



Cooperative Communicators Association
174 Crestview Dr.
Bellefonte, PA 16823
Toll Free: 877-326-5994 Fax: 814-355-2452
Email: CCA@communicators.coop
Website: www.communicators.coop

Master Cooperative Communicator Application

-- Please type your information or print clearly --

Name of Candidate _____

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.
- 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.
- The Master Cooperative Communicator designation is awarded to people who have earned a total of 100 points on the CCA Cooperative Communicator Body of Knowledge. Points are earned by a combination of continuing education through seminars, workshops and credit courses; service to CCA; awards and a portfolio. Master Cooperative Communicator certificates will be presented at the CCA Institute.

IMPORTANT APPLICATION INFORMATION

Materials must be submitted electronically and application fees paid (\$150 member; \$250 non-member) by May 1 for designee to be recognized at the CCA Institute. After contacting the CCA office at cca@communicators.coop with your intent to apply, you will receive information on how to upload this form as well as all supporting documents and portfolio samples to CCA's FTP site

Your application **must** include the following:

a) MCC application form and Body of Knowledge Reporting Form and supporting documents

(Note: By requesting "supporting documents," the committee is looking for curriculum of classes attended or samples of work completed. If you won a CCA award, you must either provide a sample of the project itself or an explanation as to why the judges chose your project to be a winner.)



- b) **At least one work sample and/or course curriculum description in each of categories C, D, E and F in the Body of Knowledge**— All portfolio materials must be uploaded electronically to the CCA ftp site or linked in an uploaded document for electronic review.
- c) **One letter of recommendation** from a supervisor, co-worker, client or fellow CCA member who has worked with you professionally and can attest to your qualifications for the MCC certification.
- d) **Statement of Ethics** – Please sign and save document with your name included, similarly to EthicsJohnDoe.

Present Position

Employer* _____

Title or Position _____

Address _____

City _____ State/Province _____ Zip Code _____

E-mail _____

Telephone _____ Fax _____

Length of time in this position: From (month/year) _____ To (month/year) _____

Immediate Supervisor _____ Supervisor's Title _____

**Consultants and freelancers working with cooperatives should list their co-op clients.*

Previous Employment

If you have not been in this position for three years, please complete the following:

Employer _____

Title or Position _____

Address _____ City _____

State/Province _____ Postal Code _____ Telephone _____ Fax _____

Length of time in this position: From (month/year) _____ To (month/year) _____

Type of organization or business _____

Describe your responsibilities _____

Education

List all colleges and universities you have attended and degrees earned

Letter of Reference

_____ I have enclosed one recommendation letter from _____

Statement of Applicant

I certify that the information and statements provided in this application and the Master Cooperative Communicator Body of Knowledge Reporting Form are true. I have also read and will adhere to the CCA Cooperative Communicator Statement of Ethics.

Signature_____ Date_____

Please note, May 1 is the deadline for applicants who wish to receive certification at the current year's CCA Institute. Applications will not be processed until application, supporting materials and fees are in place.

REPORTING FORM

Master Cooperative Communicator Body of Knowledge

The following Body of Knowledge is the basis of the Master Cooperative Communicator designation. The points assigned to this Body of Knowledge are in several categories, with 100 being the minimum necessary to earn the designation. A Master Cooperative Communicator should earn at least 10 points in each category.

In completing your application, list activities that you believe have earned you points in that category and provide supporting documents. Examples of possible activities are provided in each category of the Body of Knowledge. Supporting documents are curriculum or course outlines, samples of award entries or a judge's comments. A portfolio of your work must also be submitted.

To maintain your MCC designation, you will need to obtain 50 additional points for advanced work every two years.

A. Knowledge of Cooperatives (10 points)

1. **History**
Rochdale, Early U.S. Co-ops
2. **Philosophy**
Cooperative Definition, Values, Principles
3. **Co-op Structure & Practices**
4. **Types of Businesses in the U.S. compared to cooperatives:**
Individual ownership, partnership, investor-owned corporation, limited liability company
5. **Advantages of cooperatives**
6. **Disadvantages of cooperatives**
7. **General knowledge of types of cooperatives: agriculture, childcare, purchasing, housing, credit unions and other financial services, food and other retail, health care, utilities, insurance, funeral and memorial societies, worker**
8. **Support organizations/associations for cooperatives**

Knowledge of Cooperatives could be indicated by successful completion of a Co-op 101 course or program or attendance at a Co-op 101 seminar or the Graduate Institute of Cooperative Leadership.

