



MCAM Certification

Applicant Guide

Dear Applicant,

You have accomplished a great deal in reaching this level to be eligible to apply for the Master of Community Association Management (MCAM) certification.

CACM's master certification program was created to provide experienced managers with an opportunity to display advanced skills and knowledge, a means to better service residents and properties, and a way to meet the ever-changing demands of community management with a higher level of professionalism and confidence.

Submitting your MCAM Certification Application marks your significant achievements to date and provides an opportunity for assessment of your practical experience and knowledge accumulated throughout your course of study.

This guide will provide you with instructions on how to complete the final stage of the MCAM certification program: the three-phase comprehensive assessment. Plan on reviewing this guide thoroughly prior to submitting your application for MCAM certification.

To your continued success,

Thomas Freeley
President & CEO
California Association of Community Managers, Inc.

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MCAM Certification Criteria

The Master of Community Association Management (MCAM) certification is the final step in the master certification program. The following criteria must be met in order to be awarded certification:

- Hold the CCAM certification in good standing (to be in good standing, you must have no outstanding monies owed to CACM or any pending activity with the CACM Professional Standards Committee) for a minimum of five consecutive years preceding submission of application.
- Be currently employed in the practice of (or seeking employment as) a community association manager
- Maintain continuous compliance with the CACM Code of Professional Ethics and Standards of Practice
- Five consecutive years of verifiable experience as a community association manager **prior** to submitting the *MCAM Certification Application*.
- Successfully complete within three years prior to submitting the *MCAM Certification Application*:
 - BDA 300 – Fundamentals of Effective Governance
 - LDR 400 – Human Resource Management
 - LDR 550 - Ethics Mastery
 - INS 300 – Advanced Insurance Principles
 - INS 400 – Risk Management
 - FIN 320 – Strategic Financial Planning
- Submit the *MCAM Certification Application* with application fee within three years of completing the first MCAM requirement. NOTE: There is an additional annual maintenance fee of \$105 to also include the CCAM designation if applicant chooses to keep that designation in addition to earning the MCAM.
- Upon *MCAM Certification Application* acceptance, successfully complete within the time frames outlined by CACM, a three-phase comprehensive assessment, comprised of passing (75%) a 100-question exam, a written Case Study project to be completed within six months and an Oral Panel Presentation of the Case Study.

MCAM Recertification and Maintenance

You will be assigned a new recertification date based on the date you are awarded your MCAM certification. As part of your MCAM recertification, you must:

- Must be a CACM member in good standing (to be in good standing, you must have no outstanding monies owed to CACM or any pending activity with the CACM Professional Standards Committee).
- Recertify every three years. The MCAM replaces the CCAM certification; therefore, you will only maintain one certification every three years. In the event you choose to keep your CCAM designation, there is an additional annual maintenance fee of \$105/year and you must earn the CEUs needed to recertify for each designation.
- Be currently employed in the practice of (or seeking employment as) a community association manager
- Earn 20 CEUs during each 3-year recertification period that includes the following:
 - Attendance at a minimum of one CACM Law Seminar and Expo (8 CEUs)
 - Completion of LDR 550 Ethics Mastery (4 CEUs)
 - The remaining 8 CEUs to be earned through higher level course work and/or serving in the following capacity:
 - CACM Committee Member – 2 CEUs per year
 - CACM Course Instructor – same number of CEUs assigned to the session(s) taught
 - CACM Evaluator – 1 CEU for every two completed specialty evaluations
 - CACM Education Event Speaker, Panelist or Facilitator – same number of CEUs assigned to the event

Three-Phase Comprehensive Assessment

Upon acceptance of your *MCAM Certification Application*, you will begin the three-phase comprehensive assessment comprised of:

- I. 100-question, multiple-choice exam based on the following domains of knowledge:
Human Resources, Risk Management, Policy Governance, Leadership and Ethics Values,
Financial Operations/Strategic Financial Planning, CA Law for Common Interest Developments
- II. Written Case Study based on a series of questions on a community selected by
CACM
- III. Oral presentation of your written Case Study to a review panel, including a
Q&A

Each phase of the comprehensive assessment must be completed and passed prior to advancing to the next phase. Scores from Phases I and II will be considered during the final evaluation of the oral presentation.

The Domains of Knowledge

The three phases of the assessment process will test the following domains of knowledge: Human Resource Management, Risk Management, Policy Governance, Leadership and Ethical Values, Financial Operations/Strategic Financial Planning, and CA Law for Common Interest Developments. The multiple-choice exam will be comprised of questions and scenarios that will draw on the information provided from CACM courses and experience you have acquired in your professional career. These domains of knowledge should also be applied and included in the written paper and oral presentation phases. The associated course and study materials are listed in the following table. It will be necessary to use these materials in preparation for all phases of this assessment process. Contact CACM for any course materials you are missing.

