



2012

Professional Development Guide



Chapter Leader Training

NMA...THE Leadership Development
Organization

Chapter Leader Training

Professional Development Guide



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UNDERSTANDING THE PROFESSIONAL DEVELOPMENT FUNCTION

Professional growth through continuing education is the principal thrust of NMA. It is no secret that the success of an NMA chapter is dependent upon the effectiveness with which professional development is delivered to individual chapter members. The question then arises, “How do I implement a professional development plan?”

THE NMA CHAPTER: A VEHICLE TO PROVIDE LEARNING OPPORTUNITIES

Professional Development activities within a chapter must provide the proper environment for learning. If we view the chapter as providing the necessary vehicle for achievement, then we must accept our definition of “achievement” as encompassing what is learned through personal and professional development. The chapter cannot be all things to all people. A well-run chapter can provide both of these opportunities. To successfully implement a plan, you must recognize that the chapter can have a professional environment by using NMA resources, and it can present the best types of programs available. Budgeting is the key to success.

THE PROFESSIONAL DEVELOPMENT PHILOSOPHY: *MEETING MEMBERS’ NEEDS*

Managers need answers to problems every day—answers that are current and immediately applicable. That dissemination of information, done in the professional atmosphere of a chapter, can establish a growth pattern through retirement.

Chapter-conducted courses and programs are taught to groups of participants. One of the key NMA values of participation is to learn from others. Members of the community chapters have a unique opportunity to share management philosophies from a variety of backgrounds. For company chapters, on the other hand, chapter courses provide supervisors, managers, and others with a special vehicle for learning the same things at the same time.

CREATING A LEARNING ENVIRONMENT

There are no “short courses” or “magic formulas” for developing managers/leaders. Only by reading, learning, practicing and teaching leadership skills do individuals grow into skilled leaders. Providing multiple opportunities to learn is the first step in creating a professional and learning environment. Keep in mind “informal” learning is as important as “formal” learning.

NMA grants CEU through an accrediting body called the International Association for Continuing Education and Training, IACET. NMA’s accreditation is not for the individual courses that are taught, per se, but for the process chapters use in providing continuing education and training. To create a professional learning environment, your chapter needs to use a distinct process that follows IACET guidelines.

As the Professional Development Chair, your job is to implement the process. The basic steps in the process are as follows:

1. ASSESS YOUR CHAPTER'S MEMBER NEEDS.

You can use a survey, talk to your HR training manager, or use the LEADS assessment.

2. CREATE A PLAN TO MEET ONE OR MORE OF THOSE NEEDS.

You'll hear more about the B3 – Authorization to Grant CEU, that's your chapter's plan.

3. ESTABLISH A BUDGET BASED UPON "YOUR" REALITIES

Who can support you financially and what sources of revenue do you have?

4. IMPLEMENT YOUR CHAPTER'S PLAN

Find appropriate course materials with corresponding learning objectives and outcomes.

You can use NMA course materials, vendor-developed materials, or company-developed materials; whatever meets the needs of your members.

Market your selections.

Again, you can use a variety of methods, chapter newsletter, catalogs, email blasts; whatever works in your situation works with your chapter.

Deliver the product to the customer.

Schedule the room, instructor, order the materials, and make sure the instructor and class members have what they need for a successful class.

Evaluate each program you conduct.

Most use a customer satisfaction survey, but writing reports, answering questions, completing case studies are also legitimate ways to determine if the students meet the learning outcomes. We encourage you to use all.

ESTABLISHING A PROFESSIONAL DEVELOPMENT PROGRAM

A chapter can release the inherent personal motivation to develop one's leadership abilities. That's the secret to personal development. The key to a successful professional development operation is PROVIDING the correct environment for learning. First is to determine the needs. Second, develop a plan to meet them. Then successfully implement that plan.

ASSESSING INDIVIDUAL AND PARENT ORGANIZATION NEEDS

For the professional development people, there are two important tasks. Where are the weaknesses in the organization's training? Rarely is there sufficient time or available resources for company training programs to "do it all."

A chapter's professional development activities should parallel and correlate with those programs being provided by the parent organizations. There is the obvious necessity to interrelate and integrate the chapter's professional development program with the organization or corporate philosophies, goals, and objectives.

The second task of understanding the needs, interests, and responsibilities of the chapter members is tantamount to defining those of the organization. The very success of an NMA chapter hinges on its voluntary nature. Some chapters rely heavily on survey information. Written surveys can be helpful if not overdone. Take the time to survey individuals personally. Several key interviews can provide you with a great deal of information. And of course do not forget the benefits of using the Leadership Evaluation and Development System (LEADS) program.

