

# Credentialing Q & A

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# Agenda

- Introduction
- Brief background on the program
- Q & A on background or eligibility
- Update on this year's discussion re: the future of the program
- Your likes and dislikes and Q & A
- Wrap up

# Background



- Started in 2002
- ICMA Executive Board made commitment to underwrite costs
- Commitment almost \$110,000 last year
- Application fee \$50; no annual renewal fee
- Currently 1,308 Credentialed Managers and 37 Candidates

# Background

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



# 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
- 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.

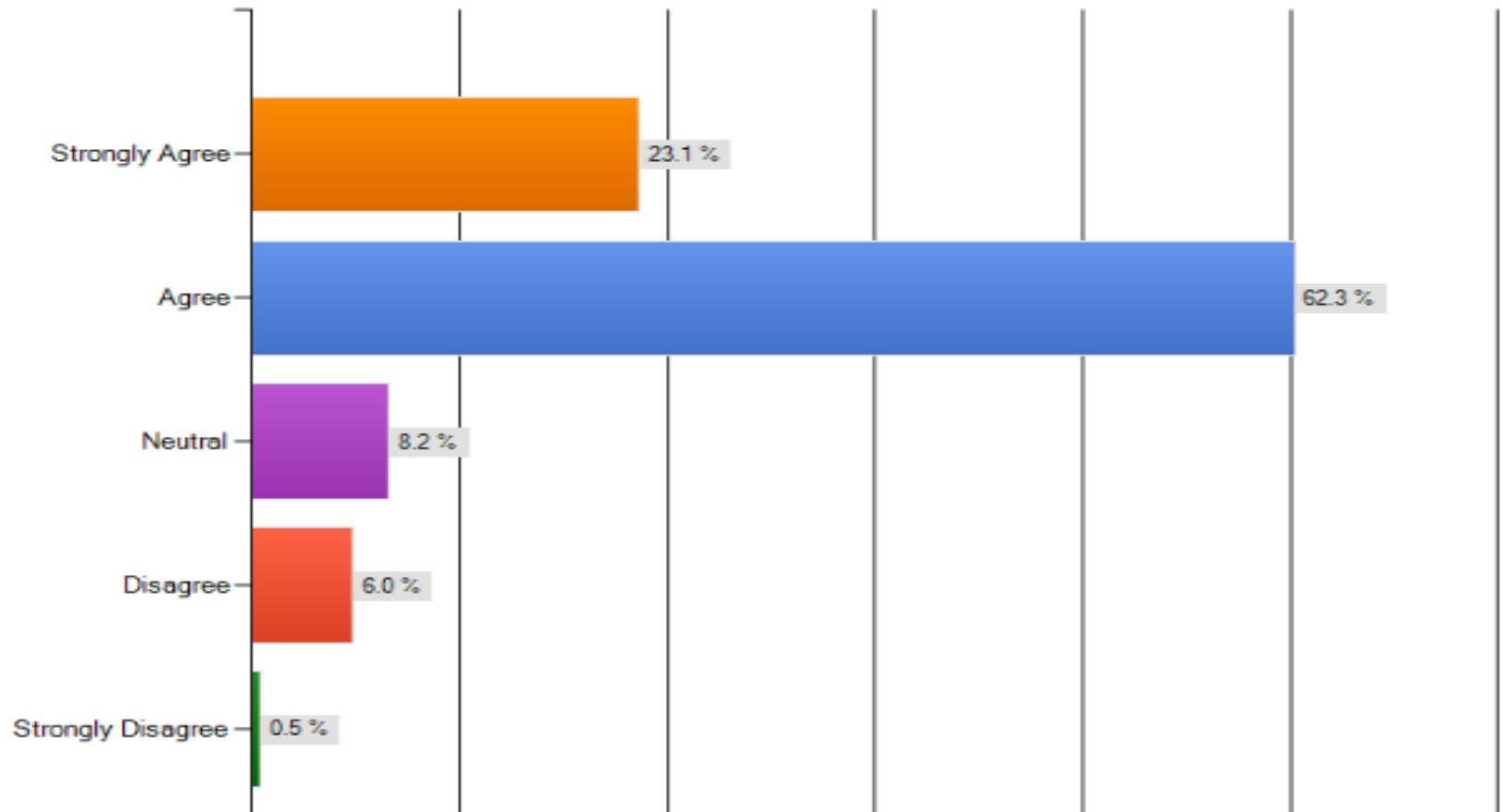


# Dialogue re: the future

- Over the past year, ICMA conducted 19 discussion sessions.
- The feedback gathered during these sessions was used to create a survey.
- Responses were received from 404 credentialed managers and candidates and 441 non-credentialed in-service members.

