

How To Customize CEU Presentations

Through the MIA+BSI

The Intent of a CEU Program

- Education
- Cannot be focused on a specific brand or proprietary product
- Position yourself as the expert
- Sell more of your product/service

Intent of MIA+BSI's CEU Program

Focus on Natural Stone

Definition: stones which have been harvested from their in-situ position in the earth, then cut and machined into final products without alteration to the natural fabric of the material

What are your choices?

- Use our turn-key courses as is
- Customize our existing presentations
- Develop a presentation unique to your company and get it approved through the MIA+BSI provider network
- Become a provider on your own

Credit Reporting Organizations

- AIA – The American Institute of Architects
- IDCEC – Interior Design Continuing Education Council
- LACES – Landscape Architecture Continuing Education System
- GBCI – Green Business Certification Inc.
- NKBA – National Kitchen & Bath Association



Credit Reporting Organizations

- AIA- 18 LUs/year – 12 must be HSW
- IDCEC- ASID 10 hours/2 years
- LACES- varies by state, average 12PDH/year (1=50 min)
- GBCI- 15 CEs/2 years
- NKBA- 2.0 CEUs/2 years (0.1=1 hour)

Distance Learning vs. In Person

- When a course is submitted, a choice must be made between 'distance learning' or 'in person'.
- In Person cannot be given via webinar.
- Distance Learning cannot be given in person.
- If you would like to present both ways, you are required to submit the classes separately.
- Learning assessment required.

Our turnkey classes are approved as 'In Person' presentations.

Money

What are the potential costs involved?

Becoming a provider on your own.

- **AIA – \$1,800** - Limits you to one region. No distance learning.
- **IDCEC – \$630** - Pay additional \$250 for each course, each year.
- **LACES – \$295** - Unlimited courses with annual membership fee.
- **GBCI – \$550** - Pay additional \$250 for each course, each year.
- **NKBA – \$368** - Membership based on your annual revenue, plus \$200 per class.
- *Prices listed based on one course, one region, per year.*

Credit Reporting Organizations

AIA

	Subscription	Subscription Cost	Regions	International	Face-to Face	Distance
☐	Passport	\$4099.00	All	✓	✓	✓
☐	Basic	\$1799.00	1		✓	
☐	Professional *	\$899.00	All	✓	✓	✓
☐	Architecture Firm	\$399.00	All	✓	✓	✓

*reserved for academic institutions, government agencies, & non-profit associations

Credit Reporting Organizations

IDCEC

Fee Type	Amount
Course Provider Annual Membership	
Corporate	CAD 380 per year
Individual	CAD 150 per year
Preferred Provider	CAD 5,500 per annum
Accredited Academic Institutions (Design schools, colleges, universities and government agencies)	CAD 1000 per annum
Course Submissions Fees	
Ongoing Offering	CAD 350 per course - 2 year validity
Single Offering	CAD 250 per course - 1 year validity
ASID and IIDA Chapters	CAD 150 per course - 1 year validity

Credit Reporting Organizations

LACES

\$295.00/yr

GBCI

\$250.00/course review

Bulk discounts available →

<i># of Course Reviews</i>	<i>Discount</i>
1-4	-
5-9	3%
10-14	4%
15-19	5%
20-24	6%
25-29	7%
30-34	8%
35-39	9%
40-44	10%
45-49	11%
50+	12%

Credit Reporting Organizations

NKBA

Providers \$200/program or \$1000/unlimited programs

CEU providers must maintain active membership

NKBA Membership			
	Industry Member Firm	Industry Member Branch	Associate Business Member
Application Fee	\$100	Waived	\$100
Annual Dues	See chart	\$112	\$842

INDUSTRY MEMBER FIRM DUES (based on kitchen and bath revenue)