Domain of Knowledge	Sub-Topics Covered	Recommended Study Materials
Human Resource	<ul style="list-style-type: none"> • Recruiting, Hiring & Contracts • Performance Management • Managing Conflict • Employee Handbook • HR Laws & Anti-Discrimination • Wage, Hours & Employment Types • Allowed Interview Questions • Dealing with Complaints • Harassment & Performance Issues 	LDR400 Human Resource Management
Risk Management	<ul style="list-style-type: none"> • Risk Management Techniques • Risk Management Basics • Litigation & Being Served a Lawsuit • Risk Control: Avoiding Losses • Claims for Losses & Reporting • Risk Profiles & Analyzing Risk • Identifying Risk & Ongoing Mgmt. 	INS400 Risk Management in Community Associations
Policy Governance	<ul style="list-style-type: none"> • Role of Systems in Governance • Effective Communications • Roles and Responsibilities of the Board & Committees • Legal Environment & Delegation • Traditional Approvals 	BDA300 Fundamentals of Effective Governance
Leadership and Ethical Values	<ul style="list-style-type: none"> • Ethics in Community Management • Determining Ethical Responsibility • Sources of Ethical Leadership • Ethical Thinking, Morals and Values • CACM Code of Professional Ethics and Standards of Practice 	LDR550 Ethics Mastery

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The Domains of Knowledge

Domain of Knowledge	Sub-Topics Covered	Recommended Study Materials
Financial Operations/Strategic Financial Planning	<ul style="list-style-type: none"> • Financial Role of the Manager • Investing Funds • Accounting Methods • AICPA Guidelines • Financial Records • Assessments, Collections & Disclosures • Reserve Studies 	CMM122 Financial Management: Module II (or online Sessions 3 and 4) FIN 320 Strategic Financial Planning
CA Law for Common Interest Developments	<ul style="list-style-type: none"> • IDR & ADR • Governing Documents • Fiduciary Duties • CIDs: Legal Descriptions • Association Responsibilities • Disclosures • Condominium Project & EUCA • Davis-Stirling Act • CACM Code of Professional Ethics and Standards of Practice 	CMM120, CMM 121, CMM123, CMM 124 CA Law Series

Creating a Plan for Success

Advanced preparation and planning will help you complete the assessment phases successfully. The good news is that you will have already completed the coursework in the domains of knowledge. Now, take time to create a plan for success. This list provides some practical suggestions to help you through the study process:

1. *Create a study plan – and stick to it.*
Don't leave all the study, writing and preparation to the last minute. Lack of preparation typically creates nervousness and anxiety. The antidote is preparation. Since preparation time will be required in each of the three phases, it is helpful to break down the process into manageable pieces. Use the *Project Management Template* located in the Appendix to create a study plan. It is critical that you block out specific study, writing and preparation times on your calendar as "appointments with yourself" in order to stay on track.
2. *Create an environment that supports your goal.*
Having a quiet or energetic space that supports your specific learning style is an excellent way to keep yourself focused and committed. Make sure all the supplies you need are at hand and the space is set up and ready for you to resume your activities from where you last left off.
3. *Utilize the recommended preparation tools.*
Within each phase, you have been provided a list of tips and resources to help you in your preparation.
4. *Review the Before, During and After Checklists.*
These lists can be found within each phase and will help you to stay on track and be ready for the expectations of each phase.

Phase I: Multiple-Choice Exam

Description

Phase I of the assessment process is a 100-question, multiple-choice exam to be completed within a four-hour time limit. The exam is written at a college graduate level, is scenario-based and involves critical thinking and evaluation in order to determine the most correct answer from four possible choices. Relying purely on experience will not be sufficient to pass the exam, as the majority of questions are based directly on CACM course materials. All domains of knowledge will be covered.

CACM will contact you to schedule a test date upon approval of your MCAM Certification Application.

Scoring and Notification

A score of 75 percent is required in order to pass the exam and apply for Phase II of the assessment process. Applicants will be notified within 15 business days of the exam results. Pass results are sent via email.

Fail results are sent via U.S. Mail (marked confidential) with an accompanying summary sheet indicating areas of weakness on the exam.

If you do not pass, you will need to complete a make-up exam within 90 days of receiving your results and are responsible for scheduling the make-up exam with CACM. Applicants are not limited in the number of times they may re-take the exam, but are required to pay a \$40 re-take fee for each re-take exam.

Exam Taking Tips

1. Wear comfortable clothing.
2. Eat a light meal beforehand.
3. Pack lightly, as you will have to turn off your cell phone and leave non-exam objects away from your examination area.
4. Bring a bottle of water and light snack, if needed.
5. Don't cram at the last minute.
6. Allow four hours to complete the exam.
7. Manage time pressure by having a strategy for completing the questions within the timeframe.
8. Do not spend too much time on any given question during your first pass through the exam.
9. Remember that if you take a break during the exam, the time clock continues.
10. Relax and remember to breathe.