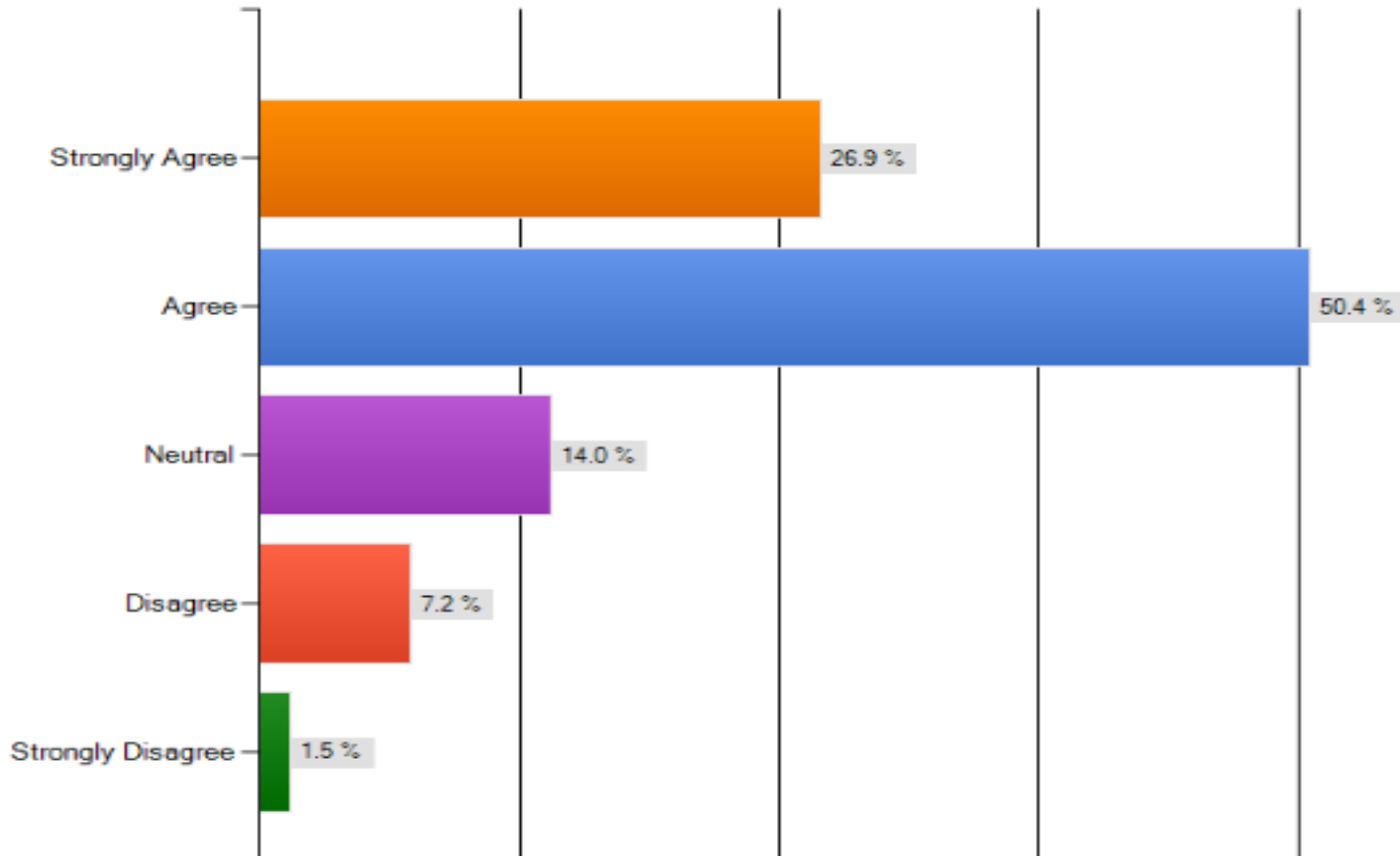
# Survey results

85% of ICMA-CMs and Candidates are satisfied with the program, up from 77% six years ago.



# Survey results

77% of ICMA-CMs and Candidates find value in the annual reporting process.



# Survey results

Credentialed and non-credentialed respondents think the main purpose of the program is—and should be—a personal commitment to professional development.



# Survey results

Credentialed Managers and Candidates are almost evenly split on the idea of opening up program eligibility (44% for, 48% against)

80% of ineligible non-participants think we should open up program eligibility. Many of these are Assistant CAOs or CAOs.

# Survey results

Non-participants provided many reasons why they are not credentialed. The top four were:

- Not eligible – 41%
- Eligible and plan to eventually – 30%
- Maintenance takes too much time – 11%
- Program does not have tangible or perceived value – 10%

# Recommendation to Executive Board

- Based on these results, CAB and staff are proposing a phased approach
  - Phase One: Allow leadership development program graduates to gain credential earlier
  - Phase Two: Be prepared to consider new eligibility tiers after the Phase One has been in place for one or two years
- Executive Board will discuss these ideas in November.

# Likes and dislikes

- What do you like or not like about these proposals?
- What do you like or not like about the program?
- What should definitely be kept?
- What would you change? Where is there room for improvement?
- Raise your hand if you would rate the current program highly.



# Questions/Comments?

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



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