

What characteristics differentiate a course being defined as

Advanced versus Intermediate versus Beginner?

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Results from the AIA commissioned “*Continuing Education System (CES) Needs Assessment Study*” conducted by Rockbridge Associates, Inc. are in. The survey, which was conducted with AIA Associate and Licensed Architect members, shows that members are looking for Intermediate courses on most topics. With that in mind, it is the perfect time to define what makes AIA/CES courses Beginner, Intermediate and Advanced level.

Members are looking for intermediate courses on most topics

- Members may be better served with advanced classes in Project Management, Construction Administration, and Construction Documents.
- AIA may also want to consider offering a beginner class in Health, Safety, and Welfare as it is needed by almost a quarter of all members

	Required Knowledge Level for a Course on...		
	Beginner	Intermediate	Advanced/Mastery
Preservation	18%	52%	31%
Practice	17%	48%	35%
Building Science & Performance	13%	61%	26%
Occupant Comfort	12%	61%	27%
Pre-Design	12%	52%	36%
Technical	11%	63%	25%
Environmental/High Performance Design	10%	58%	32%
Design	9%	49%	42%
Legal	8%	51%	41%
Project Management	8%	43%	49%
Construction Administration	8%	42%	50%
Project Types	5%	53%	42%
Materials & Methods	5%	53%	42%
Construction Documents	5%	37%	58%

Sample size: 1672; H or L denotes significantly higher or lower than those NOT in that specific group
Q11. What level of knowledge would you require for a course in...?



Who determines if a course is *intermediate*?

The level of the course is determined by the person designing the course. The determination is based on the amount of information and at what pace the information will be presented. If the course will present less information and move at a slower pace, usually it is a beginner course. However, if the course is moving at a faster pace with more information it is considered to be a higher level course. The Intermediate level will be mid-level.

Beginner Courses have the following criteria:

- For individuals with limited or no prior knowledge or experience of the subject area
- Helps individuals learn about the subject area
- For individuals new to the field, just learning or starting out
- For young or inexperienced professionals
- For individuals seeking to learn the fundamentals about a subject area

Intermediate Courses have the following criteria:

- For individuals who have some knowledge of the subject area
- For individuals with experience in the subject area
- For individuals who have some application of the subject area
- For individuals who are mid-level in the field with some degree of competence
- For individuals seeking to build on, apply or enhance knowledge in subject area

Advanced Courses have the following criteria:

- For individuals with experience and knowledge in the subject area
- For individuals well beyond the beginning and mid-level
- For individuals with greatly developed knowledge and seeking to heighten their knowledge
- For knowledgeable individuals seeking to move ahead in the subject area
- For individuals seeking information to aid in the growth or progress of knowledge
- For individuals seeking the most up- to-date knowledge in the subject area
- For individuals who could be deemed an expert in the field

Providers are now encouraged to add the appropriate course level in the keywords field when registering courses in CES Discovery. In addition, you can also add the course level as the last sentence in the course description field.



Course Title: test3

Add New Course When adding a New Course all items with red asterisks are required, when finished select **Save and Continue**

Course Basics For step-by-step instructions [click here](#)

Course Additional *This is a popup. Please select CTRL while clicking

Session Basics

Time & Resources

Approval Status

Preview Course Settings

Course Directory: --NONE--
Building Science & Performance
Design and Design services
Legal
Materials & Methods
Other

Delivery Provider Type: AIA National In-House

* Delivery Provider Name: AIA CONTINUING EDUCATION SPECIAL PROGRA

Topic Area: Acoustics

* Course Title: test3

* Course Number: 060711-1134 2011

* Course Description: testing

Key Words (separate with commas):

Keywords: Beginner, Intermediate, Advanced

Course Format: Instructor-led face-to-face

Session Replication:

Save This Course Entry And Add New Course: Save as New

Save Save and Continue

By using course levels, Providers can further assist AIA members in finding courses to meet their continuing education needs. Once a course level has been determined, Providers have indirectly selected their target audience. Adding course levels also makes a course more searchable in CES Discovery increasing the advertising that a Provider receives. By offering courses in a variety of levels, Providers widen the scope of attendants and reach members from all levels of the profession. All-in-all, whether new professionals or content experts, all AIA members need high quality continuing education. Ensuring your course is a quality course will keep members coming back for more!