Phase I: Multiple Choice Exam

Multiple-Choice Question Tips

1. First, read each multiple-choice question and consider the answer without referring to the answer possibilities. This will increase your concentration and help you read the question more clearly. Then, read all responses thoroughly and select the answer.
2. Use the process of elimination when you are not certain of the answer. If the question has a single answer and four options are listed, eliminate two of these options quickly and then make the decision between the two that remain. This increases your probability of choosing the correct answer to 50/50.
3. You may find options that look very much alike, however, there is only one correct answer. There are no trick questions, but you will need to read each question and respond carefully.
4. Don't focus on patterns in your responses. The order of questions is random.
5. After you complete the exam, check to ensure all questions have been answered. Select only one answer per question and leave no stray marks on the answer sheet.

Before, During, After Checklist

Use this checklist to make sure you have completed key tasks to support your success before, during, and after the written exam.

Before

- Plan 20-30 hours of study time and complete your study strategy.
- Schedule your exam and obtain driving time and directions to the test site.
- Coordinate a back-up at work for the time you will be away.
- Get a good night's sleep and follow exam taking tips.
- Plan out everything you'll need the day before the exam (e.g., what to wear, what to bring, etc.)

During

- Breathe!
- Use your exam-taking strategy to meet timeframes for each question.
- Implement the exam-taking tips.

After

- Celebrate your accomplishment!
- Allow 15 business days for notification of your exam results.

Phase II: Written Paper

Description

Phase II of the assessment process is a written Case Study. Within 90 days of passing Phase I, you must apply for Phase II using the *Written Paper Application* found in the Appendix. You will then be given a series of questions based on a property assigned to you by CACM.

The written paper is an opportunity to show your level of expertise encompassing the requirements outlined in this guide.

Submission Timeframe

Once you receive your selected scenario, the written paper must be received at CACM in the required format within 180 days in order to keep your *MCAM Certification Application* active. If you cannot submit your written paper within the 180-day timeframe, your *MCAM Certification Application* is voided and you must submit a new *MCAM Certification Application* and fee and begin again from Phase I.

Once submitted, your written paper will become the sole property of CACM. By submitting the Phase II paper, you are giving CACM full ownership rights and copyright permission to use the document in future trainings, marketing or for any other purposes CACM may deem fit to use, whether your results are pass or fail.

Written Paper Submission Requirements

1. Complete your paper in an easily readable font and size (e.g., Arial, Calibri or Helvetica, 11 or 12pt) with 1.5 line spacing. Margins should be 1 inch and the document should be single-sided.
2. Documents should include a page number and the document title in the footer. A table of contents should also be included.
3. Only reference your name and contact information using the *Cover Sheet for MCAM Written Paper* found in the Appendix. The panel of professionals will review all submissions “blind,” not knowing the author’s identity.
4. Final package can be submitted via email or hardcopy:
 - a. Email submittal: Submit your final package and cover form in PDF format as well as the original MS Office file format. Files must be 15MB or less to submit via email. Your written paper must be contained in one MS-Word file (which can then be converted to PDF format). Email your written paper to certification@cacm.org with the topic, MCAM-Phase II in the subject line.
 - b. Hardcopy submittal: Mail a hardcopy of your file to CACM, with the *Cover Sheet for MCAM Written Paper* found in the Appendix. Include your original scenario.

Phase II: Written Paper

Use this checklist for your final submission:

Submission Requirements	Completed
Submitted MS Word Document	
Submitted in PDF format	
Included <i>Cover Sheet</i> with the signed and dated release and contact information	
Applicant name on <i>Cover Sheet</i> ONLY	
Font is readable (Arial, Calibri or Helvetica; 11 or 12 pt)	
Document has 1.5 line spacing	
Margins are 1 inch	
Document includes page number and document title in the footer	
Table of contents included	
Bibliography and appendix are included, if applicable	
Paper is, at minimum, 25 pages	

Results

Once the written paper documents are received, CACM will provide the results within 4-6 weeks via written communication. Your results will simply indicate a pass/fail score. If your paper does not meet passing requirements, you will receive a summary sheet indicating areas of weakness in your paper. You will have 60 days to revise and resubmit your written paper. You may resubmit the written paper one time after the initial submission. If the written paper still does not receive a passing score after a total of two submissions, you will then need to restart the MCAM Certification process from Phase I and pay a new application fee.

Reminder: The new *MCAM Certification Application* must be submitted within three years of beginning the applicable courses.

Phase II: Written Paper

Reviewing and Scoring Process

Your paper will be reviewed by a panel of professionals, senior community association managers and senior CACM staff using the *Written Paper Evaluation* form on the following pages. Use the criteria on the evaluation form as a basis for creating your outline and for your final checklist. The main areas of review will include:

1. Expertise and mastery of general community management
2. Understanding and application of the domains of knowledge
3. Project quality and level of professionalism
4. Comprehensiveness in addressing the scenario
5. Writing mechanics, format, flow and clarity of the paper

Evaluation Rubric

This evaluation process is to verify that you have achieved a high level of competency, skill and professionalism reflected in the MCAM Certification Program. The following scoring and evaluation sheet will be used in the process.

