



Certification Pathway

1



Certification Pathway

- ✓ 6 years Membership or equivalent Experience
- ✓ 300 Credits
- ✓ 2 CMI approved Workshop
- ✓ 1 World Conference
- ✓ 4 Business Management Institute courses
- ✓ Pass the Exam



2



Membership / Experience

Professional membership status for at least **6 years**

You can substitute up to **3 years** with professional experience:

- ✓ in a management or supervisory role
- ✓ at a private club, high-end restaurant, luxury hotel or resort

3



Credit Requirement

Credit Type	# of Credits
Education Credits <i>✓ At least 25 of which must be earned at the chapter</i>	200
Association Activity Credits (AA) <i>✓ Dues, Webinars, Service with the Association</i>	50
Additional Credits <i>✓ Education or Association Activity</i>	50
Total Credits	300

4



College Credits

Bachelors degree = 90 to 150 credits

Official Transcript mailed to:

Club Managers Association of America
 Attn: Certification Manager
 1733 King Street
 Alexandria, VA 21234

5



Workshop Requirement

Successful completion of **two** CMAA/CMI pre-approved workshops

6



Conference Requirement

Attend **one** CMAA World Conference
(at least four sessions)
as a Professional Member

7



Business Management Institute

✓ BMI Club Management 
Georgia State University

✓ BMI Leadership Principles 



✓ BMI GM/COO concept

✓ Either BMI Food & Beverage or BMI Golf
or BMI Sport & Recreation

8



Willmoore H. Kendall Scholarship



For Assistant Managers pursuing their CCM

- Includes the tuition fees associated with:
- Four required BMI programs
 - Joe Perdue Certification Review Course
 - CCM Exam Fees

Application due to your chapter by October 1
www.clubfoundation.org/kendallscholarship.htm

9



Taking the Online CCM Exam

Exam Topics: 10 Competency Areas

- Accounting, Finance, and Data Analytics
- Club Governance
- External & Gov't Influences
- Facilities Management
- Food & Beverage Mgmt.
- Golf, Sports, Recreation & Wellness Management
- Human Resources
- Interpersonal Skills
- Leadership
- Membership & Marketing
- Information Technology

- To Pass the Certification Exam:
- Score of at least 70% overall
 - Score of at least 50% on each section

67% 1st time pass rate with the Joe Perdue Certification Review Course

10

Certification Maintenance Requirement

CCM is awarded for period of **five** years

- Earn at least **120 credits** during the five-year period
- $\frac{1}{2}$ must be CMI of Chapter Education credits



11

Furthering Your Education



12

CMAA Education Department

- Certification
- BMI's
- Conference Education
- CMAA University
- Webinars
- Global Education
- Research



13

Education Department

www.cmaa.org/ProfessionalDevelopment.aspx

Contact: www.cmaa.org/forms/ContactUs



14