DEVELOPING THE PROFESSIONAL DEVELOPMENT PLAN

In developing the chapter's professional development plan, use the goals and objectives you have established. A well-planned and structured program attracts more participants. Managers are busy people, and they need the opportunity to plan their personal and professional lives. Coordinated course offerings over the long term also create a goal-setting environment. NMA's Certificate in Management Studies, the Supervisory and Management Skills Certificate of Achievement, and other "rewards" take on added meaning in the context of an orchestrated development program.

Your curriculum should include both NMA materials and courses that are developed in coordination with a local educational institution or a company training department. The key determinant may be "budgeting"...how are you going to pay for course materials and/or any instructor/facilitator honorariums? Are there community or company training dollars available? Are people going to "pay their own way", do costs get picked up by the chapter or company, are there "cost sharing" opportunities, is there reimbursement after course completions? What will the training and development budget be?

Advance planning attracts qualified discussion leaders, too. The Certificate in Management Instruction is often awarded to facilitators who continually go "above and beyond" when it comes to lending their time and talent to your chapter's programming.

IMPLEMENTING THE PROFESSIONAL DEVELOPMENT PLAN

A carefully-thought-out program connects and interfaces the individual member, the chapter, and NMA. Implementing it all is a key function of the Professional Development Committee. Every chapter newsletter should list current course offerings and "tease" members with those activities planned in the near future.

Many chapters permit non-members to take courses offered by the chapter, usually for a slightly higher fee. If one accepts the belief that part of being a successful manager is recognizing and tapping future leadership talent, then the NMA chapter is the perfect vehicle to serve as a training ground.

Whether it's upper management appointing an executive advisor to the chapter or whether it's handing a certificate for course completion to a chapter member at a monthly dinner meeting, executive management participation gives extra clout to your educational efforts. Now that you understand the

significant role which professional management activities must play in the chapter, where do you go from here?

The Professional Development Chairman must direct the planning of his or her committee, work with the executive advisor(s) to the chapter, coordinate planned activities with any existing training department(s), and understand the developmental needs of the chapter members. This Professional Development Guide has been prepared to help you have a successful year.

THE PROFESSIONAL DEVELOPMENT COMMITTEE

You, the Professional Development Chairman, must have help. A dynamic, innovative, and responsive Professional Development Committee is instrumental to the chapter's success. The group should represent the greatest cross section of your chapter membership.

The best way to select your committee is to search for those folks who, in the past, have participated in professional development courses sponsored by either the chapter or by the organization.

Once the committee is formed, it is time to arrange a meeting and review the direction and goals of this function. What has characterized the chapter's learning activities and where should it go from here? Also, make sure that the chapter is involved in NMA's Chapter Recognition Program and gets credit for its professional development programs.

Review NMA's website. Every member of the Professional Development Committee should become familiar with the contents, at ease in locating courses and programs, and quick to recognize their importance to the overall developmental effort. Know what things cost! You can download additional information from NMA website <http://www.nma1.org>. Once the committee has determined the types of classes the chapter will offer, it should use this guide to examine other aspects of NMA's professional development programs. Providing CEU (Continuing Education Units) and certificates, along with the NMA Educational Dividend, and Certified Manager details—these subjects are discussed. You can now finalize a professional development program and establish a schedule. Then begin to promote the final plan to your chapter membership.

If the chapter has an active and effective professional development program, it is very probable that the Professional Development Committee has incorporated seven very important steps for success.

- Integrate chapter goals with organization's goals
- "Link" courses to the "organization's way of doing business"
- Develop a realistic budget that provides professional development opportunities for as many people as possible
- Report regularly to executive management
- Ask an executive to be a guest speaker in a class
- Have training people on the Professional Development Committee
- Offer courses that focus on professional development

TYPES OF EDUCATIONAL RESOURCES AVAILABLE

LEADS – A PERSONAL LEADERSHIP ASSESSMENT TOOL

NMA's Leadership Evaluation and Development System (LEADS) provide members with a unique computer-based opportunity to evaluate their leadership competencies based on the NMA Leadership Model.

LEADS begin with a personalized assessment of the person's understanding of the NMA Leadership Model's attributes and competencies. The responses to this assessment are used to identify competencies and attributes where industry best practices could help improve one's leadership and performance. LEADS immediately generate a Leadership Analysis which evaluates your understanding of related leadership best practices in the industry. Along with the Leadership Analysis participants receive a listing of associated reading (often older, more "classic" works), training, and work assignments to let them learn more about these best practices and try them in their work environment. LEADS involve three key steps, all of which must be completed to get the most from the LEADS program:

ASSESS Use the multiple choice LEADS questionnaire to evaluate your understanding of industry best practices related to the NMA leadership competencies and attributes. The Leadership Analysis will identify areas of strength and potential areas for improvement.

