Strategies for Educational Program Development





Mission / Vision



- The Mission of the NACM Credit and Financial Development Division is to develop tomorrow's business leaders through core offerings
- Our Vision is to be a leading provider of professional development opportunities through learning, coaching, networking and individual enrichment





Developing and Hosting Educational Programs



- Creates value for members
- Influences success of chapter
- Assists with marketing and publicity
- Provides for membership recruitment and retention









Get Familiar With Your Audience

- What industries do your members work for: construction, utilities, food manufacturing?
- Credit newbies vs. veteran credit professionals
- Prepare and conduct a survey to get member feedback on topic priorities (include comprehensive list of topics and have members select top 3 or 4)









Resources for Topics

- NACM Credit Congress
- Business Credit Magazine
- NACM eNews
- NACM Affiliate Conferences/Classes
- CRF Conferences
- Local Business Journal
- National News Headlines
- CFDD Newsletters

















Program Calendar





CFDD - KANSAS CITY CHAPTER

PROGRAM CALENDAR 2012 - 2013



June 20, 2012 CEUs On the Border White Collar Crime David Bell & Special Agent Warren Gilpin















Credit Speak:

Speaking to Convince



November 14, 2012



December 12, 2012 **Happy Holidays**

No meeting



January 9, 2013

Economic Outlook



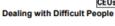


April 10, 2013

Installation of Officers

Past Presidents Appreciation









CEUs



March 13, 2013







Programs are subject to change if speakers cancel or reschedule











Speaker Sources



- LinkedIn
- Credit Congress
 - Speakers
 - Exhibitors
- NACM/CFDD Conference Sponsors
- NACM Affiliate Resources
- Colleagues and CFDD Network
 - CFDD Newsletters
- Service Providers Utilized by CFDD members
- Other Professional Organizations
 - AFP, AICPA, ABA, ABWA
- Industry Publications
 - Article Contributors
 - Bloggers

- Local and State Government
- Local Chamber of Commerce
- National and Local Speaker Associations
- Community Colleges & Universities
- Toastmasters
- Local Nonprofit Organizations
- Speakermatch.com
- Google!



Speaker Communications





What Do I Say?



- Introduce yourself
- Provide a brief description of CFDD
 - National nonprofit professional association for credit/finance
 - Local Chapter name and year founded
 - Number of members (highlight company names)
- Seeking a speaker on the topic of _____ that could provide a 1-hour educational presentation on ____ date/time
- You were identified as someone who was experienced in this area and could speak on this topic
- Would this be an opportunity you would be interested in?
- If speaker declines, ask for recommendations of others who could speak
- If interested, reiterate that CFDD is nonprofit organization with limited funds and inquire if services can be offered complimentary as a means of giving back to society and mentoring and motivating credit professionals



They Said YES!



- Request a short bio and description of the presentation
 - Advise documents will be used to prepare marketing materials and in securing CEU approval
- If virtual event, request speaker to provide 5 quiz questions that will be used following the event to meet attendance requirements for CEU's
- Confirm dates/time/location or virtual details 1 week in advance
- Be prepared to provide an introduction of speaker highlighting their career and experience with the program topic
- Following the event, send a follow up note of thanks and provide honorarium



CEU's and Participation Points





What is a CEU



The continuing education unit is a standard of measure for continuing education or training. The criteria were developed by the International Association for Continuing Education and Training (IACET)



What are CEU's used for?



The Continuing Education Unit (CEU) is designed to facilitate recording, accumulating, and exchanging standardized information about individual participation and learning achievement in continuing education experiences.



How Do I get CEU Approval



Link for online application for CEU's is available on the CFDD Members Only Resource page

MEMBERS ONLY RESOURCES



POPULAR
RESOURCES &
APPLICATIONS

REQUEST CEUS FOR YOUR CHAPTER MEETING USE A CFDD NATIONAL PROGRAM APPLY FOR A SCHOLARSHIP

LEADERSHIP GUIDE



What Information is Required



Control Number:		
(Control numbers are used to validate participation points only)		
* Sponsoring organization	CFDD Kansas City Chapter ✔	
* Session Date		
* Event Title		
* Session Title		
* Session start/end	1 V 00 V AM V 1 V 00 V AM V	
* Education time	0 ✔ Hours 00 ✔ Minutes *Don't include time for breaks	
* Speaker(s) name(s)		
☐ I am requesting CEUs for this event Submit Cancel		



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What if Our Program is Virtual - Can We Get CEU's?

Yes! There is a link to the Webcast Plus Instructions on the CEU application page

NACM Education Department

Control Number and CEU Online Request Form

All education sessions qualify for control numbers to track participation. CEUs are awarded for live in-person programs, seminars or events. Webcast Plus sessions also qualify for both participation points and CEUs but require an additional administrative fee. CEUs are granted in accordance with IACET standards so that a participant's attendance can be confirmed at 90% or more of the offering and a participant's success in achieving advertised learning objectives can be validated.

Webcast Plus Instructions



What Are Participation Points?



Participants are rewarded for attending NACM locally sponsored events with participation points in addition to CEUs. For example, if participants attend a one-hour educational seminar sponsored by a local NACM office or CFDD chapter, they earn .1 CEU and 2 participation points for that event. The total earning is 2.1 points on the NACM Career Roadmap. (If this same event is a non-NACM sponsored event, it is worth only .1 CEU.)



Five Step Process













Engaging Members

Topic Development

Sourcing Speakers

Communications

CEU's



CFDD AA

Resources

Documents	Links
About CEU's	https://nacm.org/leadership-guide-private/chapter-program-committee-chairs.html
CEU Online Request	https://nacm.org/cfdd-ceu-request-form.html
Program Calendar Template	
NACM Roadmap	
Free Speakers/Sample Wording	https://www.gevme.com/en/blog/invite-speakers-speak-free-event/
Speaker Match	https://speakermatch.com/





"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

- Malcolm X



Thank You