Scoring Level	Description
0	Item not covered.
1	Inadequate level of quality, proficiency, expertise or coverage represented. Reflects an apparent lack of understanding of the subject.
2	Low level of quality, proficiency, expertise or coverage represented. Reflects an inadequate understanding of the subject.
3	Moderate level of quality, proficiency, expertise or coverage represented. Reflects an average understanding of the subject.
4	Good level of quality, proficiency, expertise or coverage represented. Reflects a strong understanding of the subject.
5	Exemplary level of quality, proficiency, expertise or coverage represented. Reflects an expert understanding of the subject.

Phase II: Written Paper

Written Paper Evaluation	Level of Understanding Exhibited	Level of Coverage Provided
A. Domain of Knowledge	Score 0 - 5	Score 0 – 5
1 - Human Resources		
2 - Risk Management		
3 - Policy Governance		
4 - Leadership Values & Ethical Decision Making		
5 - Financial Operations/Strategic Financial Planning		
6 - CA Law for Common Interest Developments		
For Office Use:		
B. Content & Handling of Subject Matter	Score 0 - 5	Score 0 - 5
Understanding and expertise are represented.		
Issues represented have been addressed.		
Claims and ideas are supported and elaborated on with references to viable sources.		
Position, recommendations and solutions are founded in best practices, ethics and regulations of the industry.		
Information and evidence are accurate, appropriate, and integrated effectively.		
For Office Use:		

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Phase II: Written Paper

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Written Paper Evaluation	Level of Understanding Exhibited	Level of Coverage Provided
C. Quality of Paper	Score 0 - 5	Score 0 - 5
Significant thought and preparation is represented in the length and content of the paper.		
Connections between and among ideas are made.		
Analysis/synthesis/evaluation/interpretation are effective and consistent.		
Independent thinking is evident.		
Organization is purposeful, effective, and appropriate. The flow of ideas is logical and clear.		
For Office Use:		
D. Mechanics of Writing	Score 0 - 5	Score 0 - 5
The layout of the paper is well organized and easy for the reader to follow.		
The tone and format of the paper is professional.		
Sentence form and word choice are varied and appropriate.		
Punctuation, grammar, spelling, and mechanics are correct.		
For Office Use:		

Phase II: Written Paper

Writing Tips

It may have been a while since you last completed a formal paper. These tips will provide assistance in getting your paper started, organized and presented in a clear format for the reviewers to read and assess.

1. Plan a structured schedule that includes regular research, writing and activity time. Estimate that for 10 – 20 pages, two months may be needed to adequately research, write, review, revise and prepare the paper in the proper formats.
2. Select an outline, topic list or table of contents as a guide to keep organized.
3. Brainstorm ideas, facts and concepts that you would like to include.
4. You may utilize and incorporate personal stories and experiences in the written paper.
5. Complete your research through course review, Internet sources or publications.
6. Organize your notes and ideas.
7. Update your outline.
8. Begin writing your first draft once your research has been completed.
9. Use subtitles to help organize the content in various sections.
10. Have a thesis (summary) type statement at the beginning of the paper to help show the overall theme or statement that you will “prove” or address throughout the paper.
11. Utilize a summary sentence at the beginning of each paragraph.
12. Have the conclusion paragraph provide a final synopsis of the thesis type statement.
13. Verify that all required content and the domains of knowledge are reflected in the paper.
14. Step away from your paper for a day or two to regain a fresh perspective when editing and updating for a second draft.

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Phase II: Written Paper

15. Have another person review and edit your paper for grammar, punctuation and clarity. A person with good English skills and no knowledge of community management may be a good choice. This person will be able to tell if the paper is clear, understandable and grammatically correct.
16. Style guides that can help with designing the paper to look the most professional include:
 - a. *The Elements of Style* by William Strunk, Jr.
 - b. *Form and Style: Theses, Reports, Term Papers* by Campbell, W. C. Bailou, S. V. (1990)
 - c. *A Manual of Writers of Term Papers, Theses and Dissertations*, Turabian, K. V. (1987)
17. Avoid slang, contractions and informal language. If there are acronyms or terms that may not be readily known, spell out the acronym and define the term when either is first introduced.
18. Create an appendix of supporting materials (if needed) that may be helpful for reference so that the references do not interrupt the flow of the main body of the paper.
19. Be sure to include a bibliography (citing reference to any quotes, books, articles) being used in the written document. Make sure to correctly cite all sources whether you utilize a direct quote or simply use the source as a reference. Plagiarism is a serious offense. Make sure you give proper credit to all research materials utilized.

Phase II: Written Paper

Before, During, After Checklist

Use this checklist to make sure you have completed key tasks to support your success before, during and after the writing and submission of your written paper.

