

Affirms Excellence

- The MCC achievement demonstrates your professional competence and documents your knowledge and skills for present and future employers.
- As a Master Cooperative Communicator you will receive a certificate suitable for framing that you can proudly display.

Fosters Career Development

- The MCC program offers a time for self-assessment of strengths and weaknesses.
- Ongoing education helps you maintain and improve your level of professional competence.
- The MCC program rewards professional involvement and volunteer activities to help you grow your leadership qualities.

Recognizes Achievement

In addition to the public awards ceremony, MCC recognition includes:

- An article in CCA News
- A listing on the CCA Web site
- Congratulatory letters to current employers and CEOs
- Media releases to the local media and the cooperative community

Why participate in the MCC program?

“MCC sets CCA apart from other professional communications organizations. It is an attractive tool for cooperative communicators to gain professional stature within their organization. Attaining the MCC status should be a goal for all career communicators.”

Lani Jordan

CHS Director of Corporate Communications
First recipient of MCC certification

“For many CCA members, there is no other program that guides them as they strive for excellence in cooperative communications. The MCC program helps both members and non-members assess and enhance their professional communications skills, positively impacting cooperatives they work for.”

Leta Mach

LMM Communications Principal
and 2005-2006 CCA President

For more information

Visit the Professional Development page within the members-only section of www.communicators.coop
—OR—
e-mail CCA@communicators.coop



LEARN. LAUGH. LEAD.

Master Cooperative Communicator



**Recognizing
Excellence and
Achievement
in Cooperative
Communications**



LEARN. LAUGH. LEAD.

The MCC Program

About the MCC Program

Initiated in 2005, CCA's Master Cooperative Communicator (MCC) program is a professional development program to help communicators enhance the value of their cooperative communications. Earning a Master Cooperative Communicator certificate demonstrates that you have mastered the knowledge and skills necessary to communicate on behalf of cooperatives.

The Cooperative Communicator's Body of Knowledge is the basis of the Master Cooperative Communicator designation. The Body of Knowledge provides a guide to assess your skills as well as areas for enhancement. The Master Cooperative Communicator program documents your communications work and achievements.

MCC Body of Knowledge

A Master Cooperative Communicator has earned a minimum of 100 points for the attainment of knowledge and skills in the MCC Body of Knowledge. The Body of Knowledge includes the following categories:

1. Knowledge of Cooperatives
2. Industry Knowledge
3. Technical Communications Knowledge
4. Publications & Writing
5. Projects
6. Planning & Programs

Since a Master Cooperative Communicator should be well-rounded, the Master Cooperative Communicator must earn at least 10 points in each category in the Body of Knowledge. Points are earned by a combination of continuing education through seminars, workshops and credit courses; awards; and a portfolio. Additional bonus points can also be earned by chairing a CCA Committee, serving on the CCA Board or being awarded the Michael Graznak or H.E. Klinefelter Award.

A Master Cooperative Communicator must also keep current with the cooperative communications field. Therefore to maintain the MCC designation, renewal every two years requires 50 points, with the points coming from any of the six Body of Knowledge categories. A separate MCC renewal form is posted on the Web site.



CCA member and volunteer Jessica Lamker earned the MCC designation in 2005. She's been active in cooperative communications for 20 years.

CCA presents the year's
Master Cooperative Communicator
certificates at the
annual CCA Institute.

PROGRAM BASICS

Eligibility

- You must be performing communications work for a cooperative organization.
- You must have three years experience as a communicator or one year of experience, plus a bachelor's degree.
- You must adhere to the CCA Cooperative Communicator Statement of Ethics.

Fees

- The program fee for CCA members is \$150 for the initial designation and \$50 for renewal every two years.
- The program fee for non-CCA members is \$250 for the initial designation and \$100 for renewal every two years.

Application

- To be considered for the MCC designation, complete the MCC application and the Body of Knowledge Reporting Form listing activities that you believe have earned you points and provide samples that demonstrate your achievement in your portfolio and submit these with your fee by May 1.
- Applications will be reviewed by peers and industry experts under the guidance of the CCA Professional Development Committee.

For more information and an application form, visit the Professional Development page within the members-only section of www.communicators.coop.

To be considered for the MCC designation during a calendar year, you must submit your application by May 1.