Annual Revenue*	Annual Dues	Annual Revenue*	Annual Dues
☐ Less than \$100,000	\$168	☐ \$5 – \$7 million	\$1,657
☐ \$100,000 – \$500,000	\$225	☐ \$7 – \$10 million	\$2,106
☐ \$500,000 – \$1 million	\$337	☐ \$10 – \$15 million	\$2,808
☐ \$1 – \$1.5 million	\$393	☐ \$15 – \$20 million	\$3,369
☐ \$1.5 – \$2 million	\$534	☐ \$20 – \$40 million	\$5,616
☐ \$2 – \$3 million	\$646	☐ \$40 – \$100 million	\$6,739
☐ \$3 – \$4 million	\$927	☐ \$100 – \$200 million	\$9,546
☐ \$4 – \$5 million	\$1,096	☐ More than \$200 million	\$10,669

Through MIA+BSI CEU Program

- Typical Enrollment \$300 per year
 - Plus \$50 per speaker
 - Plus \$50 per class
- Premier Enrollment \$2,500 per year
 - Unlimited use
- Use any of our 13 turnkey programs
- Most courses are approved for credit through AIA, IDCEC, LACES, NKBA.
- 3 have GBCI approval.

Through MIA+BSI CEU Program

- Create New Customized Course- Free*
 - Approval through AIA, LACES, and NKBA- Free
 - *IDCEC additional \$350 for 2 year term
 - *GBCI additional \$250 for 3 year term
 - *Typical companies limited to 1 per 2 year period
 - *Premier companies limited to 2 per year

Customizing Our Turnkey Presentations

Currently 13 Available

Review existing course offerings

- Classes Available Page

The screenshot displays the MIA+BSI website, which is the Natural Stone Institute. The header includes navigation links: HOME, ABOUT, JOIN, INTERNATIONAL, BOOKSTORE, and MEMBERS LOGIN. A search bar is located on the right. The main navigation bar is dark blue with white text for ACCREDITATION, AWARDS, EDUCATION (highlighted), EVENTS, MEMBER DIRECTORY, MEMBERSHIP, and NEWS. Below the navigation bar, the EDUCATION dropdown menu is open, listing: Stone Industry Education, Continuing Education, Chapters, Stone Industry Safety Resources, Women in Stone, Natural Stone University, Resource Library, and Statistics. The main content area features a large banner with the word "Education" on the right. Below the banner, there are four columns of content: 1. "MIA CEU Program..." with a video thumbnail of Jim Hieb, CAE, President & CEO of MIA. 2. "CLASSES AVAILABLE" with a list of classes and a description of the CEU program. 3. "FIND A SPEAKER" with a circular logo for "MIA+BSI CERTIFIED SPEAKER" and a description of the Speaker's Bureau. 4. "SPEAKER RESOURCES" with a photo of a speaker at a podium and a description of resources for enrolled members.

HOME | ABOUT | JOIN | INTERNATIONAL | BOOKSTORE | MEMBERS LOGIN

Search

NATURAL STONE RESOURCE LIBRARY

ACCREDITATION | AWARDS | **EDUCATION** | EVENTS | MEMBER DIRECTORY | MEMBERSHIP | NEWS

Stone Industry Education
Continuing Education
Chapters
Stone Industry Safety Resources
Women in Stone
Natural Stone University
Resource Library
Statistics

Education

MIA CEU Program...

MARBLE INSTITUTE
Jim Hieb, CAE
President & CEO, MIA

ABOUT THE CEU PROGRAM

Our mission is to provide accurate and ongoing education about the value, benefits and best practices of using natural stone as a building material to architects, designers and other professionals in the construction industry.

CLASSES AVAILABLE

View a list of the classes currently available through our CEU program. Descriptions, learning objectives and up to date credit information are all available here. Continuing education credits are available through AIA, IDCEC, ASID, NKBA, LACES, ASLA, and GBCI.

FIND A SPEAKER

Our Speaker's Bureau consists of over 300 speakers from nearly 100 MIA+BSI member companies. Over half of these speakers have taken the extra steps to become certified.

SPEAKER RESOURCES

For those enrolled in MIA+BSI's CEU program or interested in finding out how to provide CEU credits to architects and designers.

