



CMP and SCMP Certification Renewal Form

The GCCC defines communication management as: *"The ability to develop a strategic communication plan based on research, analysis of organizational and audience needs, establishment of measurable objectives that produce business outputs and/or outcomes, and the ability to define appropriate key messages, address the strategic approach, and develop a tactical implementation plan using appropriate vehicles and channels. This applies to written and spoken human interaction."*

Professional Development Activity Must acquire at least 40 points; No ONE category can account for more than 60% (24 points) of professional development activity	Points Awarded	Acceptable Documentation
Attending: Attendance at an in-house or professional organization conference, workshop, lecture, seminar or webinar related to communication management or domains outlined in the CMP/SCMP job task analysis	1 point per 1 hour of attendance (max. 20 points per one event)	Conference Program/Agenda, receipt
Presenting: Speak or present at a professional organization (including educational institutions) conference, workshop, lecture, seminar, webinar or podcast on communication management/domains outlined in the CMP/SCMP job task analysis	6 points per 30 minutes presentation (max. 20 points per one event)	Conference program/agenda with name or link to replay of event
Continuing Education: Successful completion of a course of study related to communication management/domains outlined in the CMP/SCMP job task analysis	8 points per 8 hours of attendance (max. 20 points per course completed)	Transcript or certificate of completion
Mentorship: Developing the skills of another communication professional through a formal teaching, coaching or mentoring program (excluding line management responsibilities).	10 points per mentee	Letter from mentee or Mentoring program documentation
Other Certification or Licensure: Earning or maintaining an industry-related certification that is accredited by ISO/IEC 17024 (e.g., Project Management Institute), or has eligibility requirements, a criterion-referenced exam, and renewal requirements OR earn or maintain a related professional license.	10 points per certification or licensure	Copy of certificate or license



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<p>Authoring Publications: content about communication management/domains outlined in the CMP/SCMP job task analysis (e.g., articles, textbooks, blogs, white papers, other publications etc.)</p>	<p>1 textbook = 20 points if written during the certification cycle 1 whitepaper or publication (including chapters within publications) = 10 points 1 published article = 5 points (certified person is sole author) 1 point per contribution; up to 5 points awarded for industry video-blogs, blogs or contributions to newsletter articles or published interviews</p>	<p>Book/author citation or link to article</p>
<p>Reading Publications: Consuming content about communication management/domains outlined in the CMP/SCMP job task analysis (e.g., podcasts, articles, textbooks, blogs, white papers, other publications etc.)</p>	<p>1 point per article 5 points per book</p>	<p>Book/author citation or link to article</p>
<p>Leadership: Participating in a leadership role for any professional communication or industry association or community/group (e.g., serving as a board or committee member, evaluating or judging communication awards at the local, national or international level, leading regular and ongoing discussions such as Twitter chats, community discussions etc.)</p> <p>Participating in a leadership position on any communication governing body at the international, national, regional, local or chapter level, with full participation.</p>	<p>Maximum 10 points per year of participation</p> <p>Multiple points will not be awarded for sitting on multiple committees and boards within the same association.</p>	<p>Printout of Leadership page of website</p> <p>Letterhead with leadership positions</p> <p>Confirmation letter from fellow member of board</p>



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GCCC Activities: Contribution to the work of GCCC; Service restricted to sitting on GCCC, proctoring exams, JTA meetings, item-writing and review, passing score study meeting.	Maximum 10 points available per renewal cycle	Copy of agenda with names Proctor agreement
Communication award submissions: Entering any local, national, international communication award program where a substantiated submission needs to be made	8 points per submission	Confirmation of award entry