MANDATORY CONTINUING EDUCATION (CE) GUIDEBOOK

Guidebook for CIPM® Association Members
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INTRODUCTION

To succeed in a highly competitive and ever-changing investment industry, investment professionals must be committed to furthering their knowledge, skills, and abilities. Under the CIPM Association Code of Ethics, members must “maintain and improve their professional competence.” The CIPM Mandatory Continuing Education (MCE) program puts this ethical obligation into practice by requiring certificants to engage in ongoing professional development as a condition of retaining the right to use the CIPM designation.

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.

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Program Manager, Continuing Education
Dedicated mailbox: ceprogram@cfainstitute.org
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 CIPM Association Code of Ethics is maintaining and improving professional competence. To this effect, and as part of the MCE Program, **CIPM certificants must complete a total of 45 CE credits per three-year cycle.**

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.

All activities completed toward the MCE requirement must be tracked and retained for one calendar year after the end of the three-year cycle to which it pertains. You can use the online Documentation Form that we provide, or you can choose to track your activities in any manner as you see fit, as long as you include all the information we require on the documentation form. Members of both the CIPM Association and CFA Institute may record credit for consuming educational content offered by CFA Institute and external providers using the online tracking tool.
In order to maintain and improve professional competence, CIPM certificants must complete 45 hours of qualifying activities within three years following the calendar year in which the right to use the CIPM designation was awarded or renewed.

The following table illustrates the MCE timeline for members who earned the right to use the CIPM designation in calendar years 2012–2016.

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<tr>
<th>Certificate Awarded or Renewed</th>
<th>MCE Reporting Cycle Starts</th>
<th>MCE Reporting Cycle Ends</th>
<th>Retain Documents Through</th>
<th>Next Reporting Cycle Starts</th>
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<td>January 2012</td>
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<td>June 2016</td>
<td>1 January 2017</td>
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<td>31 December 2020</td>
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Note that *the three-year MCE cycle begins once the certificate is awarded*, not when the Expert exam is successfully completed (e.g., if you pass the Expert exam in 2016 but are not awarded the certificate until 2017 because of the work experience requirements, your first MCE cycle would begin 1 January 2018).
CONTINUING EDUCATION CREDIT

The MCE program is designed so that members have broad latitude in selecting activities that are individually relevant for their continuing education needs. Credit can be earned through a variety of self-study options (i.e., 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 next, to determine eligibility of a continuing education activity.

The activity should be educational in nature; should be geared toward increasing the knowledge, skills, and abilities of an investment professional; and should either

- Contribute substantively to the certificant’s development as an investment performance professional or
- 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 at http://www.cfainstitute.org/learning/tools/gbik/Pages/index.aspx.

NONQUALIFIED ACTIVITIES

The following are examples of nonqualified activities:

- Reading publications intended for the layman or nonprofessional investor (e.g., the Wall Street Journal, the Financial Times, the Economist, Barron’s)
- Reading CFA Digest summaries (original source articles do qualify)
- Participating in software training sessions
- Participating in commercial product training sessions
- Attending conferences, seminars, forums, lectures, or other live events intended for the layman or nonprofessional investor
- Attending employer-sponsored events with a client-marketing focus in which educational content is directed at clients (i.e., layman’s level of rigor)
- Teaching, lecturing, or presenting (“podium time” is ineligible, but time spent reading/preparing to present is eligible)
- Attending exam preparation classes (e.g., CFA® or CIPM® exam preparatory classes)
• Attending forecast luncheons or dinners where the presentation is simply a forecast or the event is purely social in nature
• Attending presentations that are only on a specific company and/or its products
• Reading “street research” primarily addressing a specific company

ACTIVITIES THAT MAY REQUIRE SPECIAL CONSIDERATION

Some activities may qualify for MCE credit based on the circumstances surrounding the activity and the individual’s unique professional responsibilities. Judgment is required in applying the criteria used to determine whether an activity is eligible for credit.

Forecast luncheons and dinners, company presentations, street research, and similar activities should be assessed on an individual basis to determine whether the activity meets program standards and criteria outlined previously.

Example: Forecast dinners
• Qualified activity: The presentation includes models and other educational content beyond the actual forecast (only the educational portion of the event is eligible for credit).
• Nonqualified activity: The presentation is only a forecast or is purely social in nature.

Example: Company presentations
• Qualified activity: The presentation includes substantive information on an industry, not just a single company (i.e., a detailed explanation of industry trends and the implications for valuing companies within that industry).
• Nonqualified activity: The presentation is on a specific company and/or its products.

Example: Street research
• Qualified activity: The report provides substantive educational material with a broad application—for example, “Interpreting Economic Indicators,” “Understanding Tracking Error,” or “Valuing Structured Debt Securities.”
• Nonqualified activity: The report addresses a particular company—for example, “Teleflex Incorporated: Initiating Coverage with a Hold.”
Example: Individually relevant activity

- Qualified activity: A certificant with responsibility for the integrity of performance measurement input data attends a conference on portfolio accounting.
- Nonqualified activity: A certificant attends a conference on accounting for property, plant, and equipment.

