

Part II – Master Club Manager Profile

The Master Club Manager Profile (MCMP) allows a prospective MCM candidate to present his or her professional, educational and personal achievements. It is carefully analyzed and assessed by club industry members of the MCM Academic Council to ensure an applicant's background and achievements meet standards for the MCM designation.

The MCMP may be submitted at any time throughout the year by sending a completed and notarized form electronically in PDF format to David McCabe, senior director, Education, or you may mail a MCMP to the CMAA Education Department:

CMAA Education Department
1733 King Street
Alexandria, VA 22314-2720
Attention: MCM Staff Liaison to the MCM Academic Council

Include supporting material, if any, relevant to your activities in an appendix section at the back of the MCMP; do not co-mingle it in the MCMP. Include a complete table of contents of all submitted material. All pages in the MCMP must be sequentially numbered.

Support material is not required to complete the MCMP. However, should the MCM Academic Council require verification of any information presented, the MCM applicant may be asked to supply it.

Please consider the following when developing your MCMP:

- Use the space provided on the MCMP to indicate page number(s) where the requested information is provided.
- If supplemental material is included, provide your name and the number of MCMP item(s) to which the information relates on each sheet in the upper right-hand corner and include a reference to the supplemental material in the table of contents.
- Be as accurate as is reasonably possible. Wherever there is a question of accuracy (dates, for example) always qualify with “about” or “approximately.” DO NOT use acronyms; spell out the names of organizations or programs the first time they are cited.
- Remember to carefully review your CMAA credit history as you complete the MCMP.
- **Do not report information in more than one place in the MCMP.**
- Carefully review the MCMP before having the document notarized, signed and sent to CMAA. It is expected that all parts of the MCMP will be presented in an error-free and “professional” manner, best representing the applicant.
- Provide your name, CMAA membership number, address and daytime and/or evening telephone number(s) on the cover page of the MCMP.
- CMAA will acknowledge receipt of the MCMP.

Assessment of the MCMP

Only club managers (not academic members) on the MCM Academic Council will review MCMPs. Each MCMP is evaluated based on activities and accomplishments in each of the seven following dimensions:

<i>Management of Clubs</i>	<i>Service to Others</i>
Dimension One – Club Management	Dimension Five – Student/Employee Peer Programs
Dimension Two – Club Industry Involvement	Dimension Six – Scholarly Activities
Dimension Three – Related Professional Experience	Dimension Seven – Community Service
Dimension Four – Ethics/Integrity	

The MCM Academic Council recognizes that it is unlikely that every applicant will have exemplary levels of activities and accomplishments in every dimension. The Council also recognizes that each dimension is important and that club managers, because of their interest and need, have typically devoted more time, energy and creativity to some rather than all dimensions. MCMP information is evaluated on a case-by-case basis; no quantitative or “minimum point” appraisal process such as a specified number of idea fair entries or cases of mentoring club employees is in place. It is expected that applicants have made exemplary contributions to some dimensions and can report some activities and accomplishments in the others.

The candidate will receive notification of MCMP approval status within 45 days of its submission. Based upon its assessment, the MCM Academic Council may:

- Approve the MCMP; it is exemplary.
- Conditionally approve the MCMP. (Note: it is important that the candidate provide comprehensive information about all dimensions of the MCMP to ensure that reviewers have a complete overview of his/her accomplishments.) Conditional approval will be granted if only relatively minor issues prevent it from being exemplary. Revisions, if any, will be determined on a case-by-case basis.
- Request resubmission of the MCMP. This status will likely arise because of concerns that (a) there is insufficient information to assess the applicant’s background or (b) the MCM Academic Council members believe that additional achievements may be necessary. The candidate will be given detailed information about the deficiency(ies), and he/she can re-submit the MCMP for consideration at a future time, recognizing that this will result in a delay in the MCM certification process.

The Master Club Manager Profile (MCMP) form begins on the next page. It indicates the information that is required. It is followed by several pages of MCMP worksheet formats that suggest how the information can be presented in the MCMP. Please refer to the Sample MCMP for guidance in completing your MCMP. Please use the downloadable MCMP template from the CMAA website that is in an editable PDF format.

