

IA Select Program Guidelines

June 2020

As the leading membership organization in the irrigation industry, the Irrigation Association is uniquely positioned to endorse education classes within the irrigation industry.



The primary goal of IA Select is to promote the strategic initiative of improving quality and expanding offerings of irrigation education. Since endorsement is voluntary, an IA Select class shows the education provider's commitment to quality irrigation education. The following are benefits of endorsement to the education provider:

- The IA Select label will instantly convey quality to your customers.
- The IA Select logo can be used for marketing of all approved classes.
- A listing of endorsed classes will be included on www.irrigation.org.

IA Select Process

1. General Requirements

- a. Follow IA BMP Standards**
All training materials to be considered for the IA Select program must be in line with IA Turf and Landscape Irrigation Best Management Practices standards. The IA Turf and Landscape Irrigation Best Management Practices can be downloaded from www.irrigation.org/LandscapeBMP.
- b. Noncommercial (not a product advertisement)**
Any training session to be considered for the IA Select program shall not promote the products or services of any manufacturer, distributor or service provider. IA-approved training may not be used as an opportunity to advertise to current or potential customers.
- c. Who May Become an IA Select Education Provider?**
Any IA member organization providing training on irrigation or related systems is able to apply to become an IA Select education provider and will be approved once all requirements of this document have been met.

2. Types of Education That May Be Reviewed

- a. Live, Instructor-Led**
- b. Online, Instructor-Led**
- c. Online, No Instructor**

3. How To Apply

- a. Application**
To be considered for approval as an IA Select education provider, an organization must complete an application form in its entirety. Incomplete applications will not be accepted and will be returned to the applicant.
- b. Fee**
A nonrefundable program fee per class will be submitted to the IA along with the application to become an IA Select education provider. The fee will be used to cover expenses occurred while reviewing the application and therefore will not be returned to the organization in the case of an incomplete application or denial of a request to become an IA Select education provider. (See appendix A for current pricing.)

4. Not-Approved Training

- a. Deficiency Feedback**
If a submitted training course is not approved for the IA Select program, a list of deficiencies will be provided to the education provider for corrections to be made. Upon receipt of the deficiency notice, the education provider will have 90 days to make corrections and resubmit the corrected materials to the IA. No additional fee will be required when submitting corrections to deficiency notifications.

If 90 days have lapsed since notification of deficiencies or if the program has not qualified after one year, the original application will be void. Education providers who still wish to gain IA Select program endorsement must submit a new application, program fee and materials set for review.

5. The IA Review Process

a. Review Committee

The IA will select three reviewers from a list of preapproved Educational Review Committee members for each submitted training course. At least one member of the review committee will be an IA employee and any remaining positions may be industry professionals with experience appropriate to review the submitted course material.

Review committee members who are not IA employees may not be in any way affiliated with an organization that provides irrigation training. All materials that are submitted to the IA will be treated with high levels of confidentiality and at no time will any materials submitted to the committee be shared with anyone outside of the committee or the submitting organization.

b. Timeframe for Review

Submitted materials will typically be reviewed and results returned to the education provider within 90 days of the submission date. Review of submitted materials may be delayed during certain times of the year such as near the Irrigation Show and Education Week.

c. CEU Approval

CEU approval is based on current IA CEU policy. (See appendix B for current CEU policy.)

6. Approved Training

a. IA Select Terms

Approved education courses will be valid for one year. During this time, the education provider may offer the class at will. The class schedule with location information must be submitted to the IA using the provided Microsoft Excel form. If the education provider wishes, classes will be listed on the IA website within one week of submission upon request. (See appendix C for excel form.)

b. Changes During Approval Period

If significant new information is added to the class material or portions of the material are removed that would have an impact on the original flow of the class, the education provider is required to submit the new materials, a renewal application and resubmission fee to the IA. Upon approval of the changes, the new class material will be valid for one year from the new renewal date. (See appendix A for current pricing.)

