CE credit hours in excess of the annual minimum recommendation can “carry forward” additional credit earned, up to a maximum of 20 hours, to the next calendar year.

Note that all relevant CFA Institute content and Approved-Provider offerings will display the amount of CE and SER credits for which they are eligible.

As a reference, the following are some sample activities and credit calculations. Note that all activities completed must be applicable to an investment professional.

<b>Activity</b>	<b>Credit Earned</b>
<b>Live events (e.g., conferences, seminars, forums, lectures)</b>	Duration of program minus breaks (networking breaks, lunch, etc.).
<b>Internet-based courses, webinars, and podcasts</b>	Actual educational time dedicated to the activity
<b>Level I, II, and/or III of the CFA® exam</b>	40 CE credits, including 2 SER, for each exam level passed (auto recorded by CFA Institute)
<b>CIPM® Principles or Expert exam</b>	20 CE credits for each exam passed (auto recorded by CFA Institute)

Activity	Credit Earned
Readings (e.g., journal articles, textbooks)	Use the recommended reading calculations* (CFA Institute publications include recommended credit hours)

\*For such educational activities as reading and reviewing content, credit earned can be calculated using one of the following methods:

- Clock time: Allocate actual time spent engaged in the educational activity
- Generalist readings: Allocate two minutes per page
- Specialized/highly technical readings: Allocate four minutes per page

## TRACKING CE ACTIVITIES

You are not required to keep a record of the continuing education activities you complete as part of the CE Program, but should you choose to do so, we provide the [online CE tracking tool](#) as a resource. An intuitive tool that allows “one-click entry” from CFA Institute product detail pages (articles, books, webcasts, etc.) and the ability to record additional credit from third-party sources, it can be your one-stop shop to tracking your activities. The online tracking tool allows you to view activities that have been recorded in your record since becoming a member.

Additionally, for members who are subject to mandatory continuing education requirements by their employer, credentialing agency, and/or regulatory body, this tool may prove to be a useful resource for tracking and reporting these activities; there is a feature in the tool that allows you to export/print a report of the items in your record.

As a member convenience, we automatically populate a variety of prequalified continuing education activities directly into member records.

Another feature of the tracking tool allows members who have exceeded the recommended yearly minimum amounts of 20 CE, including 2 SER, to carry forward the additional credits (up to 20 CE, 2 SER) by simply clicking on the blue “Carry Credits Forward” button that will appear on the dashboard of the tool in the event that the requirements have been met.

# EDUCATIONAL RESOURCES

## INSIGHTS AND LEARNING

The [Insights and Learning](#) section of our website provides a gateway to many of the products and services offered by CFA Institute. [Browse our library of educational products](#), and filter content by topic of interest or delivery format. Members can also easily record credit for consuming educational content using the [online tracking tool](#).

## PUBLICATIONS

Members receive print editions of the *Financial Analysts Journal*<sup>®</sup> and *CFA Institute Magazine* and can [access the complete online publication archive](#) (*Financial Analysts Journal*, *CFA Institute Magazine*, *CFA Digest*, Research Foundation publications, book reviews, and codes, standards, and position papers).

## WEBCASTS, PODCASTS, AND ONLINE LEARNING

Members receive access to [all CFA Institute multimedia products](#), including webcasts and podcasts from conference sessions sponsored by CFA Institute, society events, and more. Most recent educational webcasts are also available on [Asset TV](#). Our [Take 15 interview series](#) with leading practitioners is also distributed through the CFA Institute mobile app ([iTunes/Android](#)). Our [online courses](#) provide opportunities for self-paced learning in a web-based environment on a variety of topics.

## EVENTS

In addition to sponsoring and hosting our own conferences throughout the year, we partner with local societies, universities, and other educational providers to offer a [wide variety of high-quality, continuing education opportunities all over the world](#). These include events offered in partnership with our [Approved Providers](#).

## CAREER RESOURCES

We provide members with the tools and opportunities to make the right employment decisions through a growing [community of resources](#). Many resources qualify for CE credit including the free career book, *Career Success: Navigating the New Work Environment*, to promote intentional career management for investment professionals.

# BRANDING

---

Third-party organizations participating in the Approved-Provider Program use similar branding to signify that a particular program is eligible for automatic entry of CE credit.

The CFA Institute CE Qualified Activity logo signifies that a particular program is eligible for continuing education credit *and* will be reported for automatic entry of credit. It is also accompanied by a statement that indicates the provider name and amount of credit for which the program is eligible.

**CFA Institute CE Qualified Activity logo:**  CFA Institute

The CFA Institute CE Approved Provider logo signifies the provider's status/relationship with CFA Institute. Providers may also choose to advertise individual programs with the CFA Institute CE Qualified Activity logo, but members should be assured that they can request that the provider report for automatic entry of continuing education credit virtually any educational program offered.

**CFA Institute CE Approved Provider logo:**  CFA Institute

# MEMBER ATTESTATION AND RECOGNITION

---

During the annual spring renewal process, members have the ability to indicate participation in the CE Program by attesting to completing the minimum recommended hours of continuing education for the prior calendar year.

We recognize all of our members who choose to participate in the voluntary Continuing Education Program because it demonstrates their commitment to maintaining and improving professional competence. These CE Program participants are **recognized** in the following ways.

## CERTIFICATES

Members who attest during the online renewal process have the ability to print one-off, on-demand certificates for the past year. If the participation year marks a “milestone”—that is, 15, 20, 25, or 30 years of consecutive education—a certificate that notes this significant achievement will be sent by mail toward the end of the year. Members who reach the five, or ten-year milestone can opt in to receive this certificate. These certificates are suitable for framing and can be displayed to demonstrate your continued dedication to learning.

## SOCIAL MEDIA

Members that reach a milestone year of consecutive continuing education receive recognition via an annual social media campaign. Additionally, members will also receive a **digital badge** that denotes the applicable milestone year that can be displayed on a variety of social media platforms, such as Facebook and LinkedIn.

## SPECIAL OFFERS

Members who participate in the CE Program will receive special offers and/or discounts for CFA Institute products and/or programs.