

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

Engaging Members





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)

Topic Development



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



















CFDD News

The Official Publication of the NACM
Credit and Financial Development Division



Program Calendar



 CFDD - KANSAS CITY CHAPTER 			
PROGRAM CALENDAR 2012 - 2013			
June 20, 2012 On the Border White Collar Crime David Bell & Special Agent Warren Gilpin 	July 11, 2012 Escheatment Don DeCelles MarketSphere Consulting 	August 8, 2012 The Benefit of a Good Credit Application To be Announced 	September 12, 2012 Collections vs Small Claims Court To be Announced 
October 10, 2012 Establishing Credit Limits Moderator: Richard Reed Panel Discussion 	November 14, 2012 Choosing & Using a Collection Agency Collection Professional 	December 12, 2012 Happy Holidays No meeting 	January 9, 2013 Economic Outlook Economist 
February 13, 2013 Credit Speak: Speaking to Convince Communications Professional 	March 13, 2013 PC Tips & Tricks Workshop Technology Professional 	April 10, 2013 Installation of Officers Past Presidents Appreciation 	May 8, 2013 Dealing with Difficult People Leadership Professional 
 Programs are subject to change if speakers cancel or reschedule 			

Sourcing Speakers



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
- * Session Date
- * Event Title
- * Session Title
- * Session start/end
- * Education time Hours Minutes *Don't include time for breaks
- * Speaker(s) name(s)

☐ I am requesting CEUs for this event



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

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