

The Future of the ICMA Voluntary Credentialing Program

Agenda

- Brief background on the current program
- Survey results
- Your likes and dislikes
- Purpose of the program
- Dialogue
- Feedback/questions/concerns

Background on the ICMA Voluntary Credentialing Program

- Started in 2002
- ICMA Executive Board made commitment to underwrite costs and every Executive Board to date has honored that commitment
- Commitment almost \$110,000 last year
- Application fee \$50; no annual renewal fee
- Currently 1,300 participants



Background on the ICMA Voluntary Credentialing Program

- Recognition program
- Earn Credentialed Manager designation based on education, experience, and approved annual professional development plan
- Maintain Credentialed Manager status through completion of professional development and approved annual learning report



Background on the ICMA Voluntary Credentialing Program

- MPA or MPP – 5 years for Candidate status
- Master's in another field – 6 years
- Bachelor's – 7 years

Background on the ICMA Voluntary Credentialing Program

- Professional development is self-directed
 - State conferences or certificate programs
 - ICMA conferences or certificate programs
 - Training sponsored by other organizations
 - University courses
 - Books
 - And so on



Background on the ICMA Voluntary Credentialing Program

- Program structure based on member feedback
 - Education and experience requirements
 - Candidate status
 - New, shorter ICMA multi-rater assessment
 - Alternatives to ICMA's multi-rater assessments
 - Half credit for local government department head experience and CEO experience from the private sector and military



Questions?

- Any questions on the existing program before we move into a conversation re: the future?

