

# Certification Points

## Professional Activities

Professional and Volunteer Activity points may be combined for a total of 1,500 points, with a minimum of 500 points in each category. If counting the categories separately, earn a total of 750 points for each.

PROFESSIONAL ACTIVITY	POINTS
<b>Develop and manage successful campaign</b>	<b>Earn up to 750 points:</b>
Local program	250 points per program, max 3
National program	375 points per program, max. 2
<b>Lead major part of successful campaign</b>	<b>Earn up to 400 points:</b>
Local program	100 points per program, max 4
National program	200 points per program, max 2
<b>Edit/lead role on publication, web site, broadcast program, video or other format</b>	<b>Earn up to 750 points:</b>
Local position	250 points per position, max 3
National position	375 points per position, max 2
<b>Design publication or web site</b>	<b>Earn up to 450 points:</b>
Local project	150 points per project, max 3
National project	225 points per project, max 2
<b>Research and write published investigative report, series or book</b>	<b>Earn up to 750 points:</b> 250 points per project, max 3
<b>Research and write article in a professional journal on a communications subject</b>	<b>Earn up to 750 points:</b> 250 points per project, max 3
<b>Key dept. or account executive position</b>	<b>Earn up to 450 points:</b>
Local position	150 points per year, max 3
National position	225 points per year, max 2
<b>Executive position, i.e., president, CEO, CFO or Executive Director</b>	<b>Earn up to 750 points:</b>
Local position	250 points per year, max 3
National position	375 points per year, max 2
<b>Promotion to position with greater responsibility</b>	<b>Earn up to 400 points:</b>
Local position	100 points per position, max 4
If to executive post or from local to national	200 points per position, max 2
National position	200 points per position, max 2
If to executive position	400 points, max 1

**Look-back period:** 5 years from applicant's acceptance to the program

**Completion:** 3 years from applicant's acceptance to the program

3/2/2010

<b>PROFESSIONAL ACTIVITY</b>	<b>POINTS</b>
<b>Teach communications in accredited higher education institution</b>	<b>Earn up to 450 points:</b> 150 points per year, max 3
<b>Publisher/mgr. university publications or publications department</b>	<b>Earn up to 750 points:</b> 250 points per year, max 3
<b>Teach and advise high school communications media</b>	<b>Earn up to 450 points:</b> 150 points per year, max 3
<b>Win national communications award</b>	<b>Earn up to 500 points:</b>
	250 points for first place, max 2
	100 points for below 1 <sup>st</sup> , max 2

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3/2/2010

## Certification Points

### Volunteer Activities For Community, Nonprofit or Professional Organizations

Professional and Volunteer Activity points may be combined for a total of 1,500 points, with a minimum of 500 points in each category. If counting the categories separately, earn a total of 750 points for each.

VOLUNTEER ACTIVITY	POINTS
<b>Board President</b>	<b>Earn up to 750 points:</b>
Local Chapter	250 points per year, max 3
National Board	375 points per year, max 2
<b>Board Member (other than president)</b>	<b>Earn up to 450 points:</b>
Local Chapter	150 points per year, max 3
National Board	225 points per year, max 2
<b>Chair major project i.e. seminar, all-day workshop, large banquet</b>	<b>Earn up to 450 points:</b>
Local Chapter	150 points per year, max 3
National	225 points per year, max 2
National Meeting	450 points, max 1
<b>Committee chair (other than serving on the board)</b>	<b>Earn up to 400 points:</b>
Local Chapter	100 points per year, max 4
National	200 points per year, max 2
<b>Design, edit, or manage publication or Web site</b>	<b>Earn up to 400 points</b>
Local Chapter:	
Edit or manage	100 points per year, max 4
Design	200 points per year, max 2
National:	
Edit or manage	200 points per year, max 2
Design	400 points, max 1
<b>Mentor Program</b>	<b>Earn up to 450 points</b>
Student chapter	150 points per year, max 3
Certificate program	225 points per year, max 2
<b>Award for service to the group</b>	<b>Earn up to 450 points:</b>
Local Chapter	150 points per award, max 3
National	225 points per award, max 2

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3/2/2010

## Certification Points

### Continuing Education Activities

#### Earn a Total of 1,500 Points

Earn points by attending, conducting, or presenting at the following types of sessions/programs.

CONTINUING EDUCATION ACTIVITY	POINTS
<b>Courses sponsored by employer or communications organization</b>	<b>Earn up to 450 points:</b>
Local seminar, ½ to full day	150 points each, max 3 seminars
Local seminar, multi-day	<b>Earn up to 500 points:</b> 250 points each, max 2 seminars
Local short program, less than ½ day	<b>Earn up to 300 points:</b> 50 points each, max 6 programs
<b>National meeting, communications organization</b>	<b>Earn up to 750 points:</b>
Seminar, ½ to full day	250 points each, max 3 seminars
Single program, less than ½ day (includes AWC webinar)	<b>Earn up to 600 points:</b> 100 points, max 6 programs
Online course offered by or endorsed by communications organization	<b>Earn up to 750 points:</b> 250 points per course, max 3 courses
Self-directed study; review required	<b>Earn up to 150 points:</b> 50 points per study, max of 3 reviews
<i>Points can be earned through courses/degrees from accredited institutions</i>	
CEU classes	<b>Earn up to 350 points:</b> 50 points per class, max of 7 classes
Seminar or workshop, ½ or full day	<b>Earn up to 450 points:</b> 150 points per seminar/workshop, max 3
Certificate program	<b>Earn up to 750 points:</b> 375 points per program, max 2 programs
Multi-week on-site or online course	<b>Earn up to 750 points:</b> 250 points per course, max 3 courses

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3/2/2010

<b>CONTINUING EDUCATION ACTIVITY</b>	<b>POINTS</b>
<b>Associate degree program*</b>	<b>Earn 500 points</b> for associate degree started after the applicant enters the work force*
<b>Bachelor's degree*</b>	<b>Earn 1,000 points</b> for bachelor's degree started after the applicant enters the work force*
<b>Master's degree or Ph.D.*</b>	<b>Earn 1,000 points</b> for an advanced degree earned at any time*

\* Count points only for the highest level achieved.