

## *The AWC Matrix Foundation Offers*

# **Professional Communications Certification**

The AWC Matrix Foundation's program offers you the opportunity to become a Certified Communications Professional (CCP)—a designation that indicates your skills and commitment to communications excellence.

Here's how it works: You earn points toward certification based on professional, volunteer and educational activities. You may count activities from the past five years as well as those you perform for three years after you begin this program. The following pages explain the point system in detail.

The CCP program is administered by the AWC Matrix Foundation. It has been approved by the national AWC Board of Directors and endorsed by the University of Washington Department of Communications. The program is open to anyone who has been employed in any area of communications for two of the last five years at the time of application. The successful applicant must also be a member of a recognized professional communications organization at the time of application and maintain membership while completing the program.

Features include:

- Certification as a professional communicator
- Flexible program to accommodate individual career paths and professional development needs
- Open to all communicators
- Opportunity to demonstrate achievements and enhance employment/client potential
- Special rates for AWC members

To apply, you may use the application form in this document. For more information, contact the Matrix Foundation Certification Committee at [pthorste@travelers.com](mailto:pthorste@travelers.com).

# 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

<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

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

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

## 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

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

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

## 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

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

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

<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.

**Look-back period:** 5 years from applicant's acceptance to the program  
**Completion:** 3 years from applicant's acceptance to the program

# **APPLICATION INFORMATION**

*The AWC Matrix Foundation*

## **Certified Communications Professional Program**

**Eligibility:** Open to anyone holding a paid position, including self-employment, in any area of communications for a minimum of two years within the last five years at the time of application. This would include, but is not limited to, employment in a communications firm, in the communications department of a company, or in a communication role for a company or organization, or owner of your own communications firm, free lancer, author, photographer, video producer, etc. The individual also must be a member of a recognized communication organization at time of application and is expected to retain membership while completing the program.

### **Cost**

#### **Members of the Association of Women in Communications:**

Application fee \$150 (payable at the time of application)

Certificate fee \$150 (payable when workbook is submitted)

#### **Members of other professional communications organizations:**

Application fee \$250 (payable at the time of application)

Certificate fee \$250 (payable when workbook is submitted)

Download and complete the application in this document, save it to a new file and send it to [pthorste@travelers.com](mailto:pthorste@travelers.com) or mail it with your check.

Please send your fees and any valid coupon\* to the AWC Matrix Foundation, 400 N. Washington St. Ste. 300, Alexandria, VA 22314. *Checks should be payable to the AWC Matrix Foundation.*

As soon as the application is received and processed, you will receive a username and password to access the workbook on the Matrix Foundation website, [www.matrixfoundation.us](http://www.matrixfoundation.us). Then you can begin your journey to becoming a Certified Communications Professional.

\* Program participants may use only one valid coupon toward either the application fee or the certificate fee.

# **APPLICATION**

## **AWC Matrix Foundation Certified Communications Professional Program**

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Apt. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Member of (professional communication organization you wish to be listed under)

\_\_\_\_\_ Membership Expiration Date \_\_\_\_\_

Local Unit (Enter Name) \_\_\_\_\_  Or At Large Member

### **Current Employment**

Check here if self-employed/freelance

Job Title \_\_\_\_\_ Employer \_\_\_\_\_

Dates of employment/own firm established \_\_\_\_\_

Employer Address \_\_\_\_\_

Brief job description/description of services offered

Brief description of most recent project

I understand that I must complete the program within three years of acceptance to it. Further, I understand that awarding of the Certified Communications Professional is contingent upon the payment of application fee at this time and of the payment of the certificate fee with the completed workbook and the successful review of my completed work by a panel of professional communicators. *(By signing your name below, you are agreeing to these terms.)*

Signature \_\_\_\_\_ Date \_\_\_\_\_