



**CMAC**

Club Management Association of Canada

# **CERTIFICATION IN CLUB MANAGEMENT**



## WHAT IS THE CCM PROGRAM?

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The Certified Club Manager (CCM) designation is the hallmark of professionalism in club management, launched by the Club Management Association of America (CMAA) in 1965. The Club Management Association of Canada adopted the program in 2000 and launched it a few years later. Now recognized internationally, the CCM is a professional certification that indicates achievement of a verifiable degree of competency with regard to the unique skills and knowledge required of today's club manager. Candidates who have earned the designation have completed a program enriched with education experience, applicable knowledge, and business tools that can deliver a positive impact.

Whether club management professionals are seeking a promotion, exploring a position outside of current employment, or simply pursuing professional development opportunities, the CCM designation can help candidates gain credibility and respect in the field, enhance their skills and knowledge, and demonstrate their commitment to the profession.

## WHAT ARE THE CORE COMPETENCIES?

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As identified and regularly reviewed by the CMAA, the 11 core competencies in professional club management include:

- < Leadership
- < Interpersonal Skills
- < Club Governance
- < Accounting, Finance, and Data Analytics
- < External Governmental Influences
- < Human and Professional Resources
- < Membership and Marketing
- < Food and Beverage
- < Golf, Sports, Recreation, and Wellness
- < Facilities Management
- < Information Technology

## HOW TO EARN THE CCM?

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**FIRST**, contact CMAC about pursuing the CCM designation. CMAC staff can help with the process and ensure that credits are in order.

**SECOND**, it is helpful to speak to a certified member, CMAC provides a list of designated members on its website. These individuals are available to support members on their journey towards certification.

**THIRD**, academic training is provided through a variety of postsecondary education programs, accredited workshops and professional development programs such as Club Management Institute (CMI) and Business Management Institute (BMI) courses, branch professional development activities, and national conference

## WHAT ARE THE CCM EXAM ELIGIBILITY REQUIREMENTS?

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### 300 credits include:

**200 EDUCATION CREDITS**, which must include a minimum of the following:

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Attendance at a least one CMAC National Conference

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Successful completion of two CMI pre-approved workshops

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### 100 NATIONAL EDUCATION CREDITS

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**25 BRANCH EDUCATION CREDITS** *(Given the limited opportunities for Branch education in most of CMAC's Branches, CMAA has agreed that any shortfall in Branch Education credits may be made up with an excess of National Education credits.)*

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### 50 ASSOCIATION ACTIVITY CREDITS

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**50 ADDITIONAL CREDITS**, which may include a mix of the above as well as Other Education credits which are allocated for education programs outside CMAC or CMAA.

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Successful completion of BMI Club Management, BMI Leadership Principles, BMI General Manager/Chief Operating Officer, and either BMI Golf Management, BMI Food & Beverage Management, or BMI Sports & Recreation Management. The BMI Courses do not need to be taken in order. More information regarding BMIs and their content can be found: <https://www.cmaa.org/learn/bmi-programs/>

### Six years of membership in the CMAC:

Those pursuing the designation may be Associate members but must be an Active member at the time of petitioning to sit the exam. Students are not eligible to earn credits.

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CMAA has introduced the ability to substitute professional experience for years of membership as outlined in the following policy: *"An application may be made to the Certification Committee to substitute three (3) years of professional experience for one year of CMAC membership in order to meet this requirement. A maximum of nine years of experience for three years of CMAC membership is allowed."*

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## **HOW TO APPLY TO WRITE THE CCM EXAM?**

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Once the credit and membership requirements for the CCM exam have been met, CMAC staff will work with candidates to register and prepare for the exam. Forms for completion by the candidate are posted on the CMAC website. Candidates complete and submit the petition forms to the CMAC Office, who in turn, liaise with the CMAA to process the application. This includes additional information: copy of the transcript from the candidate's profile, other transcripts as necessary, and the initial exam fee payment. CMAA will then confirm approval of the petition to the candidate and CMAC. If the candidate has registered for the Joe Perdue Review Course, CMAA will send an electronic version of the Study Guide.

## **HOW MUCH DOES IT COST TO TAKE THE CCM EXAM?**

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The cost of petitioning and registering for the initial CCM exam is paid by CMAC from the Professional Manager Development Fund on behalf of the candidate. The exam fee is the same for both proctored exams and the exam following the CMAA Joe Perdue Certification Review Course. Candidates needing to retake the exam will be personally charged the fee.

## **WHEN DOES THE EXAM TAKE PLACE?**

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The CCM exam is offered on specific dates in April and November following the CMAA Joe Perdue Certification Review Course. Proctored exams are scheduled annually and must occur on the dates indicated each year. Candidates who wish to take the CCM exam at a local college or university should make the initial arrangements for a proctor at any college/university convenient to their home or club. Most colleges/universities have a testing centre at which the exam can be administered. The candidate will pay administration costs related to individual proctoring of the exam.

