



## CCE Application Guidelines – 2021

### General

This document contains information on how to complete and submit your CCE application. If you have any questions, please contact Susan McGuire at [smcguire@acce.org](mailto:smcguire@acce.org).

Tips before you begin:

- **We recommend that you open and save a blank copy of the CCE application to your own computer, and then work from that as you fill out and complete the application. If you work on the application online, changes may not be saved.**
- The application form automatically calculates all points at the end.
- Type all information into the shaded boxes. It will expand as you type.
- Do not press the ENTER key after typing your information into the shaded boxes. You must press the **TAB** key to continue.
- Some parts of this application require a numerical answer. Alpha characters will not be accepted in those sections.
- To change your answers, press the arrow key (in the direction that you wish to move) then press the backspace key to delete the answer. You can also click on the edit function in your toolbar, and then click on “Undo Typing” to delete your answer.
- **When you complete the application, please save it with your name and the word “application,” e.g., McGuireapplication.pdf.**

### A note about eligibility

Applicants are required to have at least six years of senior-level chamber management experience and be currently employed in a senior-level chamber management position. In order to be considered a senior level manager, the applicant must manage a staff, a budget, programs, and have direct contact with the board.

In some cases, several of the required 6 years of senior-level chamber management experience may be satisfied by senior-level management experience in other membership organizations or other highly relevant professional experience. Eligibility determinations are made by the CCE Commission on a case-by-case basis. Contact [ACCE staff](#) if you believe you have professional experience that may meet these qualifications, **before** submitting your application. In all cases, an applicant’s most recent two years of eligible experience must be at a chamber, and the applicant must currently be employed in a senior-level chamber management position.

## Completing your application

*You must record a minimum of 175 points to be eligible for the CCE designation.*

### **Section 1: Chamber Career**

In this section you should list the jobs that you have had in the chamber industry. Each position must be listed in order starting with your most recent chamber position. There are no points assigned to this section.

- Note that this section does not count as your resume. You must submit your professional resume as part of this application as well.

### **Section 2: Education (46 Points Maximum)**

This portion of the application asks for your educational background. List all of your educational history.

- If you received both an associate and bachelor's degrees, you may include only the points relating to your bachelor's degree. You may also add points associated with any graduate degree or other courses relating to business, community, or chamber management.
- Combinations that are permitted:
  - ~ Graduate degree, undergraduate Degree, additional courses = 46 points
  - ~ Undergraduate degree, additional courses = 36 points
  - ~ Associate degree, additional courses = 16 points

### **Section 3: Professional Development (102 Points Maximum)**

- An approximate history of your participation in professional development activities sponsored by ACCE can be found by logging into [acce.org](http://acce.org) and following the prompts. We will be continuing to update our new database throughout 2020.
- This information will help you determine how many CCE points you have earned through ACCE programs. **You may also include additional ACCE professional development activities not recorded in this database, along with relevant non-ACCE programs (such as those offered by state associations or the U.S. Chamber), which are also eligible for CCE credit.**
- On the CCE application, please select an option from the dropdown box of **national chamber management conferences and seminars**. Each conference is worth 5 points, not to exceed the 30 points maximum points available for this section. ACCE's Road to Recovery Virtual Summit (Sept.-Oct. 2020) is eligible for 5 points under this section. National non-ACCE conferences are eligible for CCE credit.

- Please list your **state and regional chamber conferences**. Each conference is worth 3 points, not to exceed the 12 points maximum available for this section. ACCE's fall 2020 virtual Events Training Conference (Oct. 2020) is eligible for 3 points under this section.
- You may include points attributable to additional specific **ACCE professional development programs** indicated in the dropdown menu, including the Fellowship for Education & Talent Development, Healthy Communities Cohort and Scholarship for Leadership Diversity Cohort. Each program is worth 5 points, not to exceed 10 points.
- Participants of the "old" 6-year **Institute for Organization Management** program earn 5 points per year/30 points maximum. Participants in the newer four-year program earn 7 points for every year completed/28 points maximum. A maximum of 30 points are available for this section.
- List the **webinars** you have attended relating to chamber management topics, sponsored by ACCE or another organization. Each webinar is worth 1 point, not to exceed 8 points for this section.
- List all **association conferences** or seminars relating to business, community, or organization management, including ACCE conferences (such as the Sales or Events Trainings), in-person ACCE Division and Community Peer Group (CPG) meetings, and multi-module ACCE eCourses. ACCE Division and CPG meetings eligible for points in this session are free-standing meetings, not those held as part of the annual ACCE Convention. Each program is worth 3 points, not to exceed 12 points for this section.