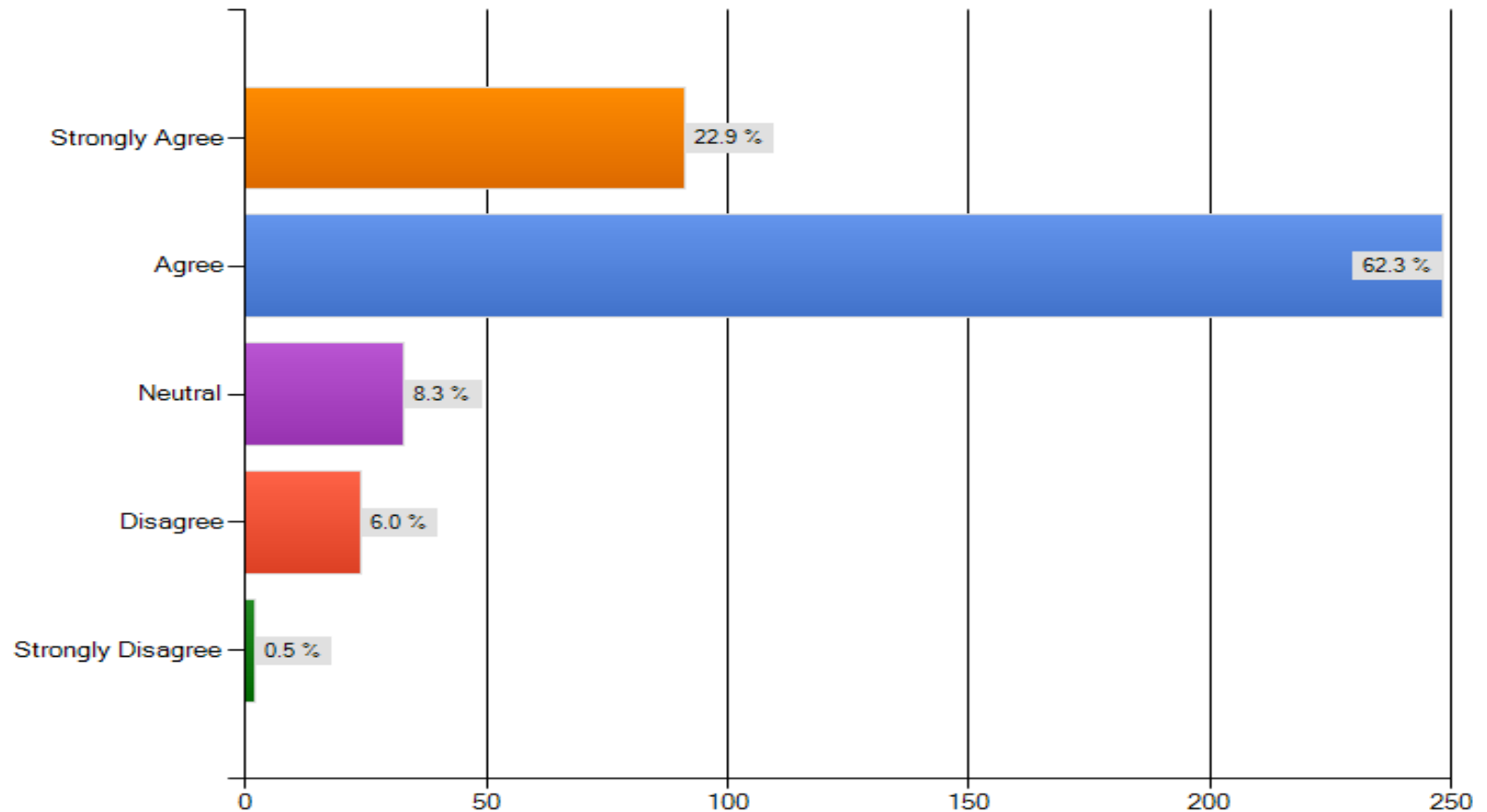
Dialogue Re: the Future

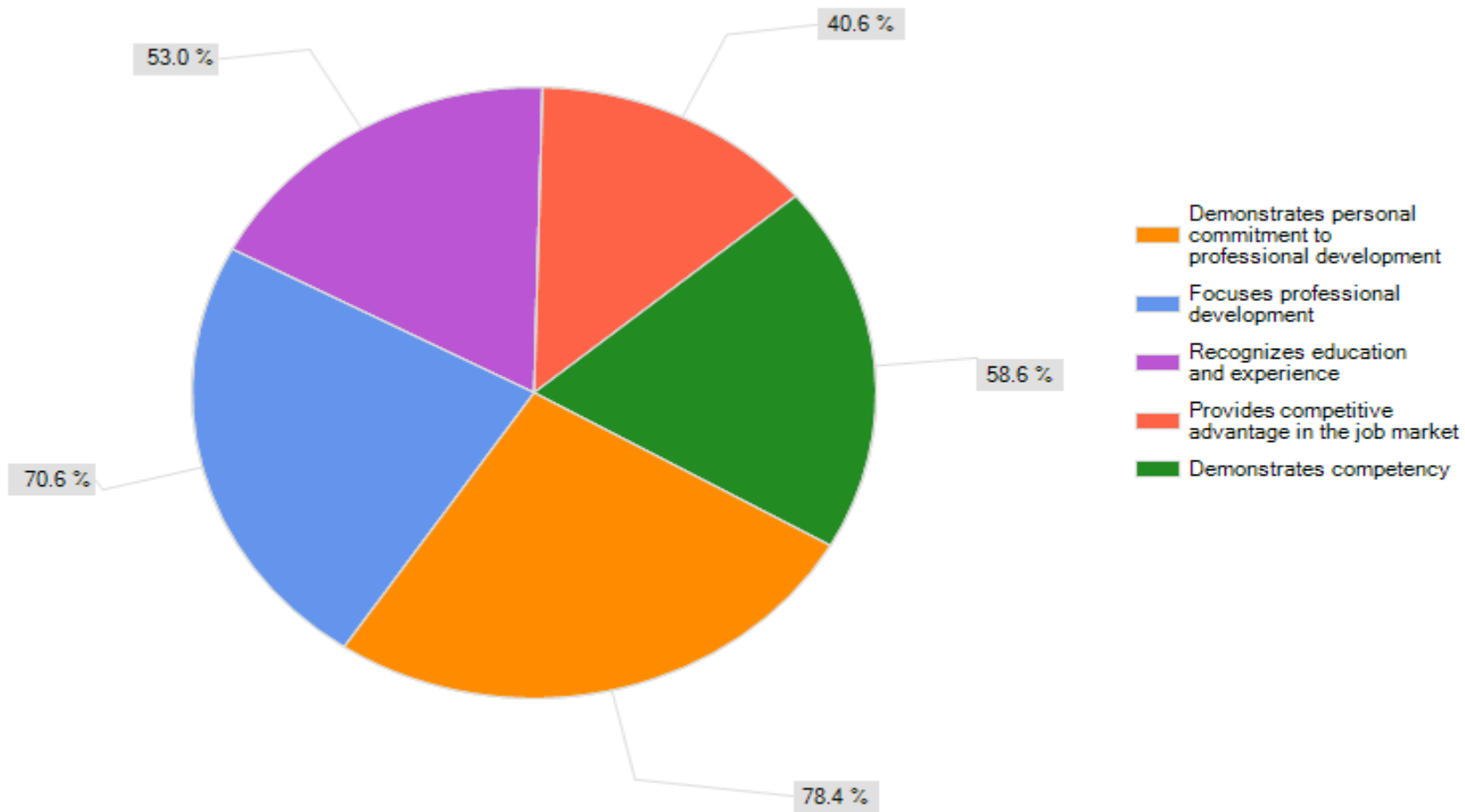
Some members want to better define the mission and purpose of the Credentialing Program.