LEARN Complete the suggested key reading, training, and work assignments found in the Leadership Analysis. They allow you to learn more about related industry best practices and are tailored to your needs.

ACHIEVE Once completed, the lessons derived from these assignments must be successfully applied in your work environment to fully realize the LEADS effectiveness and YOU'RE potential.

For more detailed information, go to the LEADS URL <https://www.nmaleads.org>.

LEADER LABS

The LeaderLabs are exciting, fast-paced scenario-based learning. In one hour, you and your team will be presented with a leadership challenge that begs for innovative solutions. In order to run a Leader Lab you need to have at least 2 teams of 5-8 people... the more teams the better. You also need about one hour to conduct the lab. You can offer prizes to make it more interesting.

For more detailed information, go to the Leader Lab URL:
http://www.nma1.org/Education/NMA_Leaderlabs.html

THE NMA VIRTUAL LIBRARY

Available via the NMA website, this digital library designed to provide easy access to a virtual plethora of free resources to enhance your personal, professional, and organizational development. It provides a collection of links to articles, blogs, podcasts, resources, and other libraries that contain leadership and business development information, ideas, and the latest in innovation!

For more information, go to the Library at: <http://www.nma1.org/Education/NMA-Virtual-Library.htm>

NMA'S FOUNDATIONS OF MANAGEMENT PROGRAM

Coming in mid-2012 is a new Foundations of Management Program in which NMA is partnering with The Institute of Certified Professional Managers (ICPM) to provide training fundamentals for supervisors, managers, leads, heads, etc. Anticipated to be approximately 35 hours in total, there will be both student learning materials and instructor materials. Custom published with McGraw-Hill, there will be an optional Certificate of Completion available for those who choose to take an 85-question summary exam, developed and offered by ICPM. Look for more details throughout the late spring and early summer.

OTHER TRAINING MATERIALS

NMA's plans are to partner with new training and development partners over the next two years. Our goal is to provide our chapters and members new opportunities (in a variety of formats) to meet individual growth needs. As NMA grows and prospers, the additional monies received through more members, coupled with increasing sales of existing courses, will enable the Association to provide more cost-effective training aids.

For more detailed information on all the NMA products, go to the NMA Website and click on the Education tab.

USING NON-NMA COURSES AND PROGRAMS

Our chapters are always encouraged to use any professionally developed course materials from the vast outside market of quality education providers. We'll grant Continuing Education Units for them too...which you'll see discussed in another page or two.

CONDUCTING COURSES — HOW TO DEVELOP FACILITATORS

LEADERS/FACILITATORS FOR NMA COURSES

All NMA proprietary courses and programs are designed so that they can be put on “in-house.” Without having to hire “teaching experts” and/or “subject matter experts”. Increasingly, professional course developers share that philosophy. While some chapters have sought out professional instructors from colleges and company training departments, others have used members with training experience or formal education in training as leaders/facilitators. NMA Leader Labs just require a “leader” to be in the conference room. They only need to make arrangements for the class and provide handouts.

FINDING FACILITATORS

Every company has a cadre of qualified, capable, and experienced individuals who have the ability (and often the hidden desire) to professionally conduct an NMA course. A chapter of professional men and women can have almost unlimited potential in developing all kinds of personal and professional skills. Do not forget that leadership and instructional skills can also be developed through participation in NMA chapter activities. Consider asking a member of upper management to facilitate a course.

FACILITATOR TRAINING - CRITERIA FOR SELECTING FACILITATORS OUTSIDE OF YOUR ORGANIZATION

From time to time you may be approached by “vendors” from outside your organization offering to conduct a course on some current topic for a nominal fee. In reality, they are often marketing a product as a part of their presentation. Many will deny that they have any vested interest other than the opportunity to do their program. Occasionally, one might even imply that their course is sanctioned or approved by NMA headquarters. Although NMA may approve some of these seminars for CEU credit, this does not mean that NMA “sponsors” or endorses them. These vendors provide a useful service for the chapters, **but you are in the driver’s seat and must perform the quality control for your chapter’s programs.** It is up to you to screen, check qualifications, check references, interview presenters, approve content, obtain evaluations, determine appropriateness of fees, and generally monitor the quality of programming.

FACILITATOR/COURSE LEADER CHECKLIST

It is helpful to develop a checklist for dealing with facilitators to enable you to reference key points that are important to successful programming. As the Professional Development Chairman, you will often personally deal with facilitators and the details relating to their presentation. But there are times when you will need to delegate this responsibility. A checklist can make that individual’s job easier. This list can serve as a training tool, memory jogger, and documentation when necessary. We have enclosed a sample on page A-4. Feel free to copy or change it as necessary for internal use in your organization.