Master Club Manager Profile (MCMP)

PERSONAL INFORMATION

MASTER CLUB MANAGER PROFILE

MANAGEMENT OF CLUBS

MCMP DIMENSION ONE: CLUB MANAGEMENT

List of Career Experience

MCMP DIMENSION TWO: CLUB INDUSTRY INVOLVEMENT

Involvement at CMAA Chapter Level

Involvement at CMAA National Level

MCMP DIMENSION THREE: RELATED PROFESSIONAL EXPERIENCE.....

Membership in Allied Associations.....

Professional Development (Non-CMAA).....

MCMP DIMENSION FOUR: ETHICS/INTEGRITY STATEMENT

SERVICE TO OTHERS.....

MCMP DIMENSION FIVE: STUDENT/EMPLOYEE/PEER PROGRAMS

Internship Information.....

Special Mentoring Activities

Career Assistance for Non-Club Personnel

MCMP DIMENSION SIX: SCHOLARLY ACTIVITIES.....

Educational Presentations.....

CMAA-Related Educational Programs

Written and Other Accomplishments

CMAA Idea Fair Entries.....

MCMP DIMENSION SEVEN: COMMUNITY SERVICE

Membership in Community/Other Organizations

PROPOSED MONOGRAPH TOPIC

APPENDIX

Master Club Manager Profile (MCMP)

Personal Information

Full Name: _____ CMAA Member #: _____

Title of Present Position: _____

Name of Club: _____

Club Address: _____

Office Telephone Number: () _____ Fax Number: () _____

E-mail address _____

Home Address: _____

Date of Application: _____ (Date of Original MCMP): _____

Please send notification of MCMP approval status to (check one): Home Office

Qualifications

Please check "yes" or "no" for each statement. If you answer "no" to any statement, you cannot submit this MCMP until each of the qualifications has been met.

	Yes	No
I am a current member in good standing of CMAA.	<input type="checkbox"/>	<input type="checkbox"/>
I currently hold the Certified Club Manager (CCM) designation.	<input type="checkbox"/>	<input type="checkbox"/>
I am currently a member of the Honor Society.	<input type="checkbox"/>	<input type="checkbox"/>
I have successfully completed BMI IV and V.	<input type="checkbox"/>	<input type="checkbox"/>
I have earned 200 credits beyond Honor Society (at least 100 credits of which are from CMAA/CMI education programs).	<input type="checkbox"/>	<input type="checkbox"/>
I have been a Professional Status member of CMAA for a minimum of 11 years.	<input type="checkbox"/>	<input type="checkbox"/>

Accomplishments

Provide information that describes your activities and accomplishments in each of the seven dimensions that follow. Use the form which follows to indicate where (page numbers) the information is provided. A blank (line) is provided for you to indicate the MCMP pages(s) on which the requested information is provided. If there is any requested information for which nothing is being submitted, insert a separate page in the MCMP that indicates there is no information being submitted for that section.

Management of Clubs

Dimension One: Club Management

Purpose: This dimension should show your career path through a successful progression of club management positions with increasing responsibility and authority. Ideally, the job record should not show a history of short-term positions unless this is indicative of appropriate position changes early in a career or is a result of specific career goals. Examples: opening a new club or managing a club closing or renovation or through circumstances beyond your control (if so, please explain). Long-term managers are expected to show a progressive list of accomplishments while in the same position.

Include in this section (check to indicate enclosure; specify MCMP page number[s]):

1. _____ A complete résumé of your club management career positions includes each position, dates, major tasks, major accomplishments/recognitions and goals achieved

Dimension Two: Club Industry Involvement

Purpose: The Master Club Manager must have been involved in CMAA at the chapter and national levels. Involvement in one's professional organization indicates a willingness to give of oneself and time, and it is a measure of contributions to the club industry.

Include in this section (check to indicate enclosure; specify MCMP page number[s]):

2. _____ Involvement at CMAA chapter level including service, if any, as a chapter officer, director and/or committee member. List the positions (specify chairmanships), approximate dates of service and major accomplishments in each position. *NOTE: if you served on a committee, indicate its accomplishments and any special contributions you made.*
3. _____ Involvement at CMAA national level. Show service as a national director or officer, committee or "task force" member, At Conference committee member (specify chairmanships) or other activity. List the positions, approximate dates of service and major accomplishments in each position.