Before

- Plan and complete your research and writing strategy.
- Create a plan that will keep you on track for your final delivery date.
- Get help to assist with any technology skills you don't have.

During

- Address the scenario.
- Use the *Written Paper Evaluation* form to ensure you meet all criteria.
- Leave time for editing, formatting and delivery of the final documents.
- Submit your final documents before the deadline.

After

- Verify that your package has been received by CACM.
- Celebrate your accomplishment!
- Expect notification of results within six weeks of the date your documents are received at CACM.

Phase III: Oral Presentation

Description

Phase III of the assessment process is an oral presentation of the subject matter from the Case Study you created in Phase II. You will orally present your Case Study followed by a question and answer interview session with a designated panel of community association professionals.

The oral presentation is an opportunity to communicate your level of mastery in the area you chose to write about in your solution. Other questions unrelated to the scenario may be asked by the panel during the presentation or question and answer period to determine your ability to dynamically answer questions and interact with the panel.

Scheduling Your Presentation Date

Phase III must be completed within three months of successful completion of Phase II. Contact CACM at certification@cacm.org to schedule your oral presentation date. You will be responsible to coordinate any equipment and supplies you will need for the presentation. Notify CACM in advance of what you are bringing to the presentation. CACM will provide a room, chairs, a table, a projector, pens, evaluation forms and a copy of your paper from Phase II for the panelists.

Results

Results of Phase III will be provided within 10 business days via a written communication indicating whether you have successfully passed the final phase.

If you do not achieve a passing score, you will receive a summary of the evaluation indicating areas needing improvement. You will have 60 days to schedule another oral presentation. Applicants are allowed to present one additional time for the same Case Study. If you do not pass after the second attempt, please contact CACM to discuss steps for continuing.

Phase III: Oral Presentation

Review and Scoring Process

Your presentation will be scored based on the criteria in this section. Use these criteria as a basis for creating your presentation. The main areas of evaluation will include:

1. Expertise and mastery of the community being studied
2. Expertise and application of the domains of knowledge:
 - a. In the oral presentation
 - b. During the Q&A portion
3. Ability to clearly articulate solutions demonstrated in your solution-based written paper and respond to questions in a dynamic environment
4. Project quality
5. Presentation skills
6. Effective meeting management skills

Evaluation Rubric

This evaluation process is to verify that you have achieved a high level of competency, skill and professionalism reflected in the MCAM Certification Program. The following scoring and review sheet will be used in the process.

Scoring Level	Description
0	Item not covered.
1	Inadequate level of quality, proficiency, expertise or coverage represented. Reflects an apparent lack of understanding of the subject.
2	Low level of quality, proficiency, expertise or coverage represented. Reflects an inadequate understanding of the subject.
3	Moderate level of quality, proficiency, expertise or coverage represented. Reflects an average understanding of the subject.
4	Good level of quality, proficiency, expertise or coverage represented. Reflects a strong understanding of the subject.
5	Exemplary level of quality, proficiency, expertise or coverage represented. Reflects an expert understanding of the subject.

Phase III: Oral Presentation

Oral Presentation & Question Evaluation	Level of Understanding Exhibited	Sufficiently Covered in the presentation
A. Content & Handling of Subject Matter	Score 0 - 5	Score 0 - 5
Understanding and expertise in the community being evaluated		
Issues represented have been addressed		
Claims and ideas are supported and elaborated with references to viable source		
Position, recommendations and solutions are founded in best practices, ethics and regulations of the industry		
Information and evidence are accurate, appropriate, and integrated effectively		
For Office Use:		
B. Quality of Presentation	Score 0 - 5	Score 0 - 5
Significant thought and preparation is represented in the structure and quality of the presentation		
Presentation was creative and clear		
Connections between and among ideas are made		
Analysis/synthesis/evaluation/interpretation are effective and consistent		
Independent thinking is evident		
Organization is purposeful, effective, and appropriate; the flow of ideas is logical and clear		
Problems and solutions were clearly presented demonstrating knowledge and leadership skills		
Visual aids and handouts were effective and expertly used		
For Office Use:		

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Phase III: Oral Presentation

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Oral Presentation & Question Evaluation	Level of Understanding Exhibited	Sufficiently Covered in the Presentation
C. Mechanics of Presentation Skills	Score 0 - 5	Score 0 - 5
Relaxed and confident		
Effective volume, word usage		
Professional dress and appearance		
Enthusiasm and expertise exhibited throughout the presentation		
Verified that audience was engaged and was understanding material being presented		
Engaged panel questions and provided direct eye contact		
Presentation manner friendly and professional		
Managed time and flow of meeting with effective meeting & leadership skills		
Use of filler words is minimal (e.g., um, you know, and, so forth, that, etc.)		
Absence of distracting gestures or habits (hands in pockets, jingling change, repetitive motions, swaying back and forth, pacing, etc.)		
For Office Use:		
D. Quality of Question Responses	Score 0 - 5	Score 0 - 5
Able to confidently address panel questions		
Answered panel questions accurately and expertly		
Listened fully to the panelist and didn't interrupt with a question or answer		
Able to connect their answer to the Case Study they are representing		
For Office Use:		

Phase III: Oral Presentation

How to Prepare for Your Oral Presentation

Since the oral presentation will be based on your Phase II Case Study, the subject matter and scenario are something you know. Preparing for the presentation should focus on how to deliver the information in the most professional way, demonstrating mastery of the knowledge required. The presentation should include the information from your written paper, demonstrating your competence in the domains of knowledge with emphasis on how they apply to the Case Study being presented.