SEMINAR AND WORKSHOP DISCLAIMER

Financial planning, retirement planning, and estate planning seminars and workshops are just three programs which merit a little extra caution on your part. Although your chapter may use a disclaimer statement on promotional fliers, you might be well served by asking attendees to “sign in” at the session, signifying that they have read and understand the disclaimer. Participants may have registered over the phone, and this sign-in procedure ensures that they, too, have read and understand the statement. Be aware that some facilitators may offer out-of-chapter consultations after the fact, and care must be taken that neither NMA nor your chapter in any way endorses those activities. **Please see below for a disclaimer to use in advertising seminars on financial planning, retirement planning, estate planning, etc.**

SUGGESTED DISCLAIMER FOR FINANCIAL SEMINARS

“This seminar is a no-obligation, educational and informational opportunity for you. Your participation is totally optional. You are under no obligation to purchase any products or services from the firm presenting this seminar. By offering you this seminar, NMA does not make or imply a recommendation or endorsement of the firm presenting the seminar, nor any information, products, or services that they may recommend to you after the seminar, should you decide to become a client of their firm.

NMA, by making this seminar available to its members, makes no representations or warranties (express or implied) about the quality or accuracy of the information contained in the seminar materials or offered by the instructors. Because NMA has no expertise in the subject matter covered in the seminar, it had no role in selecting the instructors involved or the materials and information disseminated. For the same reason, NMA is not in a position to endorse the reliability of the information provided by the seminar instructor or contained in the materials disseminated.”

WHAT ARE CEU?

The Continuing Education Unit (CEU) is nationally recognized as a uniform unit of educational accomplishment by employers, licensing authorities, and other adult education organizations. CEU are awarded to individuals who satisfactorily complete educational opportunities which meet stated criteria.

1. One CEU = 10 hours of study. That is, one CEU represents 10 hours of participation in an organized, continuing education experience under reliable sponsorship, capable direction, and qualified instruction.
2. Example: The Supervisory and Management Skills Program Course 1, Introduction to Supervision, is taught in seven, two-hour sessions—a total of 14 classroom hours of work. Since one CEU is given for every 10 hours, then 1.4 CEU are given for the completion of this 14-hour course.

One of the most frequently asked questions regarding CEU are, may CEU be awarded for videos? The answer is a qualified YES. CEU credit cannot be given just for having people come in and view a video and then leave. There must be an introduction to the video (the types of things to be looking for, etc.), and then there must be a discussion about it. For example, a 30-minute video should entail approximately one classroom hour of work. For CEU credit, a video by itself is not sufficient.

CRITERIA FOR EVALUATING COURSES FOR CEU CREDIT

1. There needs to be a statement of intended learning outcomes. Statements of what the learner is expected to accomplish as a result of the learning activity.
2. It helps if the material is from a known source, such as an educational vendor. Generally, materials provided by a vendor are developed by an instructional designer and meet the criteria.
3. The materials should include any of the following:
 - Questions and answers
 - Discussion questions
 - Case studies
 - Demonstrations
 - Simulations
 - Games
 - Written or oral examinations
 - Written exercises
 - Reports
 - Projects
 - Action plans
4. There must be interaction with discussion between the instructor and the students along with an evaluation at course conclusion. It can not just be viewing a film or listening to a tape and it must be at least one hour in duration.
5. The content must apply broadly to a general audience and be focused on personal and professional development. Unfortunately, we cannot issue credit for chapter-specific content. For example, the content cannot be "How to be an effective NMA chapter president," but it can be "Leadership Issues in the Workplace."
6. The content generally should fall in five identified areas:
 - (1) Financial Planning.
 - (2) Personal Development, such as Time Management, Work Life Balance, Presentations Skills.
 - (3) Team Development, such as Problem solving, Decision making, Brainstorming.
 - (4) Communications, such as Listening Skills, Report Writing, Newsletter Publications, Selling Your Ideas, Use of Social Media as a Business Strategy, etc.
 - (5) Computer Software, such as Excel, Access, Database Management, E-business, Net Meetings.

7. To be able to grant CEU Credit for a non-NMA course, a B-4 Form must be completed and submitted to NMA Headquarters for approval. The form is available on line at www.nma.org. Go to the Education tab and then click on “On line forms” in the middle of the page.
 - (1) There should be some type of participant evaluation at the end.
 - (2) The course must be a least 1 hour in length; but has no limitation on the number of hours.

NOTE: All NMA proprietary materials meet the criteria. All materials sold through NMA meet the criteria.

CEU DOCUMENTATION


B-3, B-4, and B-5 FORMS

The International Association for Continuing Education (IACET) is the organization that authorizes NMA to allow its chapters the privilege of granting Continuing Education Units (CEU). ICAET has requirements for each of the three forms that NMA and its affiliated chapters must follow.

Note: All three CEU documentation forms can be filled out on-line and submitted electronically as well as being available for download from the NMA homepage: <http://nma1.org>. Scroll down on right side of homepage and click on Professional Development Forms.

B-4 FORM – REQUEST CEU APPROVAL FOR A NON-NMA COURSE

Chapters wishing to grant CEUs for a non-NMA course must apply by submitting a completed B-4 Form electronically to NMA headquarters **before the course begins**. A separate B-4 Form is required for each non-NMA course the chapter wants to conduct. In order to receive CEU credit, IACET requires chapters indicate the learning outcome(s) for the planned course that the participants are able to demonstrate. In the written reply from NMA headquarters approving the course, the chapter will be provided an assigned course code and the course CEU value.



B-4 Form

REQUEST FOR CEU APPROVAL FOR A NON-NMA COURSE

Course Name		Email to: kim@nma1.org
Total Classroom Hours		NMA...THE Leadership Development Organization 2210 Arbor Boulevard Dayton, OH 45439 Ph: 937-294-0421
Facilitator's Name		
Starting Date		
Chapter Name		
Chapter Number		

INFORMATION ABOUT THE COURSE

Course Format (Select from Drop-Down List)	Vendor

Brief Outline of Course Content

Learning Outcomes (A brief explanation of what effect you expect from the training, for example, to be able to speak in front of groups with confidence.)

Send Approval to:	Headquarters Only:
	Date Received
Email:	Approved
	Code Number
Phone:	CEU Value

B-4 Form
Rev. 4-12

OTHER ITEMS OF IMPORTANCE CONCERNING CEU'S

1. All NMA proprietary courses have been assigned CEU values and a course code. Contact headquarters if you need to have the course code.
2. AFTER you submit a B-5, a CEU file is sent electronically to the chapter Professional Development Chair identifying each class participant eligible to receive a CEU certificate for the class.
3. In accordance with IACET guidelines, NMA headquarters maintains a minimum 7-year file on student CEUs.
4. The NMA has developed a policy on the Security and Privacy Statements for CEU Records that is in this guidebook.
5. There is a No Release of Information Policy to Third Parties Statement. The only exception is when NMA receives a personal written request to send a CEU record to a school or organization.

NMA EDUCATIONAL ASSISTANCE PROGRAMS

NMA EDUCATIONAL DIVIDEND PROGRAM

Each NMA chapter is entitled to an annual reimbursement or rebate of their dues for the purchase of selected educational materials. The amount available is \$2.00 per chapter member, based upon the chapter's official membership figures, as reported to NMA headquarters as of December 31 of the previous calendar year. This "Dividend" may be used to purchase NMA proprietary educational materials at listed prices during the next 12 months of the subsequent calendar year; it does NOT carry over to a second year. Shipping charges are the responsibility of the chapter.

From the NMA Policy and Procedure Manual:

603. CHAPTER EDUCATIONAL DIVIDEND POLICY

- a. *Beginning on January 1, the start of NMA's fiscal year, each chapter is entitled to an Educational Dividend Credit (EDC) of \$2 per member based upon the previous year's December 31 membership report. EDC can only be applied to purchases of NMA proprietary materials, excluding shipping costs, with no carry-over into the following year.*
- b. *NMA staff shall notify each chapter president and professional development chair by January 31 and September 30 of the amount of EDC their chapter has available/remaining for the year.*

NMA SPONSORED SPEAKER PROGRAM

Another benefit of NMA affiliation is the availability of the popular Sponsored Speaker Program. Every NMA chapter in good standing is eligible to participate.

1. Each chapter selects a speaker and schedules him or her accordingly.
2. Each chapter requesting a Sponsored Speaker is reimbursed 50 percent of the cost of one speaker per year, up to a maximum of \$200. Reimbursement will be made upon receipt of the Sponsored Speaker Reimbursement Form plus a copy of the paid invoice or verification of the fee paid to the speaker. The form is available for download on the NMA website at: <http://nma1.org/Downloads/pd/speaker-form.doc>.
3. Chapters electing not to request reimbursement for an NMA Sponsored Speaker may opt for an additional \$200 in Educational Dividend, to be used against the purchase of materials (see above).

