



CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA

# Demystifying the Master Club Manager (MCM) Process

The Club Managers Association of America  
91<sup>st</sup> World Conference  
San Francisco, CA

# Session Objectives

- Identify potential challenges that hinder participation in the Master Club Manager program.
- Suggest strategies useful in overcoming personal participation challenges in the MCM program.
- Respond to attendees' specific questions and concerns about the Master Club Manager program.
- Encourage participation in the Master Club Manager program by highlighting assistance provided by the Master Club Manager Academic Council.

# What is the MCM Program?

The Master Club Manager (MCM) Program recognizes the importance of significant, long-lasting written contributions made by highly experienced club managers to their clubs, their profession, and their communities.

# Historical Perspective

- In 1990, the CMAA Board of Directors delegated the task of developing its MCM designation to the Certification Committee. Since that time the requirements and procedures which comprise this MCM Portfolio have been implemented to yield a meaningful and challenging, but achievable, professional development program for CMAA's membership.

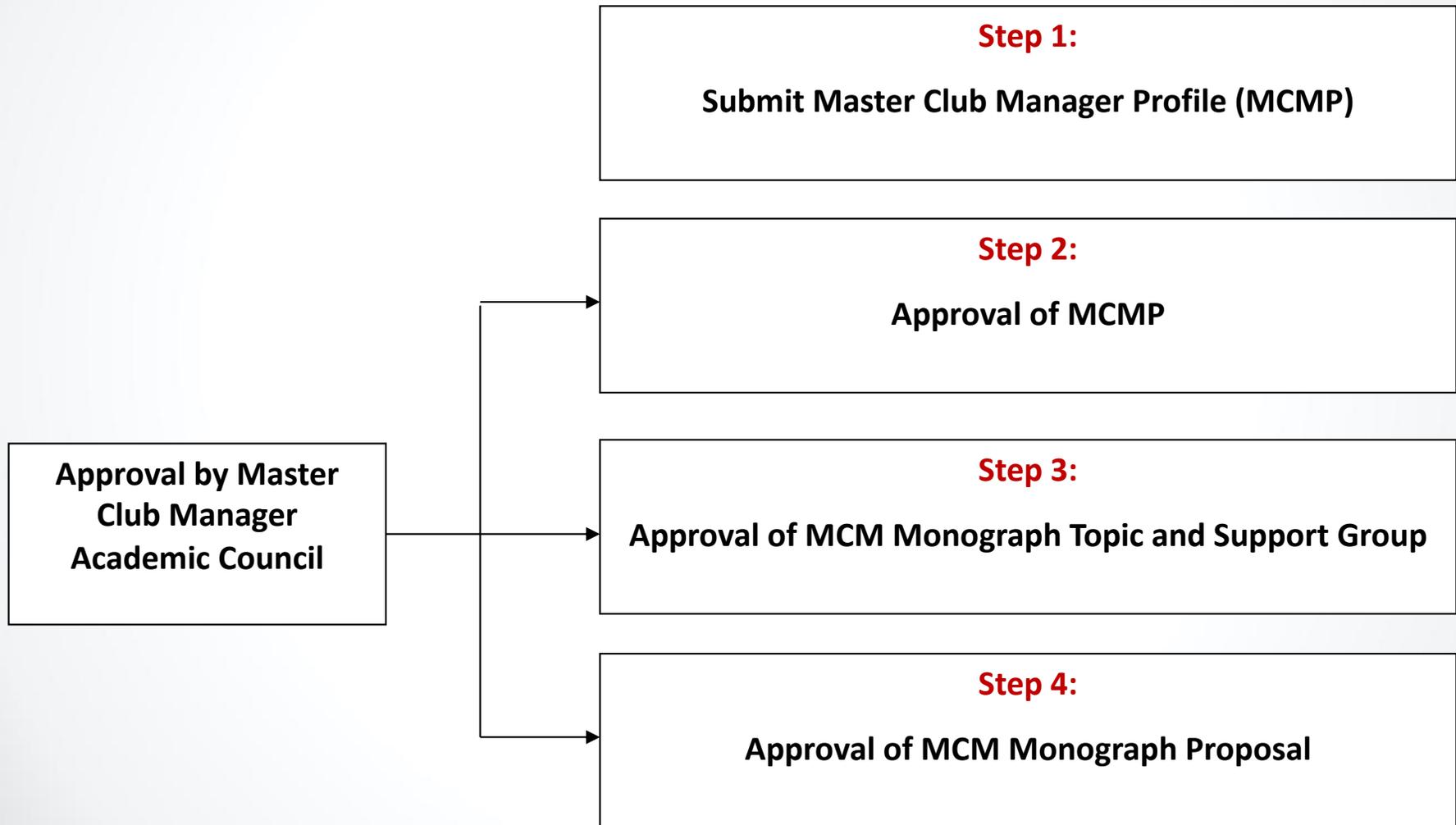
# 2010 Changes

- Council Recognized (through Member Candidate feedback) obstacles to Program
- Council Developed an Action Plan designed to address these obstacles
  - Simplification of application process led to development of MCMP (Master Club Manager Profile) to replace PDF (Professional Data Form)
- Rewrite of Program Materials (*Resource Library*)
  - [www.cmaa.org/MCM.aspx](http://www.cmaa.org/MCM.aspx)