#### **Section 4: Professional Contributions (30 Points Maximum)**

- **Instructor/presenter or ACCE mentor/volunteer:** You accrue points for being an instructor or presenter for a seminar or workshop hosted by ACCE, the U.S. Chamber of Commerce, or a state/regional chamber association or related chamber/association management organization (5 points/presentation). You may also include points for being an ACCE mentor or volunteer (5 points/position). You may accrue a maximum of 20 points under this subsection.
  - ~ You may only receive credit once for a course taught multiple times.
  - ~ If you taught two different courses at the same event, you may count each one on your application.
- **Author of a chamber or an association management article.** List articles published for chamber/association management publications, including ACCE's *Chamber Executive*. Each article is worth 5 points, not to exceed 10 points for this section.
  - ~ Articles that are a result of your job responsibilities (for example, an article for your chamber's newsletter) will not be accepted. You may receive points for a newsletter article for ASAE or another association.
  - ~ Articles must be on topics related to chamber management.

### Section 5: Professional and Civic Leadership (125 Points Maximum)

- You may accrue points for each year you serve on a particular board (or as an officer). Please provide the year(s) served where indicated in the application.
- Do not duplicate points. For example, if you serve as an officer on a board during a particular year, you cannot accrue points as a member of that same board that year.
- The points allotted for this section are included in the dropdown menu.
- If you have had other leadership experience (professional or civic) that is not described in this section, please describe it in the box located at the end of this section. The box will expand as needed.

### Section 6: Professional and Civic Awards/Certifications (16 Points Maximum)

- **Awards:** List your awards received from business and community groups for work during your tenure as a chamber executive. These awards are worth 3 points each/6 points maximum.
- **Certifications:** Please select an option from the dropdown list of professional certifications.
  - ~ Please note that the Institute of Organization Management graduate recognition (IOM) should not be included in this section. Please include your experience at the Institute for Organization Management in Section 3 above.
  - ~ Only list awards and certifications that you have personally earned, not ones earned by your chamber.

### Section 7: References

- You must list five references. Please list references whom you know well. Your references must fall in these three categories.
  - One must be a CCE, preferably serving in a chamber in your state.
  - Two must be community leaders.
  - Two must be volunteer chairpersons/presidents who have served within the last four years.
- Please fill all the boxes in this table.

The reference check is intended to assure that applicants are highly regarded by the chambers and communities they serve. References will only be notified that the applicant plans to pursue the designation within a three-year period. They will not be informed of the examination date or final results.

### Section 8: Documentation

Please submit the documentation listed in this section of the CCE application along with your application. Save each of these documents in pdf format with a title beginning with your last name and a recognizable name of the document, e.g., McGuirestrategicplan1.pdf or McGuirestrategicplan2.pdf.

- We prefer that all documentation relate to your current chamber. However, if it would more appropriately demonstrate your professional skills and experience to submit documentation from your former chamber, please contact [Susan McGuire](#) to discuss and obtain approval.
- No formal cover letter for your application is required. However, if you refer to a required document by a different name (for instance, if you call your business plan by another name), or if more detailed instructions on how to interpret or understand your application package would be helpful, please include a memorandum or other short set of instructions to assist ACCE staff and the CCE Commission in understanding your application. The title of this document should begin with your last name.

### **Submitting your application**

- All application entries, including each supporting document, must be uploaded by **January 11, 2021**, using an application submission link posted on [www.ACCE.org/cce](http://www.ACCE.org/cce).
- As noted above, the application and each supporting document should be saved as a pdf file titled with your last name and the name of the document. For example, McGuireapplication.pdf or McGuireresume.pdf.
- Entry fee payment must be submitted by either credit card or check by using the CCE Application Payment form, which can be found on the CCE website page ([www.acce.org/CCE](http://www.acce.org/CCE)).
  - If paying by credit card, please upload the application payment form, including the required credit card information, along with the other application materials.
  - If you are paying by check, please upload the application payment form indicating that you will pay for the application by check, and then send the check to the address listed in the application payment form.
- All applicants will receive a confirmation email within 24 hours after their applications have been received. If you do not receive a confirmation email, please contact [Susan McGuire](#) as soon as possible.

Congratulations on taking the next step in obtaining your CCE. If you have any questions regarding your application, please contact Susan McGuire at [smcguire@acce.org](mailto:smcguire@acce.org).