



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 Renewal Form

-- Please type your information or print clearly --

Congratulations once again on the Master Cooperative Communicator designation you have earned. The Master Cooperative Communicator program affirms the value of continual professional development. To maintain your MCC designation, you must demonstrate advanced work every two years. Renewal requires 50 points from the Body of Knowledge and service to CCA as well as a sample of your work and a Professional Development Statement.

In completing the renewal form, list activities that you believe have earned you points 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 judge's comments. A sample of your work must also be submitted. In addition, be sure to explain how your activities in the past two years have contributed to your cooperative, CCA and your professional development.

Please note:

- Only new work in the past two years can be considered.
- The Body of Knowledge includes six categories. Your additional, advanced activities will most likely be in these areas – Technical Communications, Publications & Writing, Projects, or Planning & Programs.
- Any activities in the Knowledge of Cooperatives or Industry Knowledge categories must be advanced work. For example, a Co-op 101 half-day seminar was appropriate for your initial designation, but additional credit will be given only for multiple-day, intensive study such as the Graduate Institute of Cooperative Leadership, CCA Annual Institute, CCA Regional Workshop, or any number of training workshops related to cooperatives or your specific industry

***Materials must be submitted electronically and non-refundable renewal fees paid (\$50 member; \$100 non-member) by May 1 to qualify for renewal.** Renewals will not be processed until application, supporting materials and fees are in place. After contacting the CCA office at cca@communicators.coop with your intent to renew, you will receive information on how to upload the renewal form, as well as any supporting documents to CCA's FTP site.



APPLICANT FOR RENEWAL

-- Please type your information or print clearly --

Name: _____

Present Position _____

Co-op Employer* _____

Address _____

City _____ State/Province _____ Zip Code _____

E-mail _____

Telephone _____ Fax _____

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

Co-op CEO _____

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

Statement of Applicant

I certify that the information and statements provided in this renewal application and the Master Cooperative Communicator Body of Knowledge Reporting Form are true.

Signature _____ Date _____

Last Name: _____ Date: _____

(Please place last name & date on each following page)

Point Summary: Must total 50 points

You are not required to earn points in every category. You must submit a work sample from the past two years (5 points) and your Professional Development Explanation (10 points). The remaining 35 points may be all under Body of Knowledge, all under Service to CCA, or a combination of the two. For example points can be a combination of the completion of a seminar or course (5 points), a CCA award of third place or higher (10 points), service to CCA (see below), a work sample (5 points), and demonstrated professional development (10 points).

Summarize your points below and complete the detailed explanation on the next pages.

1. **Body of Knowledge**
 - a. **Knowledge of Cooperatives** _____
 - b. **Industry Knowledge** _____
 - c. **Technical Communications Knowledge** _____
 Communications terminology, Grammar and Usage,
 Proofreading, Editing, Design and Layout, Photography,
 Working with vendors and suppliers
 - d. **Publications & Writing** _____
 News Releases/Stories, Brochures/Pamphlets
 Print Newsletters, Newspapers and Magazines,
 Online Newsletters, Annual Reports, Editorials
 Speeches, Letters, Direct Mail
 - e. **Projects** _____
 Web sites, Videos and Film, Exhibits, Advertising,
 Presentations – computer and slide/tape,
 Marketing and Promotional Programs
 - f. **Planning & Programs** _____
 Research, Project Planning, Strategic Planning, Evaluation
 Crisis Communications, Media Relations,
 Event/Meeting Planning, Training and Orientation Programs

2. **Professional Development Explanation (10 Points)** _____

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

TOTAL POINTS _____

ADDITIONAL REQUIREMENTS:

- **Work Sample (worth 5 points) -- listed in the Body of Knowledge category of**

- **Signed Statement of Ethics**

Last Name and Date: _____

I have completed requirements for the MCC renewal by the following:

1. Body of Knowledge

a. Knowledge of Cooperatives **Total Points** _____

Seminar or Course (5 Points Each):

Title _____

Location _____

Date completed _____ Course info enclosed: _____

Work Sample (5 Points Each)

Title: _____

Objectives of the sample: _____

How the sample was used and when: _____

Challenges: _____

Results: _____

Last Name and Date: _____

b. Industry Knowledge

Total Points _____

Seminar or Course (5 Points Each):

Title _____

Location _____

Date completed _____ Course info enclosed: _____

Work sample (5 Points Each).

Title: _____

Objectives of the sample: _____

How the sample was used and when: _____

Challenges: _____

Results: _____

Last Name and Date: _____

c. Technical Communications Knowledge **Total Points** _____

Communications terminology, Grammar and Usage, Proofreading, Editing, Design and Layout, Photography, Working with vendors and suppliers

CCA Awards (10 Points Each):

Award: _____

Date _____ Award info enclosed: _____

Seminar or Course (5 Points Each):

Title _____

Location _____

Date completed _____ Course info enclosed: _____

Work sample (5 Points Each):

Title: _____

Objectives of the sample: _____

How the sample was used and when: _____

Challenges: _____

Results: _____

Last Name and Date: _____

d. Publications & Writing **Total Points** _____

News Releases/Stories, Brochures/Pamphlets, Print Newsletters, Newspapers and Magazines, Online Newsletters, Annual Reports, Editorials, Speeches, Letters, Direct Mail

CCA Awards (10 Points Each):

Award: _____

Date _____ Award info enclosed: _____

Seminar or Course (5 Points Each):

Title _____

Location _____

Date completed _____ Course info enclosed: _____

Work sample (5 Points Each)

Title: _____

Objectives of the sample: _____

How the sample was used and when: _____

Challenges: _____

Results: _____

Last Name and Date: _____

e. **Projects** **Total Points** _____

Web sites, Videos and Film, Exhibits, Advertising, Presentations – computer and slide/tape,
Marketing and Promotional Programs

CCA Awards (10 Points Each):

Award: _____

Date _____ Award info enclosed: _____

Seminar or Course (5 Points Each):

Title _____

Location _____

Date completed _____ Course info enclosed: _____

Work sample (5 Points Each)

Title: _____

Objectives of the sample: _____

How the sample was used and when: _____

Challenges: _____

Results: _____

Last Name and Date: _____

f. Planning & Programs, Total Points _____

Research, Project Planning, Strategic Planning, Evaluation, Crisis Communications,
Media Relations, Event/Meeting Planning, Training and Orientation Programs

CCA Awards (10 Points Each):

Award: _____

Date _____ Award info enclosed: _____

Seminar or Course (5 Points Each):

Title _____

Location _____

Date completed _____ Course info enclosed: _____

Work sample (5 Points Each)

Title: _____

Objectives of the sample: _____

How the sample was used and when: _____

Challenges: _____

Results: _____

Last Name and Date: _____

Professional Development Explanation (10 points):

Please tell us about your activities and work in the past two years. Explain how they have advanced your cooperative, strengthened CCA and fit into your personal career development strategy.



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.

(Signature of Master Communicator Renewing)

Date