From the NMA Policy & Procedure Manual:

604. SPONSORED SPEAKER ALLOWANCE

- a. *Chapters may designate one speaker per year as a "sponsored speaker." The Chapter must obtain prior approval from NMA Headquarters for eligibility under this program. Applications for reimbursement may be made for 50% of the cost of that speaker up to a maximum of \$200. (A copy of the paid invoice or other verification of the fee paid must be included with the application for reimbursement.) Chapters electing not to request reimbursement for an NMA sponsored speaker may use the \$200 credit to acquire additional NMA proprietary educational materials.*

CHAPTER PROFESSIONAL DEVELOPMENT AWARD

The Professional Development Chapter Award was developed to recognize chapters for outstanding efforts in Professional Development and Certified Manager activities.

Following are the award requirements from NMA's Policy and Procedure Manual (PPM):

1014. PROFESSIONAL DEVELOPMENT AWARD

- a. **Description** - This award is presented to any Chapter who meets the criteria listed in section b, c, and e. A Chapter can have an outstanding Professional Development and Certified Manager Program through conducting both NMA and non-NMA courses, having an active Certified Manager (CM) program, and involving executive managers in the Professional Development program, whether as facilitators, reviewers of course material, or direct participation. Chapters earning this award will be recognized at NMA's Annual Conference.

- b. Qualifications** – To be considered for this award, a Chapter needs to participate in NMA’s Chapter Recognition Program by submitting a monthly Chapter Activity Report (R1 Form) to NMA headquarters and achieving a minimum rating of Superior for all other activities reported during their administrative year.

In addition, chapters must achieve points in both Professional Development (B1) and Certified Manager (B6) categories.

In section B1, 10% of the total points must come from items B1c and B1d. All chapters need to earn at least 5 points in section B6.

Also a Chapter must submit the name of their Professional Development Chairperson AND must have a current B3 CEU Authorization approval on file with NMA Headquarters.

- c. Nomination Submittal** - The R1 Form will be used. No other documentation is required.
- d. Final Selection** - This award will be presented to qualifying Chapters that have met the criteria listed in section b and c above, and earned a minimum number of combined points on the form R1 in the Professional Development and Certified Manager categories based on the formula listed in section e below.
- e. Points Required - Chapters with more than 50 members:**
 Minimum points (Min) = .1 x # Chapter *Members + 50
 *Membership figure is the number of paid members that have been reported to NMA as of the last day of the chapter’s administrative year.

Chapters with 50 or fewer members need 35 points for this award:

Example: A chapter with 100 members needs 60 Min points:

Min points = .1 x 100 + 50 points = 60 points

THE CERTIFIED MANAGER PROGRAM

SPONSORED BY THE INSTITUTE OF CERTIFIED PROFESSIONAL MANAGERS (ICPM)

Professional certifications carry a lot of weight in a difficult job market. More and more NMA members are obtaining CM certification to distinguish themselves in the field of management. The initials CM signify that an individual has attained a set standard of knowledge and skill in management, as demonstrated by successfully passing three CM assessment exams.

CM certification is a generalist certification that benefits all types of managers in all industries. Over 10,000 certified managers bring recognition to CM certification worldwide. CMs benefit from a high level of management knowledge and skill, improved confidence, enhanced professional image and

visibility, and increased employment opportunities (removed “and earning power). Certification is a stepping-stone in the career development of managers and a commitment to lifelong learning via recertification.

Obtaining the CM Designation is a simple 3-step process of:

Getting Trained
Getting Certified
Getting Recognized

Training is accomplished through self-directed or group study (administered by your NMA chapter). Training materials include 3 printed study manuals and an online learning center which offers chapter reviews, practice quizzes, and PowerPoint slides. CM Program content integrates the basic management functions of planning, leading, organizing, and controlling with personal and interpersonal skills.

Certification involves applying to the CM Program and meeting eligibility requirements for education and experience. A point system is used to evaluate eligibility and is detailed on the ICPM website at www.icpm.biz. Applicants that are deficient in one of the eligibility requirements (either education or experience), may take the CM exams as an “Associate CM”. Full CM status is obtained when both eligibility requirements are met.

The three CM exams coincide with the three CM study manuals. That body of knowledge comprises:

MS I: Foundations of Management
MS II: Planning and Organizing
MS III: Leading and Controlling

The CM exams are administered on demand in paper and computer-based formats. Exams are closed book, 2-hour timed exams consisting of 120 multiple-choice questions. It is recommended that exams be taken one at a time at the completion of study for each manual. Pass and Fail results for computer-based exams are reported immediately upon completion of the exam and followed by a detailed feedback letter after the 15th of the month. Results for paper-based exams are reported by letter after the 15th of the month.