CALCULATING CREDIT

- 1 MCE credit hour is equal to one hour (60 minutes) of educational activity.
- Credit hours can be allocated in hour and half-hour increments; 0.5 is the minimum credit amount that can be assigned to any program or activity (rounded to the nearest half-hour).
- As a general rule, no single self-study activity may earn greater than 20 MCE credits (e.g., reading a single textbook should qualify for no more than 20 credits).
- Certain CFA Institute prequalified activities and activities with standard reference times may earn more than 20 credits. Educational programs offered by CFA Institute (including products, programs, and volunteer opportunities) and Approved-Provider Program offerings (from member society and third parties) have a predetermined number of eligible credits. When documenting MCE credit, certificants should refer to the number of hours declared eligible by the program provider.
- For activities that are not prequalified or for which standard reference times are undefined (see the chart in the next section for examples), certificants should record the actual duration of the educational portion of the activity, up to the maximum of 20 credits.
# SAMPLE ACTIVITIES AND CREDIT CALCULATIONS

As a reference, here are some sample activities and credit calculations. Note that all activities completed must be applicable to an investment professional’s or a certificant’s development as an investment performance professional:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Credit Earned</th>
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<tbody>
<tr>
<td>Live events (e.g., conferences, seminars, forums, lectures)</td>
<td>Duration of program minus breaks (networking breaks, lunch, etc.)</td>
</tr>
<tr>
<td>Internet-based courses, webinars, and podcasts</td>
<td>Actual educational time dedicated to the activity</td>
</tr>
<tr>
<td>Level I, II, and/or III of the CFA exams</td>
<td>40 credit hours for each exam level passed</td>
</tr>
<tr>
<td>Readings (e.g., journal articles, textbooks)</td>
<td>Use the recommended reading calculations* (CFA Institute publications include recommended credit hours)</td>
</tr>
</tbody>
</table>

*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

Note: No single self-study activity may earn greater than 20 credit hours (e.g., reading a single textbook should qualify for no more than 20 credits).
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. Dual CIPM Association and CFA Institute members can easily record credit using the online tracking tool.

PUBLICATIONS
Members receive print editions of the Financial Analysts Journal® 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 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 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 of these 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 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:

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:
CIPM Association members must document continuing education activities completed toward the 45 MCE credits that are required per three-year cycle. These activities must be tracked and retained for one full calendar year after the end of the three-year cycle to which it pertains. We provide the **MCE Activity Documentation Form** for ease of tracking, or you can use any method that you choose to track your activities, as long as you capture the following information:

- Details of the educational activity (include such details as title, author/presenter, event date, and event location)
- One of the following:
  - To which topic(s) in the GBIK does the activity pertain?
  - Briefly state how the activity contributed to your development as an investment performance professional.
- Activity completion date (DD MM YYYY format)
- Total credit allocated for this activity

*Note: Certificants do not need to send any completed documentation forms to CFA Institute unless they are notified of selection for compliance review.*
ATTESTATION AND COMPLIANCE REVIEW

ATTESTING

Completing the mandatory continuing education is a condition of retaining the right to use the CIPM designation. Certificants must complete the MCE program requirements by the end of each three-year cycle. In addition, they must attest to having completed the requirements during the membership renewal process following the end of their three-year cycle.

Example: An individual who was awarded the CIPM certificate in 2013 must complete the 45 mandatory CE requirements by 31 December 2016 and will attest to having done so during the 2017 membership renewal process.

COMPLIANCE REVIEW

In order to validate the integrity of the MCE program, all certificants may be subject to periodic compliance reviews of their continuing education activities. The review process includes the following steps:

- **Certificant’s Obligation**
  
  Upon notification of selection for a compliance review, the certificant has 30 business days to supply documentation of MCE activities for the most recent three-year MCE cycle.

- **Review of Documentation**
  
  The supplied documentation will be reviewed to ensure compliance with MCE program requirements. If necessary, the certificant may be asked to supply additional documentation during the course of the compliance review.

- **Compliance Review Status**
  
  Upon completion of the review, certificants will receive one of the following statuses:

  - Successful completion: All documentation is acceptable, and the compliance review is approved/concluded.
Insufficient/disallowed credits: The certificant is given 90 business days to substitute ineligible or missing credits. Any credits accrued during the 90 business days to satisfy the ineligible/missing credits cannot also be counted in the then-current MCE cycle.

Professional conduct violation: Unsupported, misstated, or fraudulent reporting of credits is a violation of the CIPM Association Code of Ethics and Standards of Professional Conduct. Such reporting may be grounds for disciplinary action and will be handled by the CIPM Association Professional Conduct Program.

PENALTIES FOR NONCOMPLIANCE
The right to use the CIPM designation is suspended as of the end of any reporting cycle in which a certificant does not meet all conditions and requirements of the CIPM Association MCE program. Accordingly, CIPM certificants who are not in compliance must cease using the CIPM designation as of the end of the MCE cycle.

Example: Individuals who are awarded the CIPM certificate in 2013 but do not meet all MCE conditions and requirements for the three-year reporting cycle ending 31 December 2016 cannot use the CIPM designation after 31 December 2016.

REINSTATEMENT
Once the right to use the CIPM designation has been suspended because of failure to meet the conditions and requirements of the MCE program, the individual must meet all outstanding requirements for the most recent MCE reporting cycle and submit acceptable documentation of the educational activities to the CIPM Association. The individual may not resume using the CIPM designation until he or she is notified by the CIPM Association in writing that his or her right to use the designation has been reinstated.