

NCCAE/Cornell University Certified County Association Executive Program



Comprehensive Leadership Training for County Association Executives *Sponsored by NCCAE and Cornell University*

The Certified County Association Executive (CCAE) program is a structured continuing education curriculum for the professional development needs of Executive Directors of County State Associations. The program is structured to comprehensively train County Association Leaders to be fully knowledgeable of leadership and association challenges and better prepare them to find ways to address emerging issues while fostering a constructive and consistent environment. A Certificate of Achievement is awarded to each County Association Executive who completes the course requirements. The CCAE program is sponsored and credentialed by the National Council of County Association Executives and Cornell University.

Certificate of Achievement

To obtain a certificate of achievement from the CCAE program, registrants must enroll and complete 30 credits of instruction from the categories of the core curriculum. Classes are offered at State and National conferences as well as on-line webinar training programs throughout the year. You can achieve the required 30 credits from either a combination of core/elective/continuing education credits or by core credits alone. To obtain a certificate, participants must complete 16 credits in at least 4 of the 6 required “core” categories, 10 credits for elective sessions and 4 continuing education credits or through accrued core category credits only if you prefer.

Electives Enable Customized Training

As a registered participant in the CCAE program, you can customize your training through participation in elective credit sessions offered throughout the year. Elective areas include health and human services, economic and rural development, public safety, county financial management, personnel, labor relations, and many others. As a matriculated member, you can receive accredited instruction to meet your individual needs and interests.

Continuing Education

You can also receive continuing education credit for participating in local training sessions, policy forums, community groups and other programs that meet the overall requirements of the CCAE program.

Benefits of Registration

As a registrant of the CCAE program, you will become eligible to achieve a prestigious Cornell University endorsed CCAE Certificate of Achievement awarded to all officials who complete the programs educational requirements. By achieving this award you will be demonstrating your commitment to informed public service and excellence in county government.

Public Recognition

Once you have completed the 30 credit program requirements, you will be honored during an awards presentation before your peers in county government during NCCAE’s major membership conference held each year. Special notification to your local media of your achievement will also be provided upon receipt of your certificate. Your certificate will be logo embossed by one of the most prestigious educational institutions in the country, Cornell University, as well as NCCAE.



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Required Core Courses

16 Total Core Credits

(4 credits each from at least 4 of the 6 core categories)

- 4 credit sessions must be 60 minutes or longer
- 2 credit sessions must be a minimum of 30 minutes

Elective Courses

10 Total Elective Credits

- 2 credit sessions must be 60 minutes or longer
- 1 credit sessions must be a minimum of 30 minutes

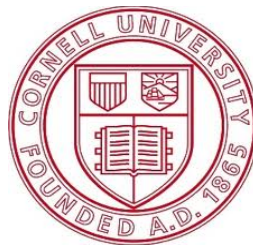
Continuing Education

4 Total Continuing Education Credits

- 2 credit sessions must be 60 minutes or longer
- 1 credit sessions must be a minimum of 30 minutes

Please note that the NCCAE Education Committee determines all credit eligibility

All NCCAE credits are also ASSAE eligible but at a modified rate of 1 credit per 60+ minute session as approved by ASSAE



NCCAE

Understanding and Implementing the Association Budget

- ✚ Revenue/Expenses – presenting the balance sheet
- ✚ Audits
- ✚ Dues vs. non-dues revenue
- ✚ Investment strategies for Association assets in good and bad economic times
- ✚ Insurance revenue
- ✚ Conference revenue

Managing Staff: Human Resource Management – Understanding Organizational Behavior

- ✚ Personnel and Procedure Manual Development
- ✚ Implementing Internet Policies
- ✚ Hiring and Firing – Do's and Don'ts
- ✚ Employee Benefit Administration
- ✚ Conflict Management & Building Employee Morale
- ✚ Public Integrity and Ethics Training
- ✚ Compensation Issues for Executive and Staff

Effective Board Relations

- ✚ Structuring the Board – Appointments and Officers – Standing Committees
- ✚ Role of the President
- ✚ Hospitality and Interpersonal Relations
- ✚ Improving Governance & Board Meeting Efficiency/Effectiveness
- ✚ Laws Governing Associations / Legal Issues for Associations
- ✚ Pros and Cons of Strategic Planning

Succession Planning

- ✚ Identifying and Developing Internal Staff to fill Leadership Positions
- ✚ Strategies for Establishing and Implementing a Succession Plan

Advocacy & Effectively Working with the Media

- ✚ Operating a Successful Legislative Affairs Department
- ✚ Role of Executive Director in Legislative Advocacy
- ✚ Pros and Cons of using Outside Lobbyists
- ✚ Representing the Association and the Membership in media interviews
 1. TV – Internet (electronic news and related venues)
 2. Radio – News print

Developing Leadership Skills and Strategies

- ✚ Understanding and implementing the various skills and leadership traits
- ✚ Learning to Think Ahead and Prepare for the Future

Elective Courses

- ✚ Understanding and maximizing the programs and services of NACo
Workshops and training offered during annual and legislative conferences, webinars, etc.
- ✚ Branding and rebranding Association name, products and services
- ✚ Establishing process to vet and endorse companies to market and provide services to membership
- ✚ Understand value of Association endorsements
- ✚ How to conduct effective training and education programs (topic selection)
- ✚ How to run successful conferences – from selecting venue to negotiating contracts

Continuing Education

- ✚ Courses designed to update Executive Directors on changing laws, trends and practices in Association Management and Membership Development

Program Administered By:

