

## Recertification

### The Importance of CPSM Recertification

The field of professional services marketing is constantly evolving, and the depth of knowledge and skill needed for success in today's market is extensive. Remaining a Certified Professional Services Marketer (CPSM) demonstrates your commitment to strengthening your knowledge and skills with the latest developments within the SMPS Domains of Practice, while staying competitive in your profession and industry.

### How to Know When It's Time to Recertify

All CPSMs must renew certification every three years. To fulfill this requirement, you must earn Continuing Education Units (CEUs) by December 31, every third year after your official certification date. For example, if you were originally certified in 2011, you must be recertified by December 31, 2014, then again by December 31, 2017. Credits earned in one three-year certification cycle may not be carried forward to another three-year cycle. You can easily track credits earned online. Just follow the steps below in the section called "How to Keep Track of Your CEUs".

### Requirements & Ways to Obtain Your CEUs

In keeping with the high standards of the certification program, CPSMs are required to accumulate a **minimum of 50 CEUs over a three-year period**. CEUs may be earned through SMPS or other organizations. The educational programs must encompass the SMPS Domains of Practice. You may choose where you want to earn your CEUs and in which of the six SMPS Domains of Practice for recertification. There is no minimum number of CEUs required in any domain. In fact, all 50 may be earned in a single domain if preferred.

One continuing education unit is awarded for each hour of interaction between a learner and an instructor. For purposes of calculating CEUs, breaks, meals, and social/networking time cannot be included in the instruction time. A presentation during a meal function can be counted for the length of the presentation only. Meeting time devoted to chapter business and committee activities cannot be counted.

### How to Keep Track of Your CEUs

CPSMs must maintain a portfolio of CEUs earned during the recertification cycle. There are two ways to keep track of CEUs: through hard-copy reporting or online reporting. Only marketing and business development programs related to the SMPS Domains of Practice may be counted toward the continuing education requirement for recertification.

**Log in to see your accrued CEUs.** CPSMs can view transcripts online to monitor how many CEUs have been earned towards renewal of CPSM designation. To review CEUs, visit [www.smeps.org](http://www.smeps.org) and follow these steps:

1. Log in to the SMPS home page at [www.smeps.org](http://www.smeps.org) with your username and password. Note: If you have a problem logging in, contact the Membership Department at SMPS Headquarters at 800.292.7677, or email [info@smeps.org](mailto:info@smeps.org).
2. Once you have logged in, on the Member Profile page click on "Continuing Education Credits" in the center the web page.
3. You can then view the CEUs that SMPS has on record for you during the current three-year recertification cycle.

### Alternative Ways to Earn CEUs

SMPS has instituted processes so CPSMs can earn CEUs toward recertification through methods other than in-person programs. In addition to guidelines and requirements outlined in recertification materials, the following provides details on CEUs you can earn through alternative methods.

#### Four Easy Steps to Recertification:

Follow these four steps and you're on your way to CPSM recertification:

- 1) Log on to the SMPS web site to check transcript for CEU total.
- 2) If you have 50 or more CEUs for the three-year period, it's time to recertify.
- 3) Recertify by filling out the recertification application, which can be downloaded from the SMPS web site.
- 4) Fill out application and send with your payment to the Certification Department at SMPS Headquarters.

### **Speaking/Moderating at Educational Events:**

A CPSM who makes an educational presentation or moderates a panel or roundtable at an event open to the general profession and marketing community can earn one CEU for each instruction hour with students. In addition, the presenter or moderator may receive one CEU for every two hours of research and preparation time.

To earn CEUs for presenting and moderating, complete a **Speaking/Moderating Documentation Form** for each program. A CPSM cannot earn CEUs for giving the same presentation a second time unless proof is given that considerable changes were made to the presentation.

**Note:** A maximum of 15 CEUs may be submitted during a three-year period for speaking/moderating.

### **Writing:**

A CPSM who authors an article during the recertification time frame is eligible to receive one CEU for every 500 words published. This includes articles or other industry publications whose content covers any of the six Domains of Practice and is available to the general profession and marketing community. The author may write for SMPS or any other organization. In addition, the author may receive one CEU for every two hours of research used to write the article. Articles written for internal publication at one's own firm do not qualify unless the publication is available to the general profession and marketing community. To earn CEUs for writing, complete a **Writing Documentation Form** for each article or book.

**Note:** A maximum of 15 CEUs may be submitted during a three-year period for writing.

### **Reading Articles in *Marketer*:**

A CPSM may earn CEUs for reading *Marketer* articles and answering questions based on the articles. One CEU can be earned for each feature article marked with the SMPS CEU logo. For documentation purposes, make a copy of your answers.

**Note:** A maximum of 15 CEUs may be submitted during a three-year period for this category.

### **Archived Webinars**

Any SMPS webinar originally broadcast at least one year earlier is free for CPSMs to watch online. Follow this link <https://onlinelearning.smeps.org/live-and-on-demand-webinars> to the webinars, login with your SMPS credentials and look for the green "Register (Free!)" button to access archived webinars free of charge. Follow the simple registration steps and the online learning portal will recognize you as a CPSM in the system and add the webinar to your Dashboard for free!

Once you view the webinar make sure to submit the CEU Documentation Form by mail, fax or email to the certification department at SMPS headquarters. You earn 1.5 CEUs for every webinar you view. The webinars are covered under general CEU programming so there is no limit on the number of CEUs you can earn per recertification period.

### **Free Lunchtime Learning Labs:**

All recorded SMPS lunchtime learning labs are saved in the MySMPS Marketing Resource Center library here <http://my.smeps.org/mrc/library> in the lunchtime learning labs folder. Simply expand the folder to view the archived video and submit the CEU form in each folder to [certification@smeps.org](mailto:certification@smeps.org). There is no limit on the number of CEUs you can earn from viewing archived learning labs. Each lab is worth 1.0 CEU.

## Lifetime Certification

Certified Professional Services Marketers who maintain their certification throughout their careers will be certified for life upon reaching the age of 65. No further reporting is necessary except for notifying the SMPS certification administrator of meeting the age requirement.