

## American Trails Certified Provider

Let Us Offer Credits for Your Organization!



CERTIFIED PROVIDER



American Trails offers learning credits for our weekly [Advancing Trails Webinar Series](#), our biennial [International Trails Summit](#), and other trail or outdoor recreation-related conferences, workshops, and webinars (virtual or in-person). American Trails has been a certified provider since 2018.

### CREDITS WE OFFER

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- American Society of Landscape Architects ([ASLA](#)) offers LA CES (most HSW approved)
- American Planning Association ([APA](#)) offers AICP CM
- National Recreation and Park Association ([NRPA](#)) CEU\*
- Other CEU/PDH Equivalency Petition for accepting organizations

\* Please note that NRPA CEUs for other trail and outdoor recreation related events (not AT-specific webinars/conferences) is not available through American Trails as a third party but **can be obtained from the host organization/attendees directly**. No additional special requirements for approval apply so long as you follow their [CEU policy](#). Attendees can access the NRPA renewal portal to self-report externally generated CEUs.

### COST TO OFFER CREDITS TO OTHER ORGANIZATIONS

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American Trails has the following pricing structure to offer learning credits for your organization's event. **It is required that the organization is a member of American Trails (\$250 Trail Partner or higher) as well.**

#### **SPECIAL OFFER! \$100 discount off first event!**

##### **Tier 1: \$300 – ONE SESSION/COURSE (ONLINE OR IN-PERSON)**

- No maximum length or attendee limit but only one certificate per person.
- These can be for individual sessions or courses in which attendees are required to attend all sessions within that course/conference/etc. in order to get credit (the same amount for all).
- *If five or more sessions are offered within a year, the discounted rate is \$200 per session.*
- *If ten or more sessions are offered within a year, the discounted rate is \$125 per session.*

##### **Tier 2: \$850 – MULTIPLE SESSIONS (IN-PERSON)\***

- This is for one conference over the course of multiple days with multiple concurrent sessions.
- There is no limit to the number of attendees or sessions offered.
- Attendees can attend one, some, or all sessions and would receive credit for the number of sessions they attend

##### **Tier 3: \$1,250 – MULTIPLE SESSIONS (ONLINE)\***

- This is for one conference over the course of multiple days with multiple concurrent sessions.
- There is no limit to the number of attendees or sessions offered.
- A quiz is required for each session (a distance learning requirement) hence the higher price.

*\* Please note that it is requested that all sessions be shared with us in one document/one spreadsheet tab/one webpage otherwise you may be charged an additional fee of \$200.*

American Trails can offer all credit types (LA CES—most HSW approved—and CEU/PDH equivalency petition) for sessions that are 60 minutes or longer; and AICP CM for planners for sessions that are 15 minutes or longer.

The above pricing structure would make learning credits FREE for your attendees (you are allowed to charge a registration fee, but we ask that learning credits are included in that fee). Over the years, we found that offering free learning credits for attendees works best (financially and logistically) and has the potential to bring in more attendees/learning credit requests.

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### The learning credit cost YOU pay includes the following benefits:

1. Unlimited number of attendees can receive unlimited number of credits for multiple sessions (including those attendees requesting more than one credit type)
  - a. We offer AICP CM (for planners), LA CES (for landscape architects), NRPA CEU equivalency petition (for park professionals), and other CEU/PDH equivalency petition for other accepting organizations.
  - b. We could possibly look into a specific credit that we do not currently offer if a certain number of specific attendees requesting this specific certificate might be in attendance, depending on cost and time. An additional fee may be added to the total cost.
2. Strategic partnership that includes marketing your event and learning credit opportunities in the following ways:
  - a. Our [Pathways Professional Development eNewsletter](#) (sent on 1<sup>st</sup> of every month)
  - b. Separate email blast sent to mailing list (40k+)
  - c. Promotion on our social media platforms (16k+)
    - i. Content must be provided by host organization and emailed to American Trails. You can also add us as a collaborator to your post (preferred) or simply tag American Trails in your post and we can reshare!
      1. [Facebook](#)
      2. [LinkedIn](#)
      3. [Instagram](#)
      4. [Twitter](#)
      5. [YouTube](#)
  - d. Added to the [APA](#) and [ASLA](#) member-only calendars (60,000+)
  - e. Added to our [online training calendar](#) (via [TrailSkills.org](#))
3. Creation of 10+ question online quizzes (*for one-hour sessions; add one question for each additional 15 minutes*) (for virtual only) or a tracking sheet (for in-person only) and online survey (working with presenters and/or organization host for quiz content)
  - a. We share a survey as well that is required to be completed by anyone wanting credits (virtual or not): [other conference example](#)
4. Certificates for participants who complete #3.
5. Report of attendee credit requests/copied on certificates sent.

## INFORMATION NEEDED TO OFFER CREDITS

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### Timeline for PRE-EVENT:

- The following details are required in order to offer learning credits: sessions title, date, start/end time, description, minimum 3 learning objectives, presenter name and organization (and bio if available). Any format is fine but all details must be within same document/webpage.

#### APA upload:

- We upload each session individually to APA's website (if recorded and offered on-demand, we upload twice). Approval is automatic so long as required fields are completed. We can review and let you know if any sessions might not meet APA criteria.

#### ASLA upload:

- We upload each session via a special spreadsheet provided by ASLA (or individually if just one session). Approval is manual and may take up to one week. We can review and let you know if any sessions might not meet ASLA criteria (more strict in what is accepted).
- **ONLINE SESSIONS ONLY: Need to complete prior to start of sessions (at least one month in advance, or sooner, is preferred):** I need to create the quizzes for each session and I can work with the presenters on this (if you want to

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share their emails with me) and have them send me questions with the correct answers (true/false or multiple choice) or they can send me their PPT presentation and I can curate the questions. I would like to have the quizzes ready to send to the attendees at least the day before the session so they can answer them as they listen in. You can send to interested attendees or if you share the emails for those needing credits with me, I am happy to share with them and send an email with instructions (I will only use their emails for this purpose).

- **IN-PERSON SESSIONS ONLY:** Need to complete prior to start of sessions (at least one month in advance, or sooner, is preferred): I will create a tracking sheet that you can hand out to attendees onsite at check-in or can be made into a fillable pdf for attendees wanting learning credits. The tracking sheet will include instructions for attendees and the host organization.

### Timeline for POST-EVENT All Events:

- **Need post-event:** I will need an attendee list in excel format (first name, last name, and emails – all in separate columns) as I need to upload to the ASLA credit organization. I will not use this list for any other purpose.

## QUESTIONS?

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Email Candace Gallagher, Director of Operations, at [candace@americantrails.org](mailto:candace@americantrails.org) with any questions and for a personalized quote.

Follow Candace on [LinkedIn](#) and follow American Trails on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), and [YouTube](#).