Sign up for a monthly orientation Webinar.

Submit your Class Notification Form.

Request program resources including flash drives and download links.

What can you change?

- Add, remove, or swap out photos
- Rearrange content
- Add slides
- Remove bullet points

Natural Stone Types

CALCAREOUS SEDIMENTARY: TRAVERTINE

A finely crystalline, massive deposit of calcium carbonate, of white, tan, or cream color, formed by chemical precipitation from solution in surface and ground waters, as around the mouth of springs, especially hot springs



Travertine



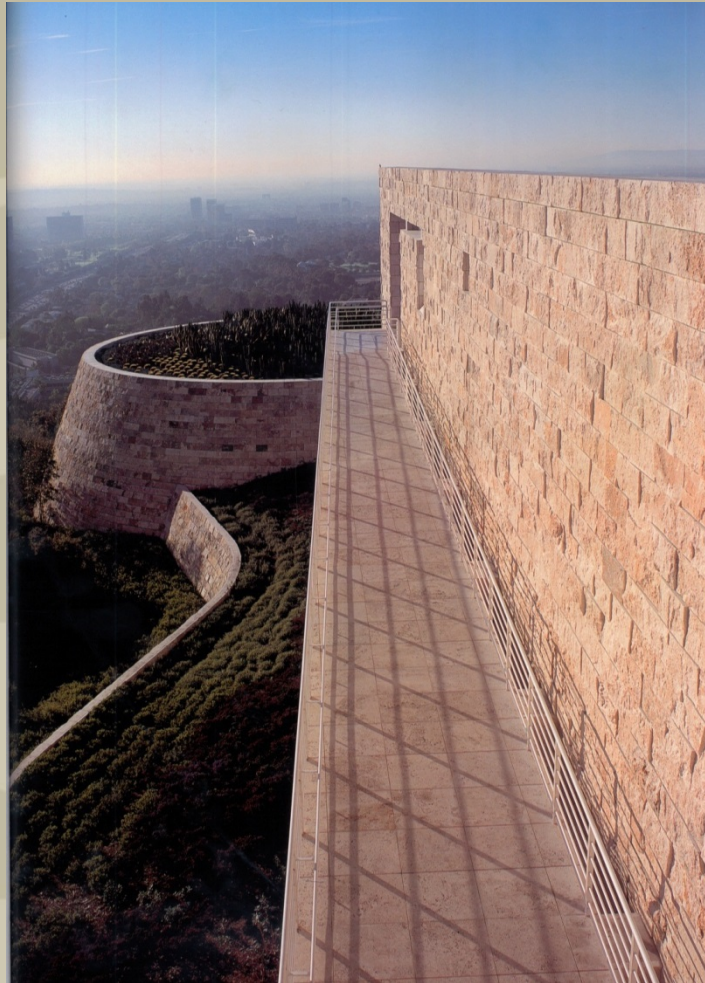
Desert Gold Travertine Quarry in Belen, NM

Travertine



- Pronounced anisotropic properties
- Generally includes holes

Travertine



Beige Travertine



Walnut Travertine

Noce Travertine



What can you change?

- Replace the travertine installation images with projects your company worked on
- Move 'Know your Stone' section to the beginning to explain the subtle differences in stone types before you get into the specifics of each species.
- You sell a lot of Basalt but we don't have a section about that. Add similar slides with your own content.
- Remove bullet points

Guidelines

- Logos limited to beginning and end of the presentation.
- No brand names or references to proprietary products allowed.
- 70% of original presentation must remain the same.
- Learning objectives must still be met.