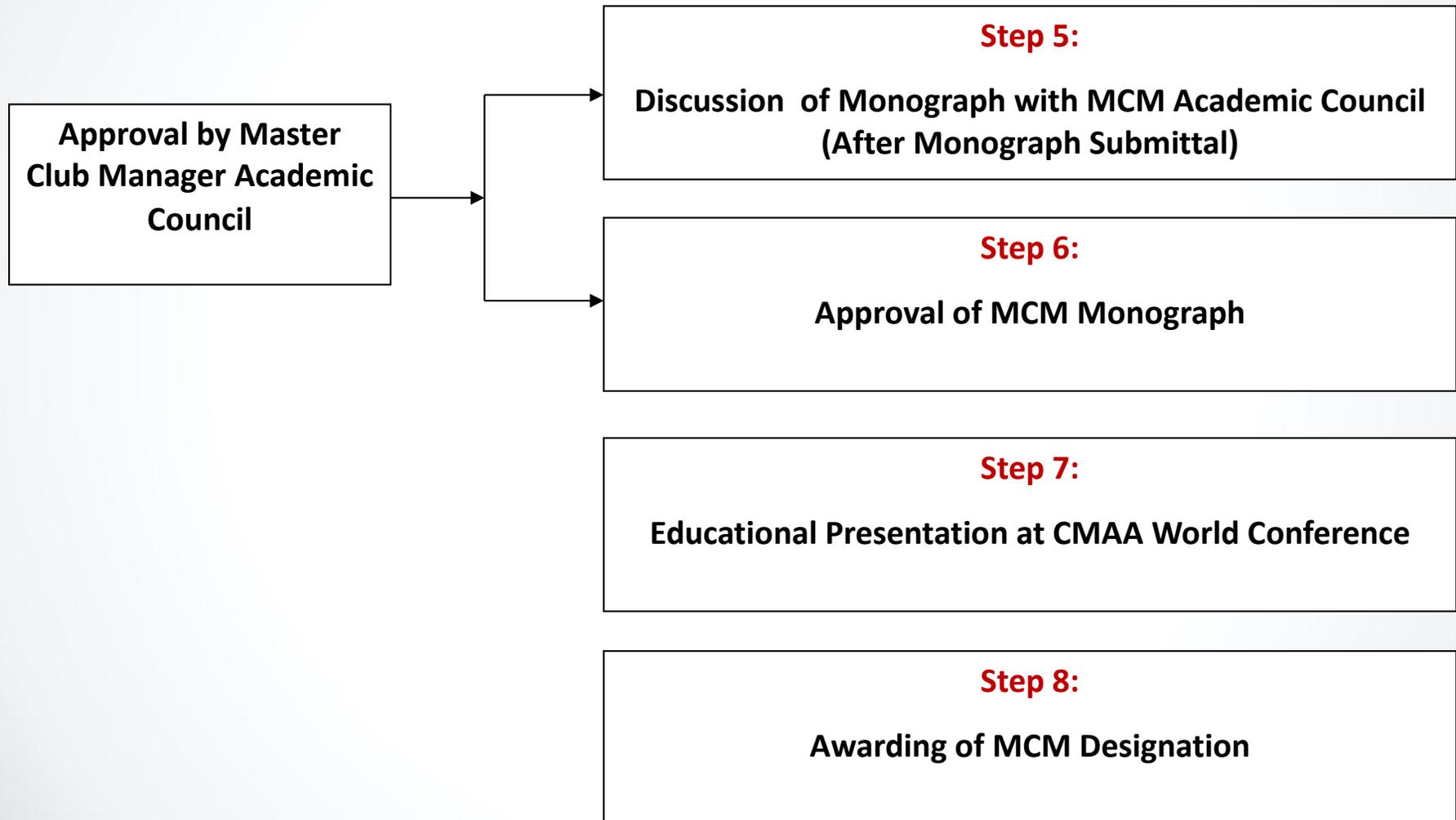
# Candidate Qualifications

- Current CMAA member in Good Standing
- Professional Status for minimum of 11 years
- Hold the CCM designation
- Member of the Honor Society
- Successfully completion of BMI Tactical Leadership & BMI Strategic Leadership
- Earned 200 credits beyond Honor Society membership; at least 100 of which are from CMAA/CMI education programs
- CCM » » » Honor Society » » » CCE » » » MCM
- *Part I – The Master Club Manager Program*

