



## MASTER COOPERATIVE COMMUNICATOR

### Master Cooperative Communicator Program Frequently Asked Questions

#### **Why should I apply for the MCC program?**

The MCC achievement demonstrates your professional competence and documents your knowledge and skills for present and future employers. The MCC program offers you an opportunity for self-assessment of your strengths and weaknesses. The Body of Knowledge provides a guide to assess your skills as well as areas for enhancement.

#### **I am a freelancer. Am I eligible for the Master Cooperative Communicator award?**

Yes. Any CCA member or non-member who is performing communications work for a cooperative organization can apply for and obtain the MCC designation. This includes freelance communicators. However, you must have three years experience as a communicator or one year of experience plus a bachelor's degree. Finally, you must adhere to the CCA Cooperative Communicator Statement of Ethics.

#### **How can I become a Master Cooperative Communicator?**

You must earn a total of 100 points on the CCA Cooperative Communicator Body of Knowledge, with at least 10 points earned in each of the six areas. Points are earned by a combination of continuing education through seminars, workshops and credit courses; service to CCA; awards and a portfolio. You must send in your application and Body of Knowledge Reporting form along with payment in order to be considered for the MCC designation.

#### **One of the requirements is Knowledge of Cooperatives. Where can I get the Co-op 101 requirement?**

There are several ways that you can get your MCC credits for Knowledge of Cooperatives. Here are a few:

- Attend a Co-op 101 seminar. The National Cooperative Business Association's Co-op 101 seminar may be offered from time to time at the CCA Annual Institute. Honorary CCA Member Leta Mach developed this educational training program for NCBA.
- Bob Cohen offers Co-op 101 workshops throughout the year. He has offered these in conjunction with the annual meetings of Co-op Councils such as the Mid-America Cooperative Council. Bob teaches the course *Introduction to Cooperatives* at the Ohio State University. Contact him at [cohen4@osu.edu](mailto:cohen4@osu.edu).
- You can train yourself with NCBA's Co-op 101 Educational Training Program. It has an instructor's guide with pre and post tests and would be a valuable program for you to provide for your co-op members and employees.
- If you have attended the Graduate Institute of Cooperative Leadership (GICL) or the NCBA Future Co-op Leaders Program, you have achieved this part of the Body of Knowledge.

**When I am looking at my experience, how far back can I go to get points for the MCC designation? For example, I attended GICL in 2007.**

For your first application for the MCC designation, we are looking for a baseline that includes all your relevant knowledge and experience. Therefore, your GICL attendance and other past experience would be acceptable. However, when you apply for renewal of your MCC designation, only experience in the last two years will be accepted.

**How long is the MCC designation good for?**

The MCC designation is good for two years. To maintain your designation, you must apply for renewal and indicate that you have earned 50 points in the Body of Knowledge.

**Why is the designation only good for two years?**

A Master Cooperative Communicator should keep current with the cooperative communications field. Therefore to maintain the MCC designation, you should demonstrate that you have earned 50 points in the Body of Knowledge in those two years.

**When I apply to renew my certificate, must I have points in each area of the Body of Knowledge?**

No. You will only need 50 points in any combination of the Knowledge areas. You probably will not have additional points in the Knowledge of Cooperatives, Co-op 101 area, but you should have points in the other areas.

**What do I get with the MCC designation?**

In addition to the self knowledge that you have done well, you will receive a certificate suitable for framing and hanging proudly on your wall. In addition to the public awards ceremony at the CCA Institute, CCA will promote your achievement through an article in *CCA New*, a listing on the CCA website, congratulatory letters to current employers and CEOs, and media releases to the local media and the cooperative community.

**Can I put initials after my name once I get my MCC certificate?**

No, you are probably thinking of a certification program. Those programs are very difficult and expensive to develop and maintain. Therefore, CCA has chosen to offer a certificate of achievement instead.

**Why didn't CCA just join another certification program such as NRECA's Certified Cooperative Communicator program?**

Actually, CCA explored this option with NRECA for several years. The program was not available to communications outside the electric cooperative field. Unfortunately, it was determined that a number of changes would be needed to expand the NRECA program and it was determined that these were not possible to make. Instead, CCA developed the Master Cooperative Communicator program.

**Why did CCA develop the Master Cooperative Communicator program?**

The mission of the Cooperative Communicators' Association is to help CCA members enhance the value and effectiveness of cooperative communications. We also strive to be the ultimate resource for the professional communications development of those with a vested interest in cooperative values and principles. CCA wants to provide professional development opportunities that build members' communications skills so that they may support their cooperatives and pursue rewarding careers. This program helps CCA fulfill its mission.