THE CHAPTER'S ROLE IN PROMOTING THE CM

NMA strongly suggests that the CM Program become an integral part of the professional development of each chapter by: advocating CM certification for all chapter members, obtaining and distributing CM brochures, scheduling CM information sessions, administering a CM Program within their chapter, and contacting ICPM for additional information on how to start a CM Program.

For further information, go the www.nma1.org , click on the Education tab, and scroll down on the right side to access a link to ICPM and the full spectrum of updated Certified Manager information.

OTHER PROFESSIONAL CERTIFICATIONS

PROJECT MANAGEMENT PROFESSIONAL (PMP®)

The PMP® credential through The Project Management Institute (PMI) recognizes demonstrated competence in leading and directing project teams in all businesses and industries. If you are an experienced project manager looking to solidify your skills, stand out to employers, and maximize your earning potential, the PMP credential is the right choice for you. Now, more than ever, NMA is poised to help chapter members reach their potential via two new opportunities. Both programs can be found on the NMA website, under The NMA Virtual Library tab, then Project Management.

The NMA Live Virtual Classroom through IQ Share

- When?** NMA members may take these live virtual classes on Sundays or Monday & Wednesday nights...or on Saturdays.

- How Do I Register?** Go to <http://nma1.org/Education/pmp/pmpreg.htm> and complete the online form. IQ Share will contact you to answer questions and complete the registration process. As a special consideration for NMA members, you can even sit in on the first class FREE to see how you like it.

- What is the Cost?** IQ Share is offering a 50% discount to NMA members for this live instructor, 40-hour virtual classroom opportunity – only \$1295. Exam fees through PMI, of course, are extra when you choose to sit for the test.

The MindEdge Collection of Project Management Self-Study Courses & Simulations

NMA has partnered with MindEdge, Inc., a Global Registered Education Provider of the Project Management Institute, to offer online project management courses and simulations.

With these online self-study project management programs, you set your own pace and access courses anytime from any computer. All programs are aligned with the *PMBOK® Guide* and include interactive exercise, real-world examples, and case studies. Submit content questions via an “Ask the Expert” feature for quick and thorough feedback.

For more information, visit the Education portion of the NMA website.

REWARDING ACHIEVEMENT THROUGH CERTIFICATES AND RECOGNITION

How important is recognition? It varies among individuals, but a little recognition can work wonders in an NMA chapter. Membership in that organization acknowledges to each person that he or she has the qualifications to be a manager/leader. It gives that individual a leadership identity which is recognized by the company, by NMA, and by the general public. He or she is a visible part of the team—with special skills and talents.

One way to highlight those talents is to reward professional achievement. In addition to the Supervisory and Management Skills Program Certificate, NMA has several other special certificates which signify specific accomplishments. They are designed to provide a sense of direction for individual educational growth. The requirements to earn them are structured to provide meaningful and substantial challenges to members who aggressively seek professional development. The entire process is built on the completion of strong management education and experience as measured by the Continuing Education Unit (CEU).

It is recommended that a member of executive management present these certificates. These pieces of paper represent professionalism at its best. Nowhere is executive liaison more important than in the area of personal and professional development. Recognition and teamwork go hand in hand in promoting the welfare of the company, the NMA chapter, and the individual member.

THE CERTIFICATE IN MANAGEMENT STUDIES (CMS)

This certificate is granted to NMA chapter members who have completed 20 CEU (**200 hours**) of study. It is awarded to help members maintain their motivation in the process of striving for personal growth in professional development. No enrollment is necessary to be a participant in the CMS program. The Certificate will be issued upon completion of 20 CEU. NMA members who believe they have accumulated 20 CEU may contact NMA headquarters for verification and then request that the certificate be issued.



THE CERTIFICATE IN ADVANCED MANAGEMENT STUDIES (CAMS)

The Certificate in Advanced Management Studies is designed for those few persons whose outstanding effort and achievement in the study of management have earned them 50 CEU (**500 hours**) of credit. All work done towards the CMS applies to the CAMS as well, since it is an extension of the first program

1000-HOUR PLAQUE

NMA’s highest award for participating in chapter-conducted professional development courses is a handsome wooden plaque. It signifies that the recipient has completed 1,000 hours of training, 95 percent of which must be through an NMA chapter.

THE CERTIFICATE IN MANAGEMENT INSTRUCTION

The purpose of this certificate is to recognize and reward those persons whose hard work and dedication have been exemplified by their duties as course facilitators. These volunteers are among the chapter's most valuable assets. The Certificate gives notice that 100 or more hours have been devoted to instructing fellow managers with NMA courses and programs. It's the chapter's responsibility to notify NMA headquarters in writing when an individual has completed the necessary hours of instruction.



