

MINNESOTA CHAMBER OF COMMERCE EXECUTIVES

Minnesota Chamber of Commerce Professional (MCCP)

The world is becoming more complicated and our personal success is dependent upon our ability to use a variety of information to define, plan, organize, control, and complete complex and interdependent tasks. In order accomplish this, critical knowledge, interpersonal skills, technical tools and management techniques must be developed and practiced.

The purpose of the Minnesota Chamber of Commerce Professional Certification (MCCP) is to recognize the proficiency of the professionals leading chamber activities across the state of Minnesota in using these skills and knowledge. The certification is based upon proficiency in the body of knowledge required to lead a balanced and effective program of work. Certified professions have demonstrated the ability to view the big picture and have developed both the soft skills and technical skills required to contribute to chamber success.

Individuals are encouraged to use the body of knowledge to define personal and professional development plans. Individuals may then submit an application for a formal evaluation and recognition from the MCCE. Each individual is measured for proficiency in the body of knowledge and there is no competition between other chamber professionals.

For more information on the MCCP program, contact Jennifer Byers at MCCE at 651-292-4673. The application cost is \$100.

Eligibility

Any chamber professional that has worked in a leadership position in the chamber profession for a minimum of three years is eligible for this certification.

Format

Written response is required for parts I, II, and III of the application. Response should reference the area of the Body of Knowledge (i.e., I-3 a, III-1, etc.)

In addition, three letters of recommendation are required. If the application is being completed by a chamber president, one letter must be from the current chair of the Board of Directors. If the application is being completed by a different leadership role in the chamber, the chamber President must submit a letter of recommendation. The other two letters of recommendation must be submitted by current members of the chamber board.

Body of Knowledge

I Personal Profile

- 1 Provide your professional history. Include past positions and the length of service in each position.
- 2 Provide your educational background. Include formal degree and certification programs as well as relevant seminars.
- 3 Provide a summary of your participation in Chamber-related activities in the past three years including each of the following as applicable.
 - a Regional involvement
 - b MCCE Conferences
 - c Minnesota Chamber of Commerce
 - d U.S. Chamber or ACCE
 - e Institute
 - f Other unique levels of involvement

II Chamber Profile

- 1 Provide a summary of your community including population, industry base, and unique challenges.
- 2 Provide a copy of your organization chart and include the length of service for each position.
- 3 Provide a summary of your chamber's performance over the past three years including indicators of: membership levels and satisfaction, financial indicators and program/service effectiveness.

III Proficiencies – Provide short (not to exceed 150 words) answers for all of the following questions. Questions will cover proficiencies in the following areas:

- Leadership, Governance, and Relationships
- Planning
- Member and/or Community Development and Finance
- Programs and Services

- 1) Describe the decision-making methods you use for independent decisions and you use with your staff and the board of directors, and the way ethical behavior is assured in all decisions.
- 2) Describe your role in your chamber's planning process, how it identifies and addresses volunteer and member needs, how you create goals and objectives and measure progress against the plan.
- 3) Describe the relationship between financial plans, the budget, and chamber short- and longer-term strategy and objectives. Include how you establish, monitor and audit the financial plans and audits.
- 4) Describe how you have managed a divisive issue within your community or between businesses.
- 5) Describe your approaches to marketing and communication, the importance of these approaches, and how you know the approaches are effective.
- 6) Describe how you ensure technology or other innovative approaches enhance the effectiveness of your chamber.
- 7) Describe how you manage your professional development and the development of your staff and/or key volunteers. Include how policy, training, performance evaluation, and recognition are used.
- 8) Describe how your chamber's core programs apply to your chamber's mission and meet the needs of your community.