



PROFESSIONAL CLUB MARKETING ASSOCIATION

Attention Enrolled CMP and MCMP Candidates:

As many of you know, PCMA will be releasing a new digital version of Membership Management Institute. Going forward, a limited number of MMI electives will be scheduled at the Annual Conference in a classroom setting, and the 10-course CMP online program will be available in late August to enhance MMI course accessibility. The digital on-demand CMP program gives membership and marketing professionals greater time and financial flexibility by providing a continuing education option in a setting of your choice whether it be at the office or at home.

Implementing any new process is always complex and the new parameters must be communicated clearly to avoid confusion. PCMA members that have not yet taken any MMI courses will follow the guidelines outlined in the August 2010 MMI Brochure. For PCMA members that have taken at least one MMI course, the following will apply:

- ❖ Pre-2010 CMP candidates with more than 1 course outstanding to achieve CMP designation
 - ❖ Complete all online CMP courses
- ❖ Pre-2010 CMP candidates with only 1 course outstanding to achieve the CMP designation
 - ❖ Complete one MMI elective at Conference
- ❖ Pre-2010 MCMP candidates with more than 1 course outstanding to achieve the MCMP designation
 - ❖ Maintain CMP Status
 - ❖ Complete all online CMP courses that have not been taken the in classroom
 - ❖ Complete the *Strategic Membership and Marketing Management* course
- ❖ Pre-2010 MCMP candidates with only 1 course outstanding to achieve the MCMP designation
 - ❖ Maintain CMP Status
 - ❖ Complete one MMI elective

Note: If CMP and MCMP active status is not maintained as outlined by the minimum requirements, you will be required to contact the PCMA national office for re-activation criteria, which will include further continuing education and examinations.

Please contact PCMA for further assistance:

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