c. Renewal

At the end of the one-year term, the education provider must submit a renewal application to the IA with a renewal fee. All current materials must be submitted for review according to the standards for approval of a new class. If, at the IA's discretion, significant changes have been made, the education provider will be notified and the course will have to be submitted as a new course for approval and subject to the full program fee. (See appendix A for current pricing.)

d. Monitoring Classes

Acceptance into the IA Select program implies that the education provider agrees to allow education reviewers from the IA to attend approved training at no charge for evaluation purposes. The IA may send one reviewer to one scheduled session of each approved class during a calendar year. If a complaint is received from a former student, the IA may review multiple class sessions in a calendar year as a response to the complaint. If any part of the training is found to be out of compliance, the IA may rescind the approval pending modifications to correct deficiencies. A resubmission fee may be required if the deficiencies require a complete reevaluation of the course material. (See appendix A for current pricing.)

7. Educational Material Standards

a. Required Materials

i. Detailed Course Outline

The course outline must present the structure of the class to participants and help them follow the flow of the class. The course outline must contain all major topics as well as a few subpoints for each topic at a minimum.

ii. Course Learning Objectives

Each class submitted for the IA Select program must state a minimum of three attainable learning objectives. Each learning objective must clearly state the knowledge or skill a participant should have after successfully completing the class.

iii. Course Description

Provide a detailed course description with an overview of what the course material will cover. The course description must be broad, covering the entire class, with more in-depth description reserved for the course outline and learning objectives.

iv. Prerequisite Statement

Describe the necessary level of experience or prerequisite skills needed to be successful in the course. Prerequisites should be in place to increase the comprehension of the student. If the material to be approved is a beginner-level class, please state that no prior experience is necessary. Prerequisite classes do not need to be IA Select classes but should also be noncommercial in nature.

v. Presentation (PowerPoint, video, etc.)

All presentation material must be of professional quality, providing the student with an adequate learning aid. Graphics-based presentation materials must be of the highest resolution available, utilizing high-definition photographs and videos when possible. Illegible presentation materials will not be approved for the IA Select program.

vi. Student Manual/Handouts

Materials must be provided to each participant at the start of a class. The materials provided must follow the flow of the class and presentation materials described in the class outline. A third-party manual may be acceptable as long as the education provider has permission to use the material in a classroom setting and the manual follows the flow of the class.

vii. *Instructor Notes or Lesson Plan*

Each submitted class must include instructor notes or lesson plans to ensure each instructor follows the same format for the class. Instructor notes must detail each section of the class, with particular attention to hands-on activities or other portions of the class that may not be covered in presentation materials.

viii. *Assessment (required for online training only)*

All online training submitted for the IA Select program must contain an examination to evaluate whether the learning objectives have been met. Examinations must contain a minimum of 10 questions or two to three questions per hour of instruction for longer classes. Live instructor-led training may also utilize an examination but will not be required.

ix. *Certificate of Attendance or Completion*

Upon successful completion of the class, a certificate must be issued to each participant. The certificate must state the course title, date of class, number of hours completed and education provider. Students will retain the certificate as proof of attendance.

x. *Qualified Instructor Resume*

Include a resume for each proposed instructor to verify qualifications according to the Qualified Instructor section following.

xi. *Copyright*

The education provider is responsible for securing permission from the publisher to use all graphics and text created by another author.

b. Submission of Materials

- i. Materials must be submitted electronically in a PDF format. The PDF must be bookmarked for each item listed previously. Provide one PDF per class being submitted. As noted previously, all materials will be treated confidentially.

c. Qualified Instructor

i. *Industry Certification*

Each instructor must maintain at least one IA certification. A state or county contracting license does not qualify as an industry certification, as each of these organizations have different experience and testing requirements. The IA will have final approval to identify qualified instructors.

ii. *Instructional Experience*

Instructors must have significant teaching experience to ensure effective delivery of the training to all participants. Instructors must have a minimum of 40 hours of classroom teaching experience, a teaching license or a training certification from a recognized adult learning training organization (i.e., ASTD).

d. Length of Training

While there is no minimum or maximum number of hours for approved training, the length of class should be adequate to ensure each student is able to meet each of the course learning objectives.

