

Course of Professional Development

The Association - Chamber Professional

Experience Level	0 – 3 Years	3 – 7 Years	7+ Years
Assumptions	Employee has minimal or no knowledge of association management, nor the unique aspects of nonprofit organizations. Often “simply a job” without understanding of the professional opportunities. Note: Take into account some staff do not desire advancement.	Employee has built general knowledge in specialty areas or department, for example membership, communications, meetings or working toward the core knowledge necessary for a CEO position. Committed to the profession.	Understands comprehensive operations of an association and proficient in the five domains of <u>CAE</u> (governance-structure; leadership; administration; relationships; and programs/services) and/or the 10 criteria of Peer Review (governing body, structure, programs, staffing, finances, membership, communications, membership, government affairs, technology.)
Min. Funding¹ per Employee - Annually	\$1,000 - \$3,000	\$2,000 - \$4,000	\$3,000 - \$5,000
Core Courses	The Basics • Budgeting and Finances • Board and Committees • Membership Strategies • Presentation and Communication Skills • Effective Administration • Governing Documents	Application and Growth • Strategic Thinking • Risk Management • Advocacy • Coalitions and Alliances • Revenue Stream • Organizational Excellence	New Concepts and Professionalism • Strategic Thinking Forums • Leadership Retreats • Networking and Brainstorming • Conferences
Sources ASAE Allied Soc. of ASAE US Chamber Institute US Chamber IAM	Offer consistent core courses to understand and advance in the profession through seminars, study groups, on-line offerings and planned progression.	Advanced courses for professional development and CAE designation.	Strategic thinking amongst peers.

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¹ Average funding for association staff education is less than ½ of 1% for entire staff. Thus a \$500,000 association budget with 8 staff may share training budget of \$2,500 for the year or \$250 per person.