

## GreenCE, Inc. PREMIUM COURSE REFERENCE GUIDE

GreenCE, Inc. is an online resource for design professionals who want to learn more about sustainable design, conservation, and LEED related topics. Our mission is to educate design professionals about the environmental benefits, health benefits, and economic benefits when designing a sustainable structure. Currently, there are over 150,000 LEED Professionals who are required to take continuing education to meet credential maintenance requirements. GreenCE, Inc. provides sustainable continuing education to fulfill this growing demand.

GreenCE is seeking authors to create LEED specific continuing education courses for the categories of BD+C, ID+C, O+M, LEED Homes, and ND. These courses will be offered to design professionals on the new **Premium Courses** section of GreenCE.com. The **Premium Courses** are unique to GreenCE.com in many ways. Currently, GreenCE.com offers continuing education to design professionals at no charge. These courses are sponsored by product manufacturers and typically focus on emerging sustainable product technologies. The new **Premium Courses** will be LEED specific courses sold at a competitively low cost to design professionals.

GreenCE.com offers several benefits once you send us your finished course.

- A competitive payment to authors. One of the highest in the industry.
- We offer your course to our 90,000 registered users
- No setup or membership fees
- We host, manage, and advertise your course
- We distribute certificates of completion to design professionals
- Customer support 7 days a week
- We advertise the course through e-newsletters, tradeshow, special events, and face-to-face presentations with the leading A&E firms nationwide every week

All **Premium Courses** are designed to fulfill LEED Professionals' continuing education requirements as mandated by GBCI's new LEED CMP (Credential Maintenance Program). **Premium Courses** will also be registered with the American Institute of Architects, so design professionals can also receive Sustainable Design CE credits.

### What is The Green Building Certification Institute (GBCI)?

GBCI is an independent, third-party organization committed to ensure precision in the design, development, and implementation of the processes used to increase and measure green building performance (certification) and green building practice (credentialing). Established in 2008 to administer project certifications, professional credentials, and certificates within the framework of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) Green Building Rating Systems™, GBCI offers the marketplace the highest-level validation for LEED professional credentials that have met specific, rigorous criteria. GBCI's CMP is designed to help LEED Professionals increase their knowledge base and stay current with best practices.

GBCI requires LEED Green Associates and LEED APs with a specialty to obtain a designated number of "LEED Specific" GBCI CE hours for the LEED Credential Maintenance Program. Credentials given by GBCI must be maintained on a 2-year cycle through the accumulation of continuing education (CE) hours. Education reviewing bodies, such as USGBC, are approved by GBCI to award LEED Specific CE Hours based upon their ability to maintain current, accurate LEED education course reviews and audits. GreenCE is seeking authors to create **Premium Courses** that will meet the USGBC standards for LEED Specific CE hours. To download the Credentialing Maintenance Guide, please visit:

<http://www.gbci.org/main-nav/professional-credentials/CMP/about-cmp.aspx>

## What Are General Green Building Hours?

All activities reported for CE hours must be related to green building. Within that broad content category, activities are divided into two content types: general green building hours and LEED specific hours. General Green Building Hours are not considered LEED-specific. While they do relate to green building in general, they are not specifically focused on the USGBC LEED Rating systems. LEED Green Associates must earn 12 general green building hours biennially to meet their CMP requirements. LEED APs must earn 24 general green building hours biennially to meet their CMP requirements.

## What is LEED Specific Professional Education?

“Professional education courses that contain 75 percent or more of course content that relates directly to the application and implementation of current versions of the LEED Rating Systems & Reference Guides, referenced standards, LEED certification process and/or LEED Online and directly supports the maintenance of the LEED Professionals applied knowledge of LEED in a manner that relates to their credential.”

## LEED Specific Hours

Defined as CE hours that conform to the above definition of LEED specific. Three of the LEED Green Associate’s 15 CE hours must be LEED specific. Six of the LEED AP’s 30 CE hours must be LEED specific. (For the LEED AP credential, the LEED specific hours must directly relate to the LEED AP’s specialty designation.)

LEED APs with a specialty in O+M, Homes, BD+C, ID+C, or ND are required to complete 30 CE hours each reporting period; 6 of these hours must be LEED specific. Exceptions are not made. With the exception of LEED specific hours earned through authorship and LEED project participation, only activities designated as LEED specific by an ERB or GBCI will count toward a LEED Professional’s required LEED specific hours.