Dimension Three: Related Professional Experience

Purpose: The Master Club Manager is involved in industry and other organizations related to club management (for example, as a board member of a local or state restaurant association or in activities involving state legislative groups). This involvement provides another measure of contributions to the industry.

Include in this section (check to indicate enclosure; specify MCMP page number[s]):

4. _____ A list of previous and current memberships in allied associations. Show approximate dates of membership, offices or positions held and major accomplishments.
5. _____ Involvement in state, local and/or national government. List your involvement and efforts made to influence and act on political issues of concern to the club industry. In each case, state the issue, description of your involvement, the person(s) contacted, approximate dates and comments about (results of) your involvement.
6. _____ A list of non-CMAA management education (professional development) programs that you have taken which have made a significant impact on your advancement and professional approach to club management. Include name of program, approximate dates and how the program has benefited you.

Dimension Four: Ethics/Integrity

Purpose: High standards of moral conduct and character are paramount for the Master Club Manager. This section should describe your conduct, beliefs and attitudes about working with others and conducting business.

Please answer the following question:

Have you ever compromised your position in an unethical manner? Yes No

If yes, please explain:

(Insert additional pages, if necessary; use this page number followed by [a], [b], etc.)

Include in this section: (check to indicate enclosure; specify MCMP page number[s]) letters of reference with special emphasis on ethics and integrity from individuals in the following groups:

7. (a) _____ Letter from your current club president/owner
- (b) _____ Letter from board member with whom you have worked (preferably from a previous club) if you have worked at your present club for less than five years
8. _____ Letter from a current officer in your current CMAA chapter
9. _____ At least two letters from club manager peers in the club industry
10. _____ Provide a two-page (maximum) statement of your own beliefs about ethics/integrity. Your statement should include factors in your own personal and professional life by which you want to be measured. You may mention experiences throughout your life that have built your character and influenced your integrity.

Dimension Five: Service to Others (Student/Employee/Peer Programs)

Purpose: The Master Club Manager is not only personally successful, but he/she also encourages others to be successful. The maturation of others is another measure of contribution to the club industry.

Include in this section (check to indicate enclosure; specify MCMP page number[s]):

11. _____ Provide basic information about internships in clubs or other programs that you developed or supported which helped to recruit persons to the club industry. Provide a brief description and the approximate number of interns who participated.
12. _____ List employees or peers whom you have mentored who either are or have been successful in the club field. If possible, include an endorsement letter from one or more of the persons whom you have mentored.
13. _____ Indicate others unrelated to club management whom you have assisted in their careers. Indicate the nature of assistance that you provided.

Dimension Six: Scholarly Activities

Purpose: The Master Club Manager makes a scholarly contribution to the club industry. He/she contributes to it by willingly sharing his/her knowledge and experience.

Include in this section (check to indicate enclosure; specify MCMP page number[s]):

14. _____ Cite presentations made outside of your club(s) that contributed to the education of others. Note the topic, group, approximate date and location of the presentation. Examples include guest lectures in hospitality courses and presentations at community meetings.
15. _____ List all CMAA-related educational programs in which you served as instructor/facilitator or leader. (Examples include conference lectures, panels, seminars or other presentations.) Note the approximate date, topic, group and location.
16. _____ List all related published and unpublished books, articles or other written works you have authored or to which you contributed. List any video or audio works produced. Indicate title, where it appeared and a brief description of the work including its length and content.

Scholarly Activities (continued)

17. _____ List and describe all formal programs in club management that you have taught at high schools, post-secondary institutions or in other continuing education environments. Include approximate date(s), topic and length of program, audience and location.
18. _____ List your submissions to CMAA's Idea Fair. Include approximate dates of submission and a summary of the idea. Indicate those in which you were a winner.

Dimension Seven: Community Service

Purpose: The Master Club Manager contributes to his/her community. This section of the MCMP should reflect the candidate's activities and accomplishments within his/her community.

Include in this section (check to indicate enclosure; specify PDF page number[s]):

19. _____ List name of organization and approximate dates of involvement in local, regional, or national civic, charitable, church-related and/or family-related groups. Examples include membership in church council, Rotary and Scout leader. Include approximate dates of involvement, positions held and significant outcomes that directly resulted from your involvement.