8. Use of the IA Select Label

- a. To uphold the integrity of the program, only IA-approved courses may use the IA Select label. Nonapproved entities who attempt to use the label will be penalized.

Appendix A

IA SELECT PRICING

Program Fee	\$750 per class for 1-3 classes \$600 per class for 4 or more classes
Renewal Fee (Annual)	\$200 per class (if no significant changes have been made) Full program fee (if significant changes have been made)
Resubmission Fee	\$250 per class

Appendix B

Irrigation Association Qualifying Continuing Education Units (CEUs)

All certified professionals must submit 20 continuing education units per two-year cycle to remain in good standing.

IRRIGATION ASSOCIATION CERTIFICATIONS

Cap	No cap (maximum) on the number of CEUs per year earned in this category
Qualifying activity	20 CEUs earned for becoming a CID
	10 CEUs earned for additional CID specialties
	10 CEUs earned for becoming a CIC, CLIA, CGIA, CAIS, CLWM, CAWM

IRRIGATION ASSOCIATION LEADERSHIP ROLES

Cap	A maximum of 5 CEUs per year can be earned in this category
	CEUs in this category are earned at the rate of 1 CEU per hour of attendance
Qualifying activity	Serving as a board member on an IA affiliate local or state irrigation association
	Serving as a board member or chair/vice chair of a committee with the Irrigation Association
	Serving as a noncompensated member of a state irrigation licensing board or committee

IRRIGATION EDUCATIONAL CONTENT DEVELOPER

Cap	No cap (maximum) on the number of CEUs per year earned in this category
	CEUs in this category are earned at the rate of 2 CEUs per article/book chapter/session
Qualifying activity	Writing reference material or irrigation books
	Presenting irrigation-related technical papers
	Writing articles for an irrigation publication

IRRIGATION TRAINING - TIER 1

Cap	No cap (maximum) on the number of CEUs per year earned in this category
	CEUs in this category are earned at the rate of 1 CEU per hour of attendance
Qualifying activity	Attending irrigation educational courses or seminars
	Teaching irrigation education courses or seminars
Training definition	Irrigation educational courses and seminars are typically sponsored by, but are not limited to, trade associations, educational institutions, IA-licensed providers or professional irrigation instructors. Courses may be offered by manufacturers and distributors.
	Subject matter within this tier is directly related to irrigation and cannot be brand specific.
	Examples of acceptable courses: irrigation scheduling, irrigation hydraulics or irrigation installation. Backflow classes fall in this category. The 40-hour backflow course earns 10 CEUs, and recertification course earns 5 CEUs.

IRRIGATION TRAINING - TIER 2

Cap	No cap (maximum) on the number of CEUs per year earned in this category
	CEUs in this category are earned at the rate of 0.5 CEU per hour of attendance
Qualifying activity	Judging an irrigation competition
	Attending "in-house" or brand-specific irrigation courses or seminars
	Teaching "in-house" or brand-specific irrigation courses or seminars
Training definition	Irrigation courses and seminars are typically sponsored by, but are not limited to, irrigation manufacturers, distributors or an individual's employer.
	Subject matter is directly related to irrigation and is typically brand specific.

IRRIGATION TRAINING - TIER 3

Cap	A maximum of 5 CEUs per year can be earned in this category
	CEUs in this category are earned at the rate of 0.25 CEU per hour of attendance
Qualifying activity	Attending irrigation or green industry trade shows
	Attending or teaching green industry courses or seminars
	Attending or teaching business courses or seminars
Training definition	Irrigation or green industry trade show attendance is considered for walking the trade show floor or attending corporate sales meetings. Staffing of an individual's employer or affiliate trade association booth does not qualify in this category.
	Green industry courses and seminars are typically sponsored by, but not limited to, manufacturers, distributors, trade associations and educational institutions.
	Subject matter is indirectly related to irrigation and can be brand specific.
	Landscape lighting, pesticide and hardscape classes and seminars do not qualify for IA CEUs.
	Business courses and seminars are typically sponsored by manufacturers, distributors, trade associations and educational institutions. Subject matter is directly related to irrigation industry business functions.