SUPERVISORY AND MANAGEMENT SKILLS

Participants in NMA's Supervisory and Management Skills Program are eligible to receive an 8.5" X 11" Certificate of Achievement at the completion of the 10-course series. The certificates are shipped on request at a cost of only \$5.00 per certificate.



ORDERING COURSES

PLACING ORDERS

As stated earlier, the successful implementation of your professional development program takes planning. Besides adding credibility and professionalism to your efforts, it enables you to concentrate on important details. Ensuring that you have the proper tools on hand and in time is absolutely essential. As Professional Development Chairman, it is your responsibility; to see to it that all course materials are ordered far enough in advance. We request that all chapters be current in their dues in order that we may offer courses and programs at a discount price.

Normally, NMA courses can be shipped within 72 hours of the time you place your order. NMA uses United Parcel Service that has an estimated three to seven working day delivery time. Your best planning should allow for 10 days between ordering NMA materials and their receipt. (West Coast chapters should allow at least two weeks.) Remember, too, mail processing in your organization can create its own problems. NMA ships rush orders by UPS Next Day Air or Second Day Air—both of which are relatively expensive. Since the chapter pays for all shipping, proper planning helps you control costs.

RETURNS POLICY

Class size for professional development courses can change dramatically at the last minute. We encourage you to place orders for the bulk of the class members early. We will handle returns on a case-by-case basis. But as long as you return items currently available through NMA in saleable condition, we can give you full credit for your returns.

NMA SECURITY AND PRIVACY STATEMENTS FOR CEU RECORDS

PRIVACY STATEMENT

NMA is committed to maintaining your confidence and trust. This policy establishes how we will use the *Continuing Education Unit (CEU) or personal information* recorded in the NMA CEU database. The privacy of our members is of utmost importance to NMA.

BASIC CONFIDENTIALITY POLICY

It is the policy of NMA that CEU and personal information (such as your name, postal and e-mail addresses, telephone number, etc., stored in the NMA CEU database) is private and confidential.

The information will be kept in a secure location accessible only by NMA staff, and will be used only for the purposes for which you provided the information.

NO RELEASE OF INFORMATION TO THIRD PARTIES

NMA CEU database information will not be released to third parties except to further the purpose for which you provide the information, such as forwarding your request for a CEU transcript to an appropriate party for action, or if release is required by law or is pertinent to judicial or governmental investigations or proceedings. There are no other circumstances under which we will provide information to third parties. For example, if you need an official transcript of your CEU records sent to your employer or college, you need to make the request in writing. Only after receiving your written authorization will the transcript be sent. A member has the right to review and inspect his or her CEU records at any time.

SECURITY STATEMENT

Any NMA CEU database information provided to us from the chapter or a member resides in the NMA CEU database on a computer system operated only by NMA or in our hard copy file system. The Information System (IS) is an internal computer system and can be accessed only by NMA staff. It has no access from the Internet or any other computer system except NMA's. The hard copy system is maintained and accessed only by the Professional Development and IS staff.

FACILITATOR CHECKLIST

Name _____ Program/Class _____

- Qualifications (attach relevant documents, i.e., bio, resume, brochure, transcripts)
- References (attach list of names, phone numbers, date contacted)
- Discussion leader or facilitator training completed
- Give class and room assignment
- Review policy on sale of products during or after class (appropriate with “Give class and room assignment”).
- Prepare and execute any agreement or paperwork with facilitator outside organization.
- Show attendance policy for CEU credit (in NMA leader guides).
- Give leader material(s) at least two weeks in advance.
- Discuss the demographics of the course participants and the size of the group.
- Give facilitator the class roster form for CEU (B-5 Form).
- Give leader welcome letter.
- Discuss the process used to cancel class if emergency arises.
- Give facilitator your phone number and/or business card.
- Ask for list of equipment needed or instruct facilitator on how to handle.
- Review class notification and promotional materials with facilitator for accuracy and political correctness (especially appropriate with facilitator outside the organization).
- Review pay or fee structure, the payment process, necessary forms, and expected dates of payment.
- If paid facilitator, start payment process.
- Give name tags or name card tents for first meeting.
- Review any policy or arrangements for refreshments.
- Meet with facilitator after first class to evaluate need for changes/enhancements/etc. next time.
- Consider ordering a Certificate in Management Instruction for your course facilitator(s).
- Give facilitator copies of any course evaluations (NMA materials have evaluations on the last page of the participant manuals). Originals should be forwarded to NMA headquarters, to the attention of Professional Development.
- Other
- Personally thank and publicly recognize facilitator’s efforts.