## **HOW DO I PREPARE FOR THE EXAM?**

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For CCM candidates desiring an in-depth review of the 11 competency areas of club management, the Joe Perdue Certification Review Course is scheduled twice per year by the CMAA in April and November. This concentrated five-day course is offered in the USA with the exam at the end of each course. CMAA provides an electronic version of a Study Guide for those registered for the review course. Any fees required to take this course will be the responsibility of individual candidates.

Candidates choosing not to take the Joe Perdue Certification Review Course may have the exam administered by proctor at a college or university near the individual's home or club. CMAC provides exam preparation materials to candidates once approval of the petition and confirmation of exam registration is received from CMAA.

## **WHAT'S ON THE EXAM?**

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Achieving the CCM designation is contingent on the successful outcome of the exam. The exam is computer-based. It consists of 400 multiple-choice questions covering the 11 competency areas. To pass the exam, candidates must have an overall score of 70% or higher and a score of 50% or higher for each of the ten parts of the exam. The CMAA contacts the candidate directly with the exam results.

## **WHAT ARE THE REQUIREMENTS TO MAINTAIN CCM?**

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All CCM designations will be valid for a period of five years. With the exception of Alumni, Honourary Life and Honourary Branch members, CCMs are required to earn at least 120 credits during each five-year period following certification (or most recent recertification) to maintain the CCM designation. Of these 120 credits, 60 credits must come from education programs offered by CMAC or CMAA at the national or branch level.

## **ARE THERE PROFESSIONAL DESIGNATIONS TO ACHIEVE BEYOND CCM?**

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Once a member has achieved the CCM designation, they may work toward additional designations recognizing their ongoing commitment to the profession and continual lifelong learning:

## **HONOUR SOCIETY**

- Achievement of 400 additional credits beyond certification with a minimum of 150 National/Branch education programs;
- Active membership status in CMAC for a minimum of nine years; and successful completion of BMI Tactical Leadership or BMI Strategic Leadership
- Members are not required and successful completion of BMI Tactical Leadership or BMI Strategic Leadership to petition for Honour Society status. Once CMAC staff have verified that the member has met all the requirements above, the member will be recognized with Honour Society status.

## **CERTIFIED CHIEF EXECUTIVE (CCE)**

The CCE was developed to recognize those managers who have shown the ability to successfully serve as the most senior manager in a club. The CCM designation remains as the “hallmark of professionalism” within the club industry. The CCE is intended to augment the CCM, not replace it. In order to qualify for the CCE, members must have:

- Active or Alumni membership status within CMAC;
- CMAC membership for a minimum of ten years;
- Achieved the CCM designation and Honour Society status;
- Successfully completed both BMI Tactical Leadership and BMI Strategic Leadership;
- Served as the top executive in a club (e.g. GM, COO, CEO) for a minimum of five years (multiple clubs accepted);
- Submit the Petition Form to CMAC along with a current resumé documenting their previous positions;
- Submit a notarized Verification Form from their current club president verifying that they have served as the top executive for at least five years. If they have not been at their current club as the chief executive for five years, a notarized form is required from their previous club(s) to verify the five-year period;
- Submit \$75 (CA) administrative fee to be included with the petition form; and
- Complete the Mentorship Requirement - As of January 2018, CCE candidates must complete a mentorship program and may choose one of the two options to meet this requirement:

## **MANAGER IN DEVELOPMENT (MID) PROGRAM**

If applicable to a Mentee in Canada, mentor an entry-mid level manager through one specialization of the MID Program on CMAA University. Detailed requirements for mentors choosing the MID option are outlined in the document entitled CMAA MID Development Overview – Guide for Mentors, Mentees and Reviewers available for download on the CMAA website.

## **ONE YEAR DOCUMENTED MENTORSHIP OPTION**

Mentors are required to complete at least six conversations, one of which may be used as an introductory call to establish at least three goals of the relationship. Mentors are also expected to invite their mentee to their club for a day of shadowing, meeting with each department, and observing how they operate and tour. If the mentee is internal, the mentor is required to send the mentee to another club for the same one-day experience. Finally, the mentee must submit a Mentee Statement, detailing how the mentorship relationship influenced them and what they learned from the experience.

## MASTER CLUB MANAGER (MCM)

The MCM designation is a certification and recognition program for a special group of professionals who have made extraordinary and long-lasting contributions to the club industry. It is awarded to those individuals who have met the following criteria:

- Attained the CCM designation and Honour Society membership;
- Achieved 200 additional credits beyond Honour Society with a minimum of 100 credits from National/Branch education programs;
- Maintained Active membership status for a minimum of 12 years;
- Successfully completed both BMI Tactical Leadership and BMI Strategic Leadership;
- Successfully completed the MCM Profile and Monograph; and based on their monograph
- Completed an education presentation at the CMAA World Conference



For more information

[national@thecmac.ca](mailto:national@thecmac.ca)

[cscm.org/education/certification.html](http://cscm.org/education/certification.html)