# Steps in MCM Certification Program



# Steps in MCM Certification Program (continued)



# Steps in MCM Certification Program

**Step 1:**

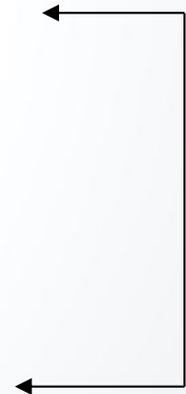
**Submit Master Club Manager Profile (MCMP)**

# Streamlined Entry Process!

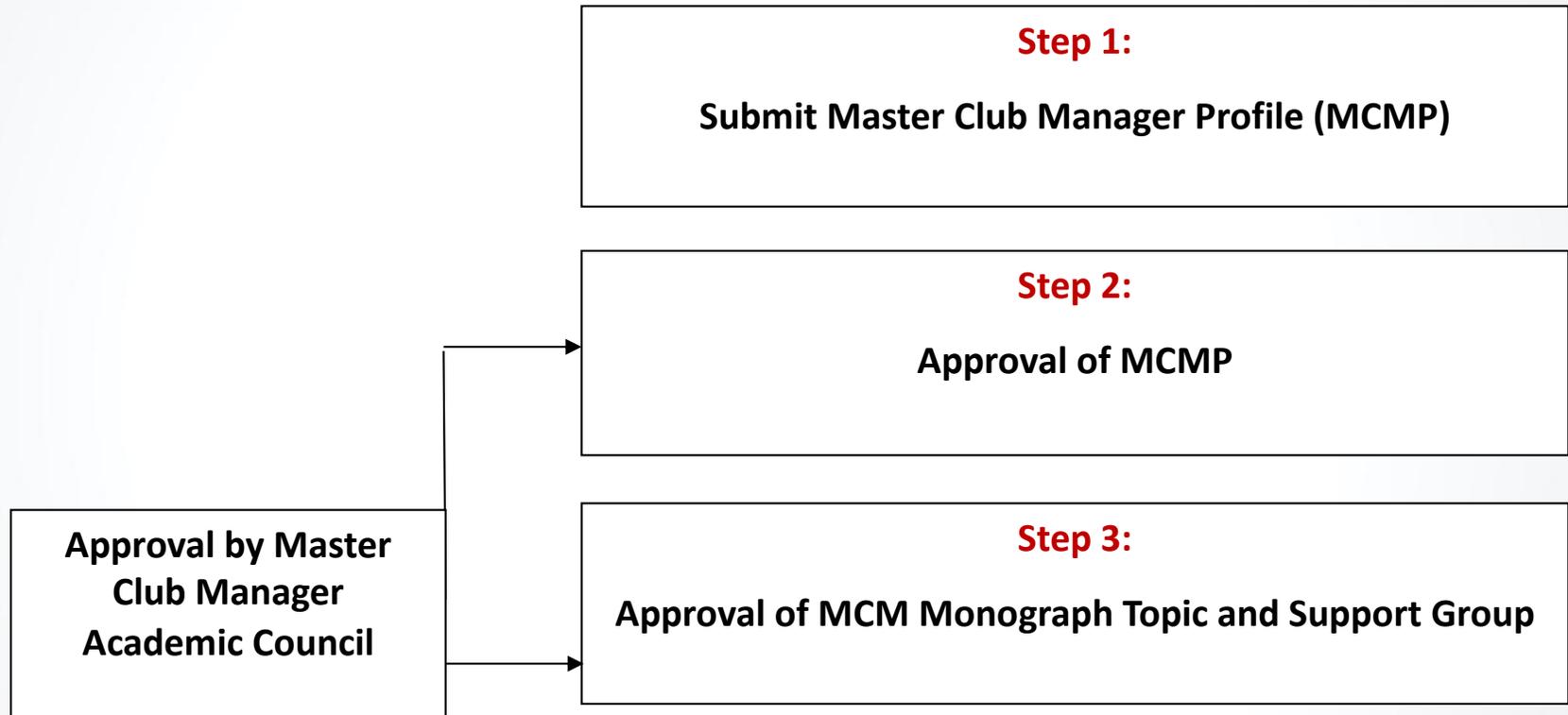
- The Master Club Manager Profile (MCMP) provides an organized and practical electronic template to provide all required application information.
- *Part II – Master Club Manager Profile*