Developing a Brand New Presentation

See Examples

- Classes Available Page
- Presentations available through select MIA+BSI companies

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- ABOUT THE CEU PROGRAM**: Includes a video thumbnail titled "MIA CEU Program..." and text stating the mission to provide accurate and ongoing education about the value, benefits and best practices of using natural stone as a building material to architects, designers and other professionals in the construction industry.
- CLASSES AVAILABLE**: Includes a video thumbnail titled "Long Life Cycle" and text stating that a list of classes currently available through the CEU program, including descriptions, learning objectives and up to date credit information, are all available here. It also mentions that continuing education credits are available through AIA, IDCEC, ASID, NKBA, LACES, ASLA, and GBCI.
- FIND A SPEAKER**: Includes a circular logo for "MIA+BSI CERTIFIED SPEAKER" and text stating that the Speaker's Bureau consists of over 300 speakers from nearly 100 MIA+BSI member companies. Over half of these speakers have taken the extra steps to become certified.
- SPEAKER RESOURCES**: Includes a photo of a speaker at a podium and text stating that for those enrolled in MIA+BSI's CEU program or interested in finding out how to provide CEU credits to architects and designers, they can sign up for a monthly orientation Webinar, submit their Class Notification Form, and request program resources including flash drives and download links.

Determine Learning Objectives

- A learning objective is an explicit statement that clearly expresses what the student will be able to do after taking a course.
- Proportionate to the content of the presentation

Determine Learning Objectives

- 4 learning objectives
- Through the MIA+BSI- 2 of the 4 learning objectives must relate directly to the stone industry
- For HSW- 3 of the 4 objectives must pertain to health, safety and welfare.

Determine Learning Objectives

- Refer to the list of behavioral verbs below that you may use in your objectives.
- *acquire, analyze, apply, assess, clarify, classify, compare, contrast, defend, define, demonstrate, describe, design, determine, discuss, distinguish, evaluate, examine, explain, explore, identify, integrate, investigate, justify, list, name, observe, participate, predict, recall, recognize, research, resolve, select, specify, summarize, support, test, use, utilize, verify, etc.*

Determine Learning Objectives

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Write an outline

- Team approach
- Proportionate to your learning objectives
- For example, if one of your four objectives is to identify factors that affect the performance of natural stone in a wet-area application then you should have 10-20 minutes of information specific to this topic
- One bullet point for each slide. Shoot for 60 slides.
- Once finished, use as a resource for speakers or as a handout for your attendees

Gather photos & graphics

- Company's Library of Photos
 - works in progress and final installations
- MIA+BSI Dimension Stone Design Manual
- Existing CEU presentations
- Watch out for watermarked photos.

Create a Powerpoint Presentation

- Powerpoint, Keynote, Prezi, Other
- Use the outline and images you have organized
- Use an existing MIA+BSI presentation as a guide, especially for first series of slides. Learning Objectives. Credit Information.
- For a 60 minute presentation, shoot for 50-80 slides
- Font Size at least 24 pt

Review Process

- Double check for spelling and grammatical errors
- Cite any sources you reference
- Make sure everything is up to date and accurate
- Though we will provide a technical review for the course, it is ultimately the speaker who is responsible for the accuracy and relevance of the information presented.

Review Process

- First, We check for basic structure and rule violations such as:
 - required slides exist
 - learning objectives are concise
 - logos and not present within educational portion, etc.
 - can take up to 2 weeks
 - expect to perform revisions after this step
- Then, it will be passed on to the technical department
 - Can take up to 6 weeks

Review Process

- Finally, CEU reporting organization reviews
 - AIA, NKBA and LACES can be submitted for no charge.
 - IDCEC approval will cost an additional \$350.00 for a 2 year term.
 - GBCI approval will cost an additional \$250.00 for a 3 year term.
 - Can take up to 12 weeks- usually 3-4 weeks.
- Expect the entire review process to take around 12 weeks.

Schedule Events

- Once approved, schedule your events the same way you do with existing programs through the Class Notification Form.
- If you are a typical provider, the \$50 class administration fee will apply.
- Paperwork will be provided for you and your attendees' credits will be filed by staff.
- Listed on the Classes Available Page

What are your choices?

- Use our turn-key courses as is
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FAQ

- Can I create a class about quartz surface?
- If I create a customized class, can other MIA+BSI members use it?

Questions?