Following your presentation, the panel will ask questions that reference your paper. The panel of reviewers will be interested in the content and handling of the subject matter, the quality of the presentation, the professionalism of your presentation skills and the quality of the responses to their questions.

Other questions unrelated to your Case Study might be asked during the presentation or Q&A period to determine your ability to dynamically answer questions and interact with the panel.

The oral presentation and Q&A will last approximately 60 minutes. Allot 30 minutes for your oral presentation portion and 30 minutes for the question and answer period by the review panel. You will also be evaluated on how effectively you manage your time throughout the presentation.

Presentation Tips

It may have been a while since you have had to make a formal presentation or you may have anxiety in presenting. These tips will provide many points to make your presentation as confident and professional as possible.

1. Plan a structured schedule that includes developing, practicing and refining your presentation. Do not read your paper to the panel of reviewers. Use the *Project Management Template* found in the Appendix for your plan.
2. Create a timed outline or agenda as a guide to keep the presentation organized. Have a logical flow.
3. Determine ideas, facts, concepts and reasoning that you would like to include.
4. Determine what visual aids would best support your presentation and coordinate getting these ready early in your process.
5. You may utilize PowerPoint slides, videos, charts, graphs, posters, etc. to support your oral presentation.
6. Include relevant stories and experiences that you have had or have heard.

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Phase III: Oral Presentation

7. Practice delivering your presentation in the mirror and via video and audio recording. There are many things you can learn about your voice, movements, habits and flow of information through these methods.
8. Schedule time to deliver your presentation in front of a non-community manager audience of two or more people. Ask for feedback using the *Oral Presentation and Question Evaluation* provided on the pages that follow.
9. Determine all the things you will need to bring on the day of the presentation and create a checklist so nothing will be forgotten. Set up a box, suitcase or rolling cart that will allow you to easily transport all your items. See the list in the Appendix for some ideas to get you started.
10. Consider joining a Toastmasters club to gain some tips, practice and build confidence in your speaking skills (www.toastmasters.org).
11. If you decide to use any technology (e.g., laptop computer, projector, etc.), make sure you practice with the equipment and have a back-up plan in case bulbs burn out, room is too bright or equipment does not work.

Phase III: Oral Presentation

Before, During, After Checklist

Use this checklist to make sure you have completed key tasks to support your success before, during and after your oral presentation.

Before

- Complete the *Project Management Template* with all preparation steps and dates.
- Get help on any technology skills you don't have.
- Practice your presentation in front of a non-industry audience to build confidence and check for clarity of presentation.
- Dress appropriately for comfort, confidence and professionalism.
- Get to the location at least 30 – 45 minutes ahead of time to set up, get comfortable in the surroundings and take care of any unforeseen problems.

During

- Smile, breathe deeply and have confident thoughts going through your mind as you begin.
- Deliver your presentation, as practiced.
- Be genuine. This is presenting your knowledge, mastery and experience of the subject.
- Listen carefully to the questions being asked and answer honestly and to the best of your knowledge.
- Manage your time and the flow of the conversation to keep on target with the topic and the timeframe.
- Use this opportunity to learn and educate others.
- Know that the panel wants you to be successful.

After

- Thank the panel for their time.
- Celebrate your accomplishment.
- Await written notification of results within 10 business days.

Certification – What Does It Mean?

As stewards of public trust, the California Association of Community Managers, Inc., *certifies* community manager professionals. Unlike other types of programs being offered by colleges, universities or other organizations, the CCAM and MCAM certification programs are education, experiential, assessment and specialty expertise-based.

What is the difference between the Certified Community Association Manager (CCAM) designation and the Master of Community Association Management (MCAM) designation? Both are certifications, however, the MCAM designation is the highest level of mastery and expertise in community management one can attain in California. Additionally, a state-specific certification is typically ranked at a higher level of learning than national certifications due to the requirements of more onerous state laws and statutes. Requirements for obtaining a certification and the length of time for renewal may vary from state to state.

A Specialty Certificate (in high rise, large scale, portfolio, and or new development) is awarded following an educational process that demonstrates knowledge of course content. Each Specialty Certificate offers a designation and speaks to a higher level of expertise in a specialty area of community management.

