

# Credentialing Q & A

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# Agenda

- Introduction
- Software challenges
- New to the program
- Background on program and process
- Q & A
- Your ideas for the future

# Software Challenges and Communication Delays

- Double login glitch this summer
- We think we've found a fix, and it will roll out over the next couple of weeks
- Resumed staff standard of replying to emails and calls within 2 business days

# New to the Program in 2015-2016

- New Credentialing system in 2016 to include:
  - Pre-population of your annual report with ICMA events that you have attended during the past year.
  - A personal page where you can view deadlines and past submissions.
  - Automatic annual report confirmation emails.

# New to the Program in 2015-2016

- Professional wall certificates for all Credentialed Managers
- Updated Applied Knowledge Assessment
- Credentialed Manager Senior Fellow designation in response to member requests:
  - Optional
  - More directive
  - Wraps Legacy Leader program and Credentialing Program closer together

# Background



- Started in 2002
- ICMA Executive Board made commitment to underwrite costs
- Commitment almost \$140,000 last year
- Application fee \$50; no annual renewal fee
- Over 1,350 Credentialed Managers and Candidates

# Background

- MPA or MPP – 5 years for Candidate status
- Master's in another field – 6 years
- Bachelor's – 7 years
- Less than bachelor's – 15 years (CAO only)



# Background

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

Program structure based on member feedback

- Education and experience requirements
- Candidate status
- Choose your own multi-rater assessment and request pre-approval
- Half credit for local government department head experience and CEO experience from the private sector and military
- As of March 2014, leadership development program graduates may gain credential earlier

# Application Process

- Verify that you're eligible at [icma.org](https://icma.org); contact [credentialing@icma.org](mailto:credentialing@icma.org) if you're not sure
- Complete the Applied Knowledge Assessment (not the 360) and receive results
- Submit online application, which includes professional development plan for the coming year

# Renewal Process

- Submit online annual report telling what you did and learned in the past year
  - Come to tomorrow's session to learn how other participants stay engaged in the program and maximize their learning experiences
- First multi-rater assessment (360) is not due until you've been in the program 5 years
  - Extensions are available to those in new communities
  - Please also speak up if you are in a tough political situation

# Questions/Comments?

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



# Dialogue re: the Future

- ICMA held a dialogue on the future of the program with members in 2013
- Members were split on:
  - whether to open up program eligibility
  - whether to more actively “market” the value of the credential to elected officials and recruiters
- Members agreed that:
  - they find value in the annual reporting process
  - the main purpose of the program is, and should be, a personal commitment to professional development

# Based on these results

The Executive Board agreed to:

- Allow leadership development program graduates to gain the credential earlier, effective March 2014
- Update the AKA in 2016
- Consider new eligibility tiers and/or align the program around core competencies and where one is in one's career per the recommendations of the 2014 ICMA Task Force on Leadership
  - The new Leadership Advisory Board will be appointed this winter

# Your Ideas for the Future

Please share.

# Questions/Comments?

If you think of something later, email [credentialing@icma.org](mailto:credentialing@icma.org). Jenese Jackson or Amanda Relyea will be happy to help.







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