## LEED Specific Focus

All continuing education must be approved and designated as LEED-specific by an ERB or GBCI and meet the following criteria. The scope of LEED Specific Continuing Education content is strictly application/implementation based:

- LEED Specific course content must be 75% or more directly related to one or more programmatic elements within the current version of LEED.
- The elements include:
  - Components of the Rating System - Rating System Selection, Minimum Program Requirements, LEED Project Boundary, Compliant Space Types, Prerequisites & Credit (Intent, Requirements), Related Credits/Credit Synergies, Referenced Standards, Calculations, Documentation, LEED Addenda, Exemplary Performance, Regional Priority Credits, Credit Weightings
  - LEED Online - Proprietary online tool that LEED project teams use to manage the LEED registration and certification processes
  - LEED Certification Model - Credit Interpretations, Process of Review & Certification, Appeals
- LEED Specific courses are ‘application’ based, (i.e., they should have extended interaction using strategy examples, case studies, best practices, lessons learned, etc., not a simple overview of LEED credits, intents and requirements.)
- LEED Specific courses may include comparisons of LEED with other rating systems, codes, standards, government policies etc., with the primary focus (75% or more) being to explain LEED as it relates to these other system. (i.e., a LEED Specific course may demonstrate how to complete a LEED project within local building code requirements.)

## LEED Specific Hour Categories

- LEED Building Design + Construction (BD+C) = LEED for New Construction, LEED for Schools, LEED Core & Shell
- LEED Interior Design + Construction (ID+C) = LEED for Commercial Interiors
- LEED Operations + Maintenance (O+M) = LEED for Existing Building: Operations + Maintenance
- LEED Homes
- LEED Neighborhood Development (ND) (TBD)
- Due to similarly related content in CMP requirements and the LEED Rating Systems, LEED specific hours earned for one specialty may also count as LEED specific hours for another specialty provided the course author has applicable project experience (please include this in the requested bio submittal with the Premium Course Development form).

## Getting Started

**Materials to Submit** to authors@greence.com

- A completed **LEED Specific Course Commitment Form**
- A completed **LEED Specific Course Development Form**. The Course Development Form outlines the steps involved in creating a course and describes in detail the required materials listed below.
- All materials as outlined in the **LEED Specific Course Development Form**
  - Focus Statement
  - Learning Objectives
  - Course Outline
  - A complete PowerPoint presentation that adheres to our CE development guidelines as stated in page 2. Please specify the LEED focus and category for the course. For a 1 hour course, a ppt will be approximately 50 slides.
  - Course author's resume and a brief, single paragraph bio on what qualifies the course author as a subject matter expert for the LEED specific Category and the specified LEED topic. (please note the mandatory course author qualifications outlined in the course development form)
  - 10 question course conclusion quiz

## What Happens After I Send All the Requested Materials?

Our continuing education department will evaluate your course. After we determine that it meets the USGBC and GreenCE, Inc. standards, we will send you a contract that must be signed and returned. Then your course will be sent to the USGBC's LEED Specific Review Team. The USGBC LEED Specific Review Team will evaluate the course based on the application form and course materials. GreenCE, Inc. will act as the Education Provider through USGBC and will submit the required materials and application. Reviewer comments and recommendations will be compiled on a LEED Specific Course Outcome form. If a course is not found to be eligible for LEED Specific GBCI CE Hours, the course author will not be given the opportunity to make any modifications to the course. The LEED Specific Review is conducted by no less than 3 Reviewers and may take up to 30 days.

After your continuing education course is approved by the LEED Specific Review Team, the course will be uploaded to [www.GreenCE.com](http://www.GreenCE.com) and be available for purchase by design professionals in the **Premium Courses** section. In addition, the course will be registered with the American Institute of Architects under the Sustainable Design designation. If your course is not approved by the USGBC LEED Specific Review Team, it will most likely qualify for a General Green Building Hour, and, as such, can still be registered for SD credit through the AIA.

## **What if My Course is Only Approved as a General Green Building Hour?**

GreenCE, Inc. will determine whether the course fits our current needs as a General Green Building Hour CE course. LEED Specific CE courses are the most requested courses and therefore, take precedence over General Green Building Hours. If we determine that there is a fit for your course, we will offer it online in our **Premium Courses** section.

## **How is My Course Advertised?**

Once your course is uploaded, GreenCE, Inc. will advertise your course to our 90,000 registered users through our weekly e-newsletter. We also advertise your **Premium Courses** in association with Ron Blank & Associates, Inc. through the RBA Updater. The RBA Updater is a printed weekly periodical that is hand delivered to spec writers, architects, engineers, interior designers, and other design professionals every week throughout the U.S. Our team of architects and engineers visit hundreds of A&E firms in over 50 markets every year. During the architectural specification presentations, our team promotes the **Premium Courses**.

We exhibit at every major construction tradeshow in the country, such as GreenBuild, AIA, CSI, and NAHB. At each show we hand out literature, brochures, and postcards to promote the **Premium Courses**. We also promote all of our continuing education courses at our weekly CE Academies held throughout the U.S. On average, a CE Academy will have 40-200 attendees who will be educated about our **Premium Courses**. Finally, we promote the courses using unconventional and exciting marketing strategies. We develop in-house construction comedy sketch shows that are launched several times a month to drive traffic to the **Premium Course** site on [GreenCE.com](http://GreenCE.com). No other online education provider offers this level of variety, personalized service, and dedication to advertising CE courses.