I have attained this by _____

Location _____

Date completed _____

B. Industry Knowledge (10 points)

- 1. Specific knowledge about co-op sector**
- 2. History**
- 3. Technical knowledge**
- 4. Terminology**
- 5. Current Issues**

Industry Knowledge could be indicated by completion of your cooperative's employee orientation program; successful completion of the NRECA CCC program for utility cooperative specialties; attendance at an annual meeting or seminar specific to a cooperative sector such as the Consumer Cooperative Management Association Conference for food cooperatives or the Conference for Purchasing Cooperatives for purchasing cooperatives.

I have attained this by _____

Location _____

Date completed _____

And by _____

Location _____

Date completed _____

And by _____

Location _____

Date completed _____

C. Technical Communications Knowledge

- 1. Communications terminology**
- 2. Working with vendors and suppliers**
- 3. Grammar and Usage**
- 4. Proofreading**
- 5. Editing**
- 6. Design and Layout**
- 7. Photography**

Technical Communications Knowledge could be indicated by a combination of the completion of a seminar or course about any of the above (5 points) or a CCA award of third place or higher (10 points).

I have attained this by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

D. Publications & Writing

- 1. News Releases/Stories**
- 2. Brochures/Pamphlets**
- 3. Print Newsletters, Newspapers and Magazines**
- 4. Online Newsletters**
- 5. Annual Reports**
- 6. Editorials**
- 7. Speeches**
- 8. Letters**
- 9. Direct Mail**

Publications and Writing Knowledge could be indicated by a combination of the completion of a seminar or course about any of the above (5 points) or a CCA award of third place or higher (10 points).

I have attained this by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

E. Projects

- 1. Web sites**
- 2. Videos and Film**
- 3. Presentations – computer**
- 4. Exhibits**
- 5. Advertising**
- 6. Marketing and Promotional Programs**

Projects Knowledge could be indicated by a combination of the completion of a seminar or course about any of the above (5 points) or a CCA award of third place or higher (10 points).

I have attained this by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

F. Planning & Programs

- 1. Research**
- 2. Project Planning**
- 3. Strategic Planning**
- 4. Crisis Communications**
- 5. Media Relations**
- 6. Event/Meeting Planning**
- 7. Training and Orientation Programs**
- 8. Evaluation**

Planning & Programs Knowledge could be indicated by a combination of the completion of a seminar or course about any of the above (5 points) or a CCA award of third place or higher (10 points).

I have attained this by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

And by _____

Location _____

Date completed _____ Course/Award info enclosed: _____

G. Portfolio (up to 20 points)

Include at least 4 samples of your work in your portfolio. Include samples from more than one of the Body of Knowledge categories. And, be sure to complete the Portfolio information for each entry. (Use Portfolio Information Forms Provided on Pages 12 – 15.)

H. Additional bonus points can also be earned in the following ways:

- a. (10 points) Chaired the _____ CCA Committee(s)
- b. (5 points) Served on the _____ CCA Committee(s)
- b. (25 points) Served on the CCA Board _____ (years and offices held)
- c. (30 points) Received Michael Graznak Award _____ (date)
- d. (30 points) Received H.E. Klinefelter Award _____ (date)

Point Summary:

A. Knowledge of Cooperatives	_____
B. Industry Knowledge	_____
C. Technical Communications Knowledge	_____
D. Publications & Writing	_____
E. Projects	_____
F. Planning & Programs	_____
G. Portfolio	_____
H. Additional Points	_____
TOTAL POINTS	_____



CCA COOPERATIVE COMMUNICATOR STATEMENT OF ETHICS

The mission of the Cooperative Communicators Association is to help members enhance the value and effectiveness of cooperative communications. To do so, a CCA member, will

- Engage in communication that is ethical, sensitive to and cognizant of cooperative values and beliefs.
- Engage in communication that fosters and encourages understanding and appreciation of cooperatives.
- Provide communications that are truthful, accurate, fair and balanced.
- Give credit for the ideas and words of others and identify sources of information.
- Refrain from activities and situations which are or might be construed as conflicts of interest.
- Uphold the highest standards of honesty and integrity.

All the cooperative communicator's work should be consistent with established values as expressed in cooperative and CCA's Mission and Vision.

(Applicant's Signature)

Date



Portfolio Form

Please complete this form for each portfolio entry in your application.

Name of Candidate _____

Title of Portfolio Entry _____

1. Objectives of the entry _____

2. Your role _____

3. Audience _____

4. How the entry was used and when _____

5. Challenges and limitations _____

6. Results and how the entry met its goals _____

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