

ICMA Voluntary Credentialing Program: A Personal Commitment to Professional Development

2010 MLGMA Summer Workshop



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Credentialing Program Background

- ICMA Executive Board adopted policy outline in July 2001
- First credentials granted by the Executive Board in May 2002
- Program has grown from an initial group of 75 to over 1,150 Credentialed Managers and Candidates



Credentialing Eligibility Requirements

- ICMA Full Member
- Meet education and experience criteria
- Applied Knowledge Assessment results less than 3 years old
- Committed to professional development



Education & Experience Requirement

- MPA and 7 years
- Other Masters and 8 years
- Baccalaureate and 9 years
- Local government department head experience receives half credit
- CEO experience from other sectors *may* receive half credit



Executive Experience Definition

- The professional role must include *all* of the following *executive* level responsibilities in local government:
 - Staff management
 - Financial management
 - Policy facilitation and implementation
 - Service delivery



Applied Knowledge Assessment

- Developed by ICMA, Georgia State University, and ICMA member-managers in 2001
- Revised by ICMA, Kryterion, and Credentialed Managers in 2008



Applied Knowledge Assessment

- Self-assessment of knowledge; 116 questions
- 1.5 to 2 hours to complete online
 - Can save and return later as needed
- Confidential, topical scoring is provided immediately
 - (Agreement with GSU prohibits ICMA from sharing correct answers)
- State associations receive annual aggregate summary of results upon request



Credentialing Application Process

- Complete AKA and receive results
- Submit application (which includes professional development plan based on AKA results)
- Credentialing Advisory Board (CAB) reviews
- Recommended names are listed in newsletter for member review
- Approval is granted by executive board 3 months after application deadline



How to Apply for the Credential?

- Online
<http://www.icma.org/main/bc.asp?bcid=124&hsid=1&ssid1=2521&ssid2=2522>
- Click on Credentialing
- Click on Application & Update
- Deadlines are January 1, April 1, July 1, and October 1



What is the Cost?

- \$50 for online application
- \$100 for paper application
- The Applied Knowledge Assessment is \$75 and can be ordered at www.webassessor.com/aka (also access this link through the Credentialing section of *icma.org*)



Professional Development Plan

- Includes:
 - Learning goal(s)
 - Potential activities
- Ensures conscious intent and focus
- Visit Credentialing Resources section of *icma.org* for sample plans, recommended reading, etc.



Professional Development Plan

- Refer to AKA or Multi-rater assessment on areas to emphasize
- Be somewhat specific regarding professional development activities



Professional Development Plan Sample

- **Learning Goal**

- This year I plan to focus on media relations & presentation skills. My goal is to improve my ability to speak publicly and communicate with citizens and the media so that I can, for example, do a better job of communicating the reasons for decisions that are made by the local government.

- **Potential Activities**

- I will read and study ICMA's Ten Steps to Effective Presentations Training Workbook. I will look for sessions on media relations and presentation skills when I register for the ICMA Annual Conference and state association meetings. I will take a college-level course on media relations, and will **identify what I have learned** from all these activities when I submit my annual update.

*A detailed sample can be found at the Credentialing Resources section of icma.org.



Professional Development Plan – What Counts?

- **Formal learning programs**

- Conferences
 - o ICMA, GFOA, MLGMA, MML, APA, MMFOA, PELRA and MPELRA
- Workshops and Seminars
 - o Gettysburg, UVA SEI, Harvard
- Webcasts and Audioconferences
- University classes



Professional Development Plan – What Counts?

- **Informal activities**
 - Reading management-related books
 - o One book (200 pages) – up to 10 hours
 - Leading/participating in book discussions with staff
- **Teaching**
 - Undergraduate or graduate, but not repetitively each year



Professional Development Plan – What Counts?

- Use *variety* of activities
 - Don't focus on, or emphasize, one type of activity (e.g., reading and reporting on four or five books)
- Refer to your AKA and areas that you believe you should emphasize
- CAB not strict about sticking to proposed plan



Professional Development Plan – What Counts?

- While the CAB is flexible:
 - **Work activities are not professional development**
 - o For example, strategic planning is work. Attending a seminar on strategic planning is professional development.



Maintaining the Credential

- Maintain ICMA Membership
- Submit annual update outlining professional development and what was learned
- Complete ICMA Performance-Based Assessment or pre-approved alternative within 5 years of approval
 - CAB is flexible re., **extenuating circumstance**



Credentialing Annual Updates

- Annual updates are due one year after approval, on the first day of the month
- Instructions will be emailed or mailed three times, starting three months in advance of the deadline



Annual Updates Should:

- Provide **reflection** on what was learned
- Address **professional development needs** identified through assessments or other feedback
- Give one specific example of **something learned** from **each** activity (**most important part**)
- Provide number of **hours** for each activity



Annual Update Should Not:

- List professional development activities
- Identify work activities as professional development
- Emphasize describing the training activity



Annual Update: Sample Activity Entry

What I Did: At the ICMA Annual Conference, I participated in a workshop conducted by Study Circles Resource Center; an ICMA University Workshop “Essential Management Skills;” and an ICMA University Forum “Ethics and the Public Trust.”

What I Learned: I learned the importance of being proactive in engaging citizens to assist the city council in developing the policy agenda for the community. As managers, we need to develop mechanisms to put the public in public policy. We need to develop resources for automatically finding and engaging vested parties in the decision making process. As a result, I assisted in developing a strategic review of a non profit organization and helped the public library organize a community forum on public education which focused on creating dialogue instead of debate on the education system.

Practice Area(s) Addressed: Policy Facilitation

Time Commitment: 6 hours

SEE HANDOUT



Tip

- Keep a diary (brief) throughout the year
 - Saves time



Multi-Rater Assessment: What Is It?

- Assessment Tool
- You choose raters
 - Works best with a mix of elected officials or supervisors, department heads, and administrative staff
- You rate yourself
- Way to sharpen the saw and get upward feedback
- Way to focus professional development efforts
- Results are confidential; only provided to you



Multi-Rater Assessment Alternatives

- ICMA Performance-Based Assessment
- Other 360-degree assessment chosen by you
- Other method of informal external feedback proposed by you
- Something else? The possibilities are endless.
– Email credentialing@icma.org for pre-approval



What if I Retire?

You are eligible for the new Retired Credentialed Manager designation if:

- You have been Corporate for at least 10 years
- Have submitted at least one annual update in the past



Voluntary Credentialing Program Administration

- ICMA Credentialing Advisory Board
 - Advises on implementation
 - Reviews applications
 - Recommends applicants to ICMA Executive Board



2010-2011 Credentialing Advisory Board

<p>WC Region Jim Hough Chet Newland</p>	<p>MW Region Daryl Delabbio Kevin Frazell George Goodman</p>	<p>NE Region Dan Fitzpatrick Carol Granfield Bob McEvoy</p>
	<p>MP Region Mark Achen Charldean Newell Greg Sund</p>	<p>SE Region Pam Brangaccio Curtis Branscome, Chair Tom Lundy Jim Oliver</p>



CAB Process

- Meet via conference call on the fourth Wednesday of each month
- Receive email within the first week of each month with list of new applicants and update reports to review (distributed randomly by region) [See handout]
- One primary reviewer and, if necessary, a secondary reviewer



CAB Process

- Monthly conference call meetings review new applicants and updates that are noted as “pending” or “not recommended” by both primary and secondary reviewers
- Primary reviewer will generally contact applicant, electronically or by phone, to provide feedback/counsel



CAB Process

- Meet annually at ICMA conference (informal meeting with members)
- Meet annually in October or November at ICMA Headquarters to review policies/ procedures and issues that come up throughout the year



Issues

- As budgets tighten, training dollars usually first to go
 - Low-cost alternatives
 - o ICMA Webinars, Governing Webinars, Reading books, Joint training w/other managers
- 360-degree (Multi-rater) assessment
- Annual Updates



What if I Need Help?

Contact Amanda Relyea
Project Manager, Credentialing Program
credentialing@icma.org



HANDOUTS

- *Tenet 8: Improving Professional Development* PM Magazine Article (December 2008)
- *ICMA Voluntary Credentialing Program* (MLGMA **The Manager** and OCMA **Newsletter**)
- ICMA FAC
- Notice from ICMA – Annual Update
- Sample Annual Update (compilation of examples)
- Sample of CAB Agenda



Any Questions?



Thank you for your participation, and for
your interest in the ICMA Voluntary
Credentialing Program.