# The Master Club Manager Profile (MCMP)

- Dimension One – Club Management
- Dimension Two – Club Industry Involvement
- Dimension Three – Related Professional Experience
- Dimension Four – Ethics/Integrity
  
- Dimension Five – Student/Employee Peer Programs
- Dimension Six – Scholarly Activities
- Dimension Seven – Community Service



# Steps in MCM Certification Program



# The Monograph Topic

- OOOOH NOOOOO! The MONOGRAPH!!!
- ARGH!!!
- The Reason for the entire Process!!!
- Selecting a Topic / Developing the Proposal
  - *101 Monograph Topics*
  - *Part III – Developing the Monograph Proposal*
  - *Develop The Monograph Proposal: An Early Step in the Master Club Manager Monograph (PowerPoint)*
  - *Developing the Proposal: An Early Step in the MCM Monograph (Word Document)*

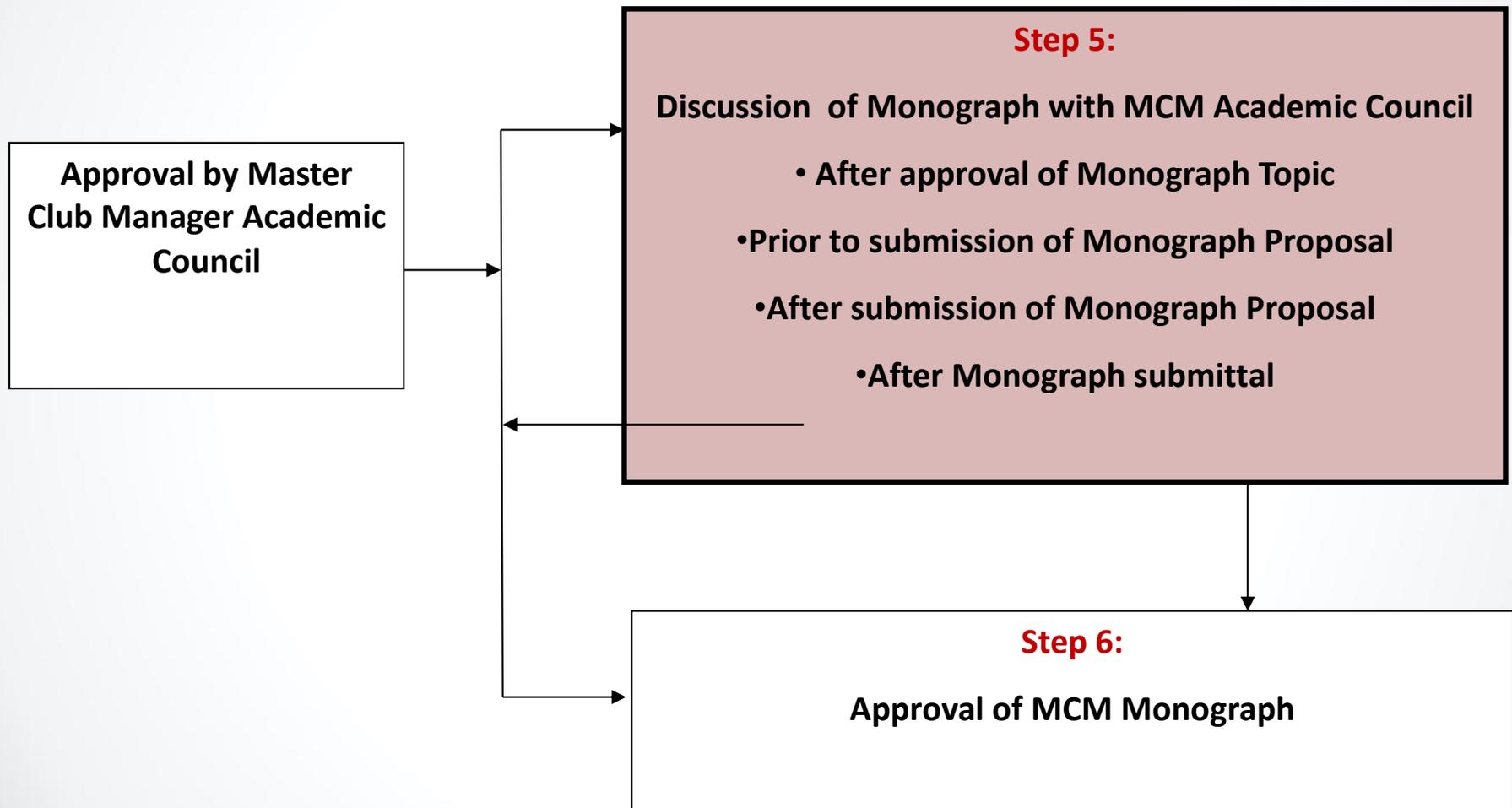
# The Academic Support Group

- *Part IV – The MCM Monograph*
- *Part V – The Role of the Support Group in the MCM Monograph Process*
- Composition:
  - Master Club Manager
  - College/University Professor with a research background generally applicable to the Monograph's topic
  - Expert in the field of study
- Members of the candidate's support group play an active role in helping to develop the Monograph Proposal
- An academic with significant hospitality education experience and subject-matter knowledge of the monograph's topic is a member of the candidate's MCM Support Group

# Academic Council Conference Calls

- Formal opportunities to access the Council after MCMP and Monograph Topic approval
- Offers opportunity for complete understanding between Candidate and Council members about exactly what Monograph will address
- Will help Candidate understand Program parameters and Council member perspectives as they evaluate the deliverables
- Do not underestimate the power and value of the Support Group

# Steps in MCM Certification Program (continued)



# What Assistance Do I Receive from the Council?

- Electronic Templates/Resource Library to organize and present all required application information.
- Recommendations to “fine tune” the specific topic to address in MCM monograph.
- Personalized assistance for developing the proposal to indicate monograph goals and methods.
- Help in selecting an academic member of the monograph support group.

# More Assistance I Can Receive

- Input as requested from the monograph support group for guidance with the MCM monograph
- Review and suggestions when writing the MCM monograph