Proposed Monograph Topic

State the proposed topic for the MCM Monograph, project goals (what you expect to accomplish), and briefly explain how your analysis of this topic will benefit the club industry.

Proposed Topic:

Project Goals (Please State Three-Four Specific Things You Plan to Learn by Completing the Monograph Project):

- 1.
- 2.
- 3.
- 4.

Benefits to Club Industry:

Insert additional pages, if necessary; use this page number followed with [a], [b], etc.)

I do hereby certify that my statements as submitted to CMAA in connection with my application for the Master Club Manager (MCM) designation are true and correct in all material respects, and I understand that my statements are subject to verification. I also agree to provide verification for any information presented in this MCM Profile if so requested by the MCM Academic Council. Further, in making this application, I agree to indemnify and hold harmless CMAA, its directors and employees, certification Committee members and MCM Academic Council members for any actions or decisions made in relation to my application.

Signature: _____ Date: _____

Sworn and Subscribed to Before me This _____ day of _____ in the Year _____

Notary Public: _____

MCMP Worksheet Formats

Several worksheets are provided beginning on the following page that indicate how the information required for each MCM dimension can be presented in the MCMP.

MANAGEMENT OF CLUBS MCMP DIMENSION ONE: CLUB MANAGEMENT

List of Career Experience

Position	Dates	Major Tasks	Major Accomplishments	Goals Achieved

MANAGEMENT OF CLUBS
MCMP DIMENSION TWO: CLUB INDUSTRY INVOLVEMENT

Involvement at CMAA Chapter Level

Name of Chapter	Position Held	Approximate Dates of Service	Major Accomplishments

MANAGEMENT OF CLUBS
MCMP DIMENSION TWO: CLUB INDUSTRY INVOLVEMENT

Involvement at CMAA National Level

Position Held	Approximate Dates of Service	Major Accomplishments

MANAGEMENT OF CLUBS
MCMP DIMENSION THREE: RELATED PROFESSIONAL EXPERIENCE

Membership in Allied Associations

Name of Association	Position Held	Approximate Membership Dates	Major Accomplishments