## **How Many People Will Take My Course Each Month?**

Through GreenCE, Inc, your courses will be promoted to more than 90,000 professionals in the A/E community—a highly visible target audience. Course traffic can be dependent on subject matter, skill level, delivery format, and even the time of year. November and December are high traffic months since the majority of design professionals need to obtain their CE Hours by the end of the year. Courses with interesting and innovative subject matter, high quality videos, animation, and BIM modeling are likely to have much higher traffic.

## **Is the Course Content Exclusive to GreenCE, Inc.?**

That depends on the compensation package. Authors who are paid a one-time payment for the life of their course, give **GreenCE, Inc.** exclusive rights to their course. The course cannot be submitted to another party or education provider for distribution. The course cannot be presented in a live presentation format by the author. Authors who qualify and participate in a revenue sharing agreement are free to use their course any way they like. However, authors would have to re-register their course under their own provider number through the USGBC and AIA if they choose to offer it themselves. **GreenCE, Inc.** is a USGBC Education Provider as well as an AIA Education Provider and your course will be registered under our Providership number. If you wish to offer your content on another website, you must become an USGBC Education Provider and register your course or have another Provider re-register your course.

**Will GreenCE, Inc. Review My LEED Specific Course Submittal?** GreenCE, Inc. offers one review before sending your presentation to the LEED Specific Review Team. We will provide you with an opportunity to correct any problems or mistakes within your presentation prior to submittal, so that you may address the concerns. You will then have 5 business days to review and correct your course. The LEED Specific Review can take up to 30 days. You will be notified once we receive acceptance or denial from USGBC.

## **What qualifications must I have in order to write a LEED Specific course?**

The USGBC requires that LEED specific course authors must be a LEED AP with Specialty and direct LEED experience for the course topic. For example, if an author is going to write a LEED specific

course on O+M, then they must have the LEED AP O+M specialty and must have direct LEED O+M project experience.

### **How Do You Manage My Course?**

We provide customer support 7 days a week. If a design professional has questions or a problem with a **Premium Course**, a customer representative will provide them with support. Customer support is expensive and time consuming. **GreenCE, Inc.** handles all technical issues and payment transactions. **GreenCE, Inc.** issues certificates of completion to all design professionals who successfully complete your **Premium Course**. We have a dedicated staff that maintains our website, database, and provides backend programming that keeps your course running 24/7.

### **How Much Will You Sell My Premium Course For?**

The purchase price for your **Premium Course** will be based on how many hours the course is, the difficulty level, and the multi-media aspects of the course. Online continuing education courses for design professionals currently range from \$20-\$100 per hour. We want to price your **Premium Course** so that it is competitive in the marketplace. If the cost is too high, you might get less traffic. If the price is too low, you could be underselling your expertise. **GreenCE, Inc.** constantly researches the marketplace to determine an appropriate price structure for our courses. Occasionally, we may have to adjust the price due to market forces and demand.

### **How do I Get Paid?**

Authors are either paid a one-time payment for the course or participate in a revenue sharing agreement. Not both. The payment structure is based on the quality, length, topic, and demand for a course. Authors who create courses that qualify for the LEED Specific Hour will be paid more than authors who develop a course that only meets the general building hour designation. Authors with substantial experience in designing sustainable projects and who have worked on numerous and notable LEED projects may be offered revenue sharing opportunities. Payment can only be determined once a course is submitted and reviewed.

### **Will My Premium Course Need To Be Updated?**

Yes. The USGBC audits all LEED courses every 2 years to ensure currency with LEED developments. However, **GreenCE** requires that you review your course content annually to provide the most accurate and up-to-date information as possible to course participants. **GreenCE, Inc.** requires that you submit an updated version of your PowerPoint course to authors@greence.com 18 months from the previous date of registration. Authors will be notified via e-mail.

## **Get Started Today**

Email everything outlined in the **LEED SPECIFIC PREMIUM COURSE DEVELOPMENT FORM** to authors@greence.com. **GreenCE, Inc.** is committed to designing the highest quality continuing education programs in the industry. Our team is dedicated to offering the most innovative, informative, and user-friendly courses. We value our relationships with design professionals—they are crucial to our success. We welcome your innovative and creative solutions to problem solving. We draw from a vast pool of experience, multiple design disciplines, and a passion to succeed in order to meet our customer's expectations. We look forward to collaborating with all who share in this goal.

### **GreenCE, Inc.**

2611 N. Loop 1604 West, Suite 100  
San Antonio, TX 78258  
210.408.6700 | 800.248.6364  
authors@greence.com  
[GreenCE.com](http://GreenCE.com) | [RonBlank.com](http://RonBlank.com)