



# ICMA Voluntary Credentialing Program

*A Personal Commitment to Professional Development*

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# ICMA Voluntary Credentialing Program

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- Recognize professional local government managers and to promote lifelong learning
- Self-directed program offering an opportunity for members to quantify the unique expertise they bring to their communities
- Provides an easy way to focus and structure learning
- Encourages reflection on what was learned and receive feedback and recognition.

# Credentialing Program Background

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- The ICMA Executive Board sought member input in 2001 on how to design a program to ensure that it will meet its intended purpose of recognize professional local government managers and to promote lifelong learning.
- Members were encouraged to participate in discussions at state or affiliate meetings or communicate their views to any member of the ICMA Executive Board. In addition, a survey went out to provide an opportunity for members to comment on all aspects of the proposed program.

# Credentialing Program Background

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- The ICMA Executive Board adopted the policy outline of a voluntary credentialing program at its July 19-21, 2001 meeting
- ICMA President Dave Mora appointed a nine-member Credentialing Advisory Board to advise on implementation and on granting credentials
- The first credentials were granted by the ICMA Executive Board at its May 2002 meeting.

# Credentialing Eligibility Requirements

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- ICMA Full Member
- Meet education and experience criteria
- Have Management Assessment (formerly Applied Knowledge Assessment) results that are less than 3 years old
- Committed to professional development

# Credentialed Manager Education & Experience Requirement

- MPA and 7 years of local government executive or deputy/assistant experience
- Other Masters and 8 years
- Baccalaureate and 9 years
- Less than Baccalaureate and 15 years (CAO experience only)
- Local government department head experience may receive half credit
- CEO experience from other sectors *may* receive half credit

# Credentialed Manager Candidate Education & Experience Reqs.

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- MPA and 5 years of local government executive or deputy/assistant experience
- Other Masters and 6 years
- Baccalaureate and 7 years
- Less than baccalaureate and 13 years (CAO experience only)
- Local government department head experience may receive half credit
- CEO experience from other sectors *may* receive half credit

# Management Assessment (formerly Applied Knowledge Assessment)

- Self-assessment of knowledge of local government principles and practices and the ability to apply them to management situations
- 75 multiple choice questions
- Takes 1.5 to 2 hours to complete online ([www.webassessor.com/ICMA](http://www.webassessor.com/ICMA))
- You can save and return later as needed
- Confidential, topical scoring is provided immediately
- **IT IS NOT A TEST**

# Credentialing Application Process

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- Complete Management Assessment and receive results
- Submit application (which includes professional development plan based on assessment results)
- CAB reviews after application deadline
- Recommended names are listed in Leadership Matters for a 30 day member review period
- Final approval is granted by the Executive Board
- Members receive email confirmation and receive a wall certificate

# How To Apply for the Credential

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Members must apply online by:

- Signing in at [icma.org](https://icma.org) and clicking on My ICMA
- Selecting Credentialing Apply/Renew from the Credentialing dropdown menu
- Clicking the Apply button
- 2026 deadlines are January 5, April 6, July 6 and October 5

# What is the Cost?

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- \$50 for online application
- The Management Assessment is \$75 and can be ordered at [webassessor.com/ICMA](http://webassessor.com/ICMA) (you can also access this link through the Credentialing section of [icma.org](http://icma.org))

# Professional Development Plan

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- Includes:
  - Learning goal(s)
  - Potential Activities
- Ensures conscious intent and focus
- Visit Credentialing Resources section of *icma.org* for sample plans, recommended reading, etc.

# Maintaining the Credential

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- Maintain ICMA Full Membership
- Submit new professional development plan and annual report of completed professional development activities online
  - Plans and reports are due one year after approval, on the first day of the month
  - Instructions are e-mailed starting three months in advance of the deadline
- Complete a multi-rater assessment at least once within the first 5 years
- There is no annual fee to remain in the program

# Multi-Rater Assessment: What Is It?

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- Assessment of practice that should address most of the 14 ICMA Practices for Effective Local Government Leadership
- Members choose a mix of participants that may include elected officials or supervisors, department heads, and administrative staff
- Should include a self assessment
- Way to get upward feedback to focus professional development efforts
- Results are confidential and only provided to member

# Multi-Rater Assessment

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- Credentialed Managers must choose from a list of preapproved multi-rater assessment tools, which are designed to assess the ICMA Practices for Effective Local Government Leadership. The assessments are not a performance evaluation.

# Retired Credentialed Manager

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- Retired members who have been credentialed for at least five years are eligible to become Retired Credentialed Managers. Retired Credentialed Managers do not have to submit annual reports unless they desire to retain the “active” credential.
- Exempt from the 5 year multi-rater requirement
- This is not automatic. Members should e-mail [credentialing@icma.org](mailto:credentialing@icma.org) to find out whether they are eligible.

# Fun Facts

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- Over 1600 members have earned the ICMA Credentialed Manager or the ICMA Credentialed Manager Candidate designation
- Credentialed Managers are represented in 47 states (no HI, MS, MT) and Washington, DC
- North Carolina has the most Credentialed Managers (166), followed by Florida (163)

# What Members Are Saying...

## PROFILES OF LEADERSHIP AND MANAGEMENT IN ACTION



"ICMA's credentialing program ensures local government leaders stay abreast of issues challenging our profession and have the tools necessary to lead their organizations. I wholeheartedly encourage local government leaders to seek this credentialing as part of their professional development efforts."

**William L. Sorah**  
City Manager  
City of Bristol, TN  
Credentialed since April 2016

**Demonstrate your commitment to professional development and lifelong learning. Join the growing number of those who have earned the ICMA-CM designation.**

ICMA Credentialed Managers are viewed with growing distinction by local governing bodies and progressive, civically engaged communities. For more information, visit [icma.org/credentialedmgr](http://icma.org/credentialedmgr)

*Celebrating  
20 Years of  
the Voluntary  
Credentialing  
Program!*

# What Members Are Saying...

## PROFILES OF LEADERSHIP AND MANAGEMENT IN ACTION



"Participating in the ICMA Voluntary Credentialing Program is one of the biggest ways I invest in myself. It puts you in the driver's seat, and you create your roadmap for your learning in the year ahead. I am able to move the needle on my learning and growth in very intentional ways. This helps me to be a better human and to serve my organization and community."

**Heather Geyer**  
City Manager  
City of Northglenn, CO  
*Credentialed since October 2018*

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# What Members Are Saying...

## PROFILES OF LEADERSHIP AND MANAGEMENT IN ACTION



"After 25 years of working with and in government, I find that there is always more to learn. The Voluntary Credentialing Program sets a solid framework for that continuous professional learning. It has also been an extremely valuable asset that lends an air of professional credibility when working with the public."

Nicole Zieba  
City Manager  
Reedley, CA  
*Credentialed since April 2018*

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# Questions???

[Credentialing@icma.org](mailto:Credentialing@icma.org)

Set up a call with thru Calendly.

<https://calendly.com/sboyd-wlk/my-first-meeting>

# ICMA

INTERNATIONAL CITY/COUNTY  
MANAGEMENT ASSOCIATION