



CERTIFIED PROFESSIONAL ASSOCIATION EXECUTIVE (CPAE) PROGRAM

A Certification Course of the PCAA

#	Topic/Module	# of Days	Certification	Remarks
			Credits	
1	<u>Association Management</u>		Points (9)	
	· The Foundation of Association Management	0.5	3	
	· Governance Process and Practice	0.5	3	
	· Volunteer Management	0.5	3	
2	<u>Leadership Development</u>		(20)	
	· Strategic Planning	0.5	3	
	· Business Modelling	1	8	
	· Decision Making	0.5	3	
	· Team Building	0.5	3	
	· Public and Stakeholder Relations	0.5	3	
3	<u>Membership Development & Management</u>		(12)	
	· Membership Structures/Models	0.5	3	
	· Membership Marketing, Offerings and Value	0.5	3	
	· Membership Recruitment	0.5	3	
	· Membership Retention	0.5	3	
4	<u>Financial Management</u>		(12)	
	· Fund Sourcing	0.5	3	
	· Accounting and Bookkeeping	0.5	3	
	· Investment Planning	0.5	3	
	· Auditing and Reporting	0.5	3	

5 <u>Human Resource Management</u>		(25)	
· Organizational & Values Development	1	8	
· Personnel Staffing, Welfare & Compensation	0.5	3	
· People Skills and Supervision	0.5	8	
· Performance Evaluation / Balanced Scorecard	0.5	3	
· Training Program Cycle	0.5	3	
6 <u>Knowledge and Communication Management</u>		(17)	
· Communication Services and Delivery	1	8	
· Work Program Development	0.5	3	
· Public Relations	0.5	3	
· Technology and Website Development	0.5	3	
7 <u>Legal Aspects</u>		(7)	
· Laws Governing Associations	0.5	3	
· Regulatory Compliance	0.25	2	
· Documentation and Reporting	0.25	2	
8 <u>Continuing Education:</u>		(18)	
· Events Management	0.5	3	
· Branding and Brand Enhancement	0.5	3	
· Advocacy Development and Promotion	0.5	3	
· Fundraising	0.5	3	
· Key Performance Indicators for Associations	0.5	3	
· Disaster Assistance and Management	0.5	3	
	Sub-Total	18	120
Association Executive Summit (AES)		1.5	10
	TOTAL	19.5	130