The MCAM certification program is unique to the community management industry and is the only advanced professional program built on the following criteria: Phase I – pass a comprehensive exam, Phase II – complete a written paper, and Phase III – give an oral presentation of Phase II. Achieving this level of certification is an enormous investment of time, money and hard work. Whether you manage a small number of communities or a single large community, your achievement of the MCAM certification sends a powerful and prestigious message about the level of mastery you have attained!

Knowing one's greater purpose and role in life, aligning actions and achievements that produce a level of "mastery" creates the best possible results for a community manager. Those who choose to attain the MCAM are taking responsibility to elevate the community management profession. Your values align with those of CACM, to bring about a shared sense of purpose to a remarkable industry. Congratulations on your incredible success leading up to this point!

Appendix

1. *MCAM Certification Application*
2. *MCAM Certification Application Fee Registration Form*
3. *Phase II: Written Paper Application*
4. *Cover Sheet for Phase II: Written Paper*
5. *Sample Project Management Template*
6. *Blank Project Management Template*
7. *Sample Supply Checklist for Phase III: Oral Presentation*



**California Association of Community Managers, Inc.
MASTER OF COMMUNITY ASSOCIATION MANAGEMENT**

FOR CACM USE ONLY	
Member ID #	
Applicant Name (Last, First)	
Application Approved By	
Date Approved	

MCAM Certification Application

Applicant Last Name		Applicant First Name		Middle Initial	
Have you ever held membership in CACM under another name? <input type="checkbox"/> Yes <input type="checkbox"/> No		If yes, under what name?			
Business or Association Name		Title			
Email Address		Business Telephone			
Business Address		City/State/Zip Code			
Name/Title of Immediate Supervisor		Supervisor Email Address			
Do you hold a CCAM designation? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Did you complete INS 300 – Advanced Insurance Principles and INS 400 Risk Management? <input type="checkbox"/> Yes <input type="checkbox"/> No			Did you complete BDA300 Fundamentals of Effective Governance? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Did you complete FIN 320 – Strategic Financial Planning? <input type="checkbox"/> Yes <input type="checkbox"/> No			Did you complete LDR 400 – Human Resource Management and LDR 550 – Ethics Mastery? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Do you possess other professional designations/licenses (e.g., CPM, PCAM, CPA, Broker)? (Attach additional sheet if necessary)					
Designation/License		Issuing Agency		Number and Expiration Date (If Applicable)	
_____		_____		_____	
_____		_____		_____	
Association(s) you manage:			Indicate your function(s) and % of time spent:		
	Total # of Units	Number of Months Managed			
Condominium	_____	_____	<input type="checkbox"/> Association Manager	_____	%
PUD(s)	_____	_____	<input type="checkbox"/> Supervisor of Association Managers	_____	%
Co-Op/	_____	_____	<input type="checkbox"/> Other (Describe):	_____	%
Community/Apt(s)	_____	_____	_____		
Signature of EMPLOYER verifying accuracy of information above is REQUIRED . (If unattainable, attach separate sheet with specific explanation)					
Signature		Date		Print Name	



**California Association of Community Managers, Inc.
MASTER OF COMMUNITY ASSOCIATION MANAGEMENT**

MCAM Certification Application

PLEASE READ AND ACKNOWLEDGE BY SIGNING BELOW

This application is submitted to CACM with the understanding that:

1. The information provided will be used to assist CACM in judging the applicant's eligibility for MCAM status.
2. Additional information that may be required by CACM shall be supplied promptly upon request.
3. The information provided is complete and correct to the best of the applicant's knowledge.
4. The information will be considered confidential, except as may be required to process and approve the application.
5. There are no actions charged against the applicant or challenges to the applicant's responsibility, character or integrity.
6. Any information or comment furnished to CACM by any person or response to an invitation to provide information shall be conclusive, deemed to be privileged, and not form the basis of any action by the applicant for slander, libel or defamation of character. CACM reserves the right to document all information contained herein.
7. The applicant agrees to waive any and all claims against CACM, its officers, directors, employees, agents, attorneys, and members arising out of any act or omission in connection with the consideration, rejection or acceptance of this application, or any act or omission by CACM in disappointing the applicant if the application is not approved, including any suspension or expulsion of the applicant as an MCAM program applicant.
8. The applicant wholeheartedly subscribes to the official CACM Code of Professional Ethics and Standards of Practice.
9. The applicant understands he/she must be currently employed in the practice of (or seeking employment as) a community association manager.
10. The applicant understands his/her responsibility to provide CACM with current place of business and any change thereto.
11. The applicant understands and agrees to permit the Professional Standards Committee to review this application and any attachments thereto or subsequent information submitted or obtained related thereto, and investigate any portions thereof as it may deem necessary.
12. The applicant understands that if his/her membership or certification is terminated as a result of a disciplinary action by the Professional Standards Committee, he/she will not be eligible to reinstate or reapply for either.

In addition to the foregoing, each member shall have the duty and responsibility to arbitrate controversies arising out of management contracts and the community association management business with any and all forms of associations as specified in the Code of Professional Ethics and Standards of Practice.