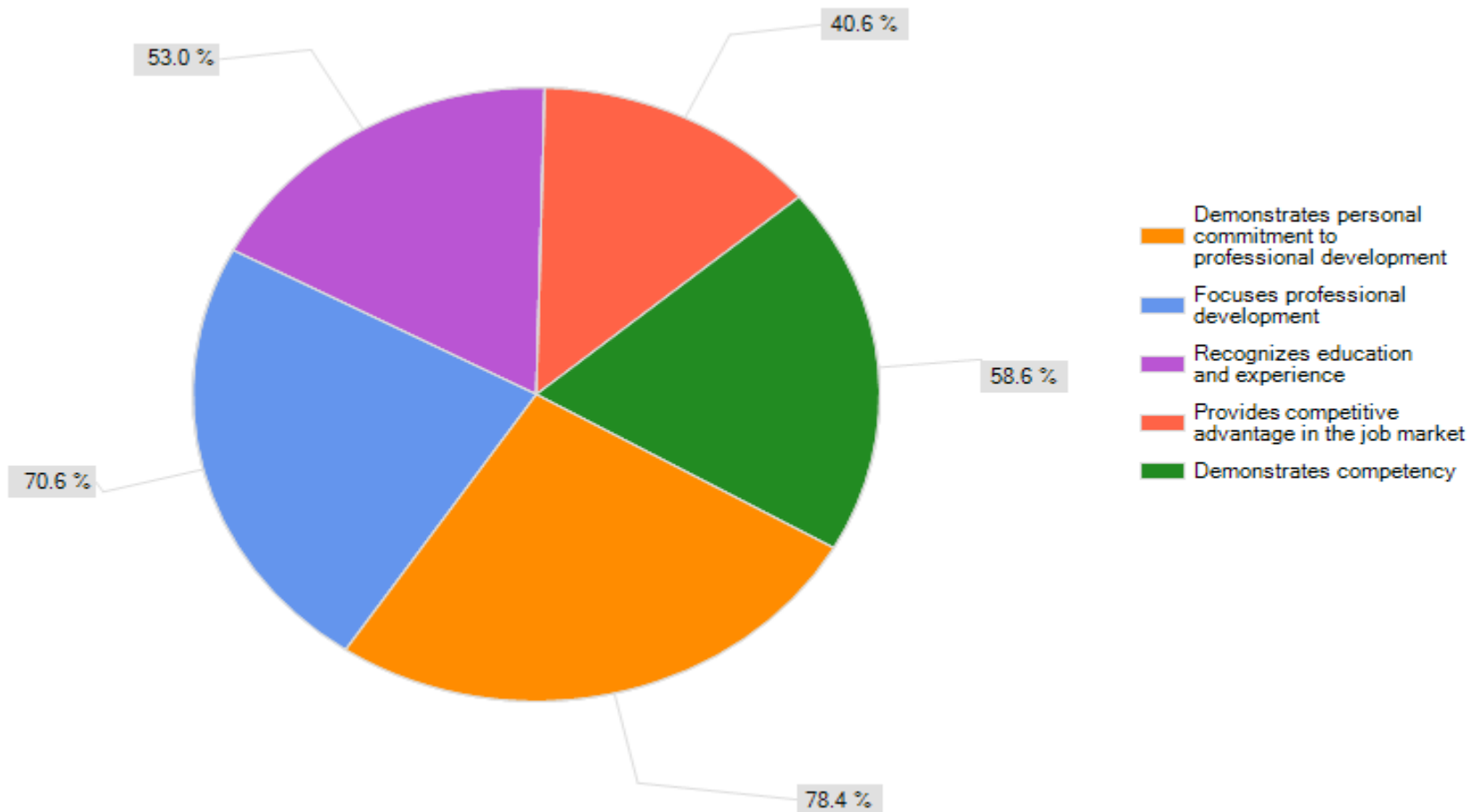
ICMA-CMs who have been in the program a long time are increasingly requesting more specific professional development guidance.

Members not yet eligible are increasingly requesting a clearer path to credentialing.

85% of participants are satisfied with the Credentialing Program.







- Current program participants split on new eligibility tiers versus status quo.
- Non-participants showed a clearer preference for new eligibility tiers.

Likes and Dislikes

- Raise your hand if you rate the program high. What is your reasoning? What must be kept?
- Raise your hand if you rate the program low? What is your reasoning? What changes do you suggest?

Purpose of the Program

- Demonstration of personal commitment to professional development
- Recognition of education and experience
- Reflection on learning
- Do you agree? Others?
- What do you think about half of survey respondents saying it should demonstrate competency?

Dialogue

The Code of Ethics requires all Full Members to do 40 hours of professional development per year. Members not yet eligible are increasingly requesting recognition for their commitment and access to the Credentialing Program's peer review process.

Ideas from Member Focus Groups

- Add new eligibility tiers
- Expand Candidate status
- Create a new and different recognition



Example: Adding New Eligibility Tiers

Possible categories	Possible Audiences
Associate	•Emerging Leaders
Professional	•Mid-career managers
Manager	•Same as existing Credentialed Manager

Example: Expanding Candidate Status

Possible categories	Possible Audiences
Candidate	<ul style="list-style-type: none">•Emerging Leaders•Mid-career managers
Manager	<ul style="list-style-type: none">•Same as existing Credentialed Manager

Dialogue: Create a New Program

- Some members have suggested that ICMA create a new and different program for members who are not currently eligible for the credential
 - Something without the word “credential”
 - What name could be used?

Wrap Up

- Other questions?
- Complete survey results and plan for the future – summer
- Email credentialing@icma.org with eligibility questions and ideas for the future