- Assistance as requested to develop the CMAA World Conference Educational Presentation

# Steps in MCM Certification Program (continued)

## **Step 7:**

**Educational Presentation at CMAA World Conference**

*Part VI – The MCM World Conference Educational  
Presentation*

## **Step 8:**

**Awarding of MCM Designation**

# The MCM Candidate and the CMAA World Conference Presentation

- MCM candidates meet with members of the MCM Academic Council at the CMAA World Conference prior to the educational presentation
- MCM candidates make an educational presentation to World Conference attendees

# Program Objective

- Based on CCM Profile (10% of those eligible)
- Most current roster – 183 eligible
- Goal of 18 managers “in-program”
- Currently –
- What’s keeping you?

# Survey Results

- Survey of Eligible Candidates in Fall 2014
- Some not aware
- Biggest obstacle – TIME COMMITMENT
- Reasons

# Personal Strategies

- Treat the Project like any other part of your job
  - Schedule specific days and times each week to work on it so that you have a committed time to complete it
  - You and your family understand that you are committed to finishing this task
- Ensure that you have the full support and understanding of your staff, your Board, and your Family
  - Project takes up time that you otherwise would be spending with them
  - They need to understand the time requirements and respect your desire to complete this process
- MCMP
  - Keep personal and professional records updated; copies of written articles, list of recognitions, leadership positions held, etc.
  - Easier to pull necessary items together for the Profile if you are keeping up with them as they are happening

# Personal Strategies

- Maximize the amount of contact with the MCM Academic Council
  - Figuring out how to get from an idea to the end product is generally too broad.
  - Get focused and learn how to navigate from beginning to end in practical terms
- Time can be saved by having more touches with the MCM Academic Council
  - Council will challenge you to get from your original idea down to something which could stand the test of time

# Closing Comments

- The overall result is definitely worth the effort but at times when you are knee deep in the process, it is hard to see the carrot at the end of the stick
- Read your literature until you aren't learning anything more AND then, just answer the question
- “It's not supposed to be easy”
  - but the MCM process can be a rewarding, self-fulfilling, and attainable process.