Signature _____ Date _____

Signature of applicant verifies the accuracy of this application and acknowledges the applicant has read the rules and regulations stated above and authorizes CACM and/or its agents to verify all items listed above.

California Association of Community Managers, Inc.SM



California Association of Community Managers, Inc.
MASTER OF COMMUNITY ASSOCIATION MANAGEMENT

MCAM Certification Application Fee Form

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Certification Application Fee: \$150 (Member) / \$250 (Non-Member)

Applicant Last Name	Applicant First Name	Applicant Middle Initial
Business or Association Name	Title	
Business Address	City/State/Zip Code	
Business Telephone	Email Address	

Check Enclosed (do not staple check to form)

Visa

MasterCard

Discover

Amex

CARD NUMBER	EXPIRATION
CVV NUMBER	BILLING ZIP CODE
CARDHOLDER NAME	
SIGNATURE (REQUIRED)	

Please email application and fee form to certification@cacm.org

California Association of Community Managers, Inc.SM

23461 South Pointe Drive, Suite 200, Laguna Hills, CA 92653 | certification@cacm.org | 949.916.2226 | www.cacm.org



California Association of Community Managers, Inc.
MASTER OF COMMUNITY ASSOCIATION MANAGEMENT

MCAM Phase II Written Paper Application

Page 1 of 1

I understand that I must apply for Phase II within 90 days of receiving my Phase I exam passing results. I am ready to begin Phase II. Please send me the scenario titles to choose from. I understand that I must submit my written paper to CACM in the required format no later than 90 days after I receive the CACM selected community.

I RECEIVED MY PHASE I EXAM PASS RESULTS ON THE FOLLOWING DATE:

SIGNATURE

PRINT NAME

COMPANY

ADDRESS

CITY/STATE/ZIP CODE

EMAIL ADDRESS

PHASE II APPLICATION DATE

Mail:
California Association of Community Managers (CACM)
Attn: Certification Dept.

Email:
certification@cacm.org
Subject: MCAM - Phase II Application

Code # - For CACM Use Only



California Association of Community Managers, Inc.
MASTER OF COMMUNITY ASSOCIATION MANAGEMENT

MCAM Phase II Cover Sheet for Written Paper

Page 1 of 1

In order to help maintain the reliability of this assessment, I, the undersigned, agree to keep the assessment scenarios and my paper response confidential. I understand that in sharing this information I run the risk of CACM filing an ethics complaint against me with CACM's Professional Standards Committee, which could lead to loss of my CCAM designation, ineligibility to earn the MCAM designation and/or censure.

I also agree that my Case Study becomes the sole property of CACM and that it may be utilized in marketing, educational or other resources as CACM deems fit, whether or not I receive a passing score. I understand that if I do not receive a passing score my name will not be used without my permission.

SIGNATURE

PRINT NAME

COMPANY

ADDRESS

CITY/STATE/ZIP CODE

EMAIL ADDRESS

PHASE II APPLICATION DATE

**Mail this cover sheet, original scenario
and written paper to:**
California Association of Community Managers (CACM)
Attn: Certification Dept.

Email:
certification@cacm.org
Subject: MCAM - Phase II

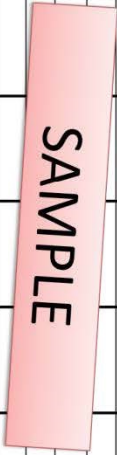
Code # - For CACM Use Only

Sample Project Management Template

Title of Project:

My MCAM Paper

TASKS:	My Scenario Name Here											
	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12
Create outline	X											
Brainstorm ideas		X										
Write draft			X									
Review draft				X								
Get someone to type up paper			X									



Instructions:

1. Enter the dates for the weeks leading up to your deadline.
2. List the tasks that need to be completed.
3. Put a date or an X for the task in the week that it is due.
4. Shade out the boxes when the tasks are complete to see your progress.

Blank Project Management Template

Title of Project:

YEAR:

TASKS:	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12

- Instructions:**
1. Enter the dates for the weeks leading up to your deadline.
 2. List the tasks that need to be completed.
 3. Put a date or an X for the task in the week that it is due.
 4. Shade out the boxes when the tasks are complete to see your progress.

Sample Supply Checklist for Phase III: Oral Presentation

✓	Item	Notes
	Laptop computer	Fully charged
	Power cord	
	Projector converter	(only required if your laptop is a Mac)
	Copy of your presentation	
	Your presenter notes	
	Presentation files	
	Presentation handouts	Only those in addition to your paper
	Visual aids	
	Bottle of water	
	Pen	
	Flash drive/memory stick	

Other Tips:

- Have a back-up plan if your files or technology do not work.
- Make sure you test your equipment.
- Practice delivering your talk standing up and using the computer, visual aids or other props that are a part of your oral presentation.
- Arrive early to get settled and set up so you can be relaxed and take care of any surprises.