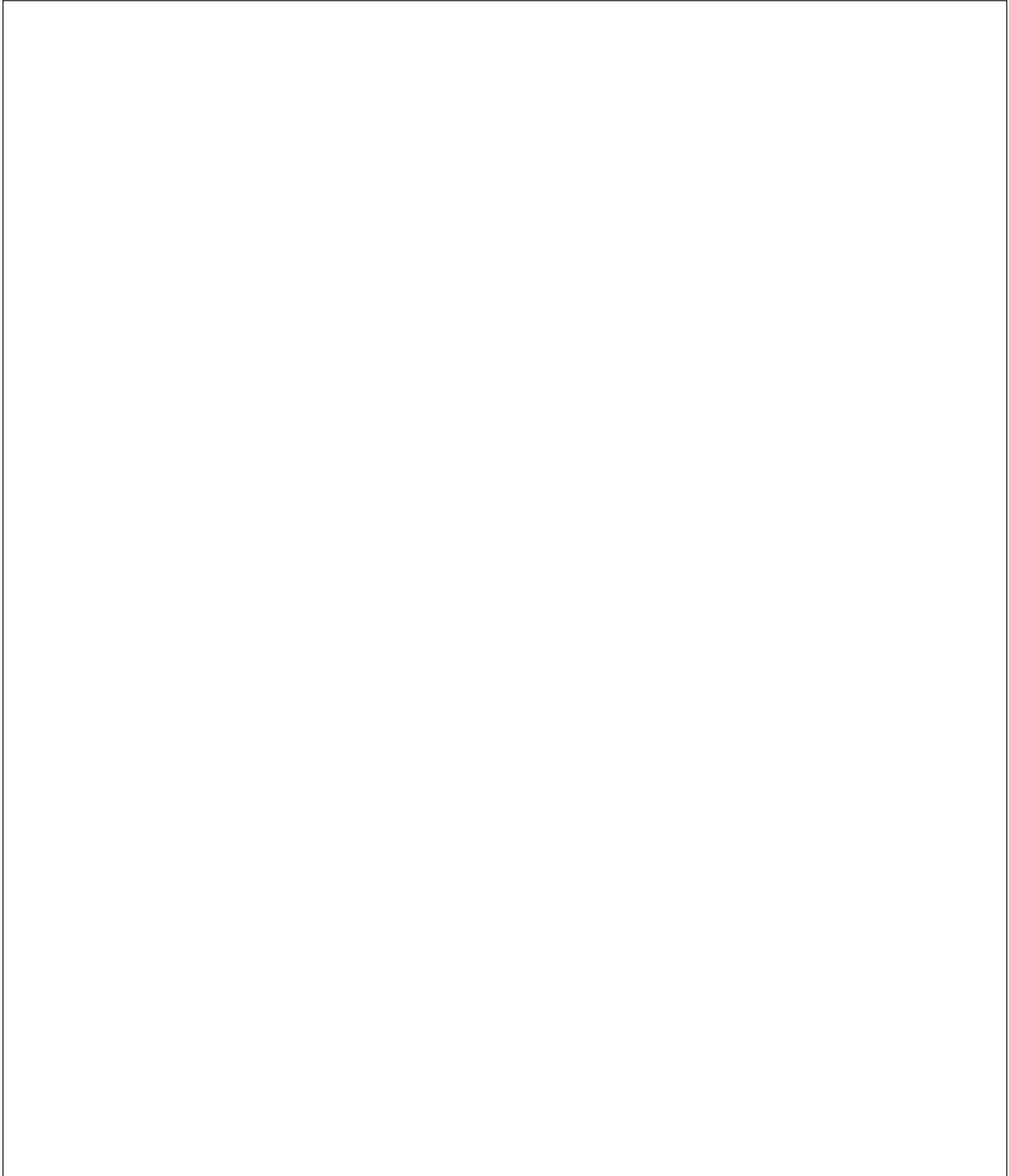
MANAGEMENT OF CLUBS
MCMP DIMENSION THREE: RELATED PROFESSIONAL EXPERIENCE

Professional Development (Non-CMAA)

Name of Activity/Program	Sponsor	Approximate Date of Program	Program Benefits

ETHICS/INTEGRITY
MCMP DIMENSION FOUR: ETHICS/INTEGRITY STATEMENT

Statement

A large, empty rectangular box with a thin black border, intended for the user to write their ethics/integrity statement. The box occupies most of the page below the header and label.

SERVICE TO OTHERS
MCMP DIMENSION FIVE: STUDENT/EMPLOYEE/PEER PROGRAMS

Internship Information

Name of Club	Description of Internship Program	Approximate Date(s)	Approximate Number of Interns

SERVICE TO OTHERS
MCMP DIMENSION FIVE: STUDENT/EMPLOYEE/PEER PROGRAMS

Special Mentoring Activities

Name of Mentoree	Approximate Contact Date(s)	Comments

SERVICE TO OTHERS
MCMP DIMENSION FIVE: STUDENT/EMPLOYEE/PEER PROGRAMS

Career Assistance for Non-Club Personnel

Name of Mentoree	Approximate Contact Date(s)	Comments

SCHOLARLY ACTIVITIES
MCMP DIMENSION SIX: SCHOLARLY ACTIVITIES

Educational Presentations

Topic of Presentation	Group	Approximate Date (Year)	Location

SCHOLARLY ACTIVITIES
MCMP DIMENSION SIX: SCHOLARLY ACTIVITIES

CMAA-Related Educational Programs

Topic of Presentation	Group	Approximate Date (Year)	Location

SCHOLARLY ACTIVITIES
MCMP DIMENSION SIX: SCHOLARLY ACTIVITIES

Written and Other Accomplishments

Title	Where Published or for Whom Written	Brief Description of Content

SCHOLARLY ACTIVITIES
MCMP DIMENSION SIX: SCHOLARLY ACTIVITIES

CMAA Idea Fair Entries

Conference Date (Approximate)	Summary of Idea	Comments

COMMUNITY SERVICE
MCMP DIMENSION SEVEN: COMMUNITY SERVICE

Membership in Community/Other Organizations

Name of Organization	Approximate Dates of Involvement	Positions Held	Significant Outcomes