

Certified Association Executive®

PRIOR LEARNING ASSESSMENT

YOU'VE ALREADY DONE THE WORK. NOW MAKE IT COUNT.

CSAE understands that not-for-profit leaders like you have a wealth of knowledge and expertise that didn't require time in the classroom to acquire. Which is why we don't think you need time in the classroom to prove it.

Prior Learning Assessment (PLA) for the Certified Association Executive® Program allows you to earn credit for existing experience and education.



Receive credit towards four out of the five required courses and earn your CAE® designation in less than 5 months.



CAE 100

CAE 100 introduces the foundational elements of associations; goals, leadership, management strategies, organizational structures, and strategic planning.

LEADERSHIP



CAE 200

CAE 200 examines the need and rationale for the development, implementation and discontinuation of products and services. This course introduces the concepts of quality, pricing, evaluations and member satisfaction.

MEMBERSHIP



CAE 300

In CAE 300 students learn about Human Resource management through the lenses of Systems, Technology, Accounting and Communications as well as explore the concept of Continuous Improvement.

OPERATIONS



CAE 400

CAE 400 provides key insights into the products and services typically found in associations. Current trends and issues and best practices are also discussed.

PRODUCTS



Certified Association Executive[®] PLA

Requirements

- Five or more years of senior management experience.
- Applicants must self assess level of experience as compared to each competency and provide adequate supporting documentation.

Available Courses

- Submissions are accepted toward CAE 100, CAE 200, CAE 300, and/or CAE 400.

Cost

- Application is \$350.00 per course.

Timelines

- Applications are accepted and assessed on a rolling basis.
- Assessment takes 2-4 weeks.

Earn the Designation

All applicants must pass all CAE course(s) for which they were not granted PLAR credit, CAE 500 and the exam as well as join CSAE as a member to earn and retain the designation.

READY TO APPLY?

1. Review the competencies for each course and determine which best suits your expertise.
2. Assemble all required materials and supporting documents.
3. Visit www.cae@csae.com and register for PLA for the course(s) of your choice.
4. Log in to the application system, upload your documents and submit for assessment.

LEADERSHIP

MEMBERSHIP

OPERATIONS

PRODUCTS

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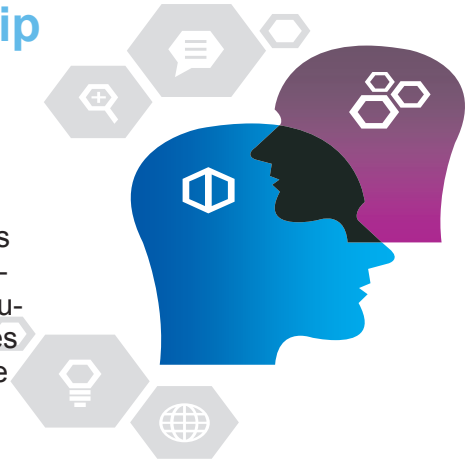
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CAE® PRIOR LEARNING ASSESSMENT

CAE 200 Association Membership Services

CAE 200 examines the need and rationale for the development, implementation and discontinuation of products and services. This course introduces the concepts of quality, pricing structures, product evaluations and member satisfaction. As a key component, students learn how to manage the marketing of products and services through the development of a marketing plan. Discussions include integrating strategy and standards to improve member services.



Core Competencies

- Implementation
- Conceptual Skills
- Change & Flexibility
- Facilitation & Commitment
- Governance & Decision Making
- Strategy, Standards & Satisfaction
- Ethics
- Marketing
- Quality & Pricing
- Monitoring & Evaluation
- Innovation & Creativity
- Knowledge Management
- Member Relations
- Working Together
- Products & Services
- Understanding Members
- Recruitment & Retention
- Member Communication

Required Documentation

- Current resume which clearly demonstrates five or more years of senior management experience.
- Two written references which speak to your leadership and management experience.
- Your most recent job description.
- Completed evidence log.
- Supporting Documentation: Recommended documentation includes, but is not limited to; SWOT analysis, case studies, project briefs, project management time lines, communication plans, strategic plans, employee retention plans, succession planning, surveys, performance reviews, job descriptions, reports, board reports, white papers, blog articles, academic papers, transcripts and course descriptions. The same deliverable may be utilized for multiple competencies.

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MEMBERSHIP

OPERATIONS

PRODUCTS



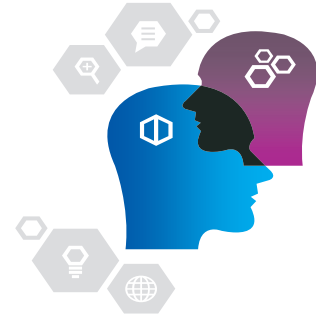
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CAE[®] PRIOR LEARNING ASSESSMENT



CAE 200 Core Competencies



Working Together

- Understand team-building techniques and dynamics.
- Act as a leader or member of a multi-function team, appreciate the value of diversity and use effective communication skills.
- Build and motivate teams inside and outside the organization, and resolve conflict.

Facilitation & Commitment

- Understand practices to facilitate situations and engender commitment.
- Provide self-direction and self-motivation and demonstrate commitment to members and the organization.
- Facilitate consensus-building and commitment towards the mission and its implementation.

Ethics

- Understand ethical responsibilities and dilemmas.
- Demonstrate adherence to established or desirable ethical standards.
- Set highest standards for self and others, and monitor practice.

Innovation & Creativity

- Aware of successful practices to establish innovation and creative environments.
- Implement innovative and creative products, services and practices.
- Create an environment where innovation and creativity are encouraged in the organization and lead by example.

Change & Flexibility

- Recognize the stages within the change process and the importance of flexibility and negotiations.
- Anticipate, respond and adapt approach and style to different leadership demands.
- Use change management processes to benefit the organization and involve key stakeholders.

Implementation

- Understand methods and impacts when implementing strategy.
- Use standards, performance indicators and policy to support strategy implementation.
- Develop commitment, ownership and timing to reflect resource capability.

Conceptual Skills

- Understand decision-making tools and their applications in developing problem-solving strategies using a systems thinking approach.
- Apply strategic integrative analysis to evaluation of products, services and processes.
- Identify and analyze situations and problems so that viable solutions are found; approach tasks and problems so that the total system and strategies are taken into account by self and others.

LEADERSHIP

MEMBERSHIP

OPERATIONS

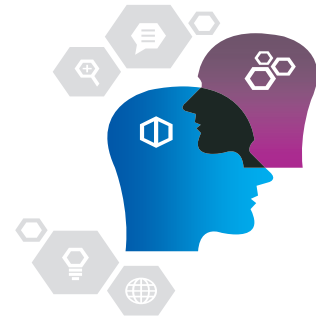
PRODUCTS



CAE[®] PRIOR LEARNING ASSESSMENT



CAE 200 Core Competencies



Knowledge Management

- Understand the nature and elements of Knowledge Management and its relationship to organizational performance.
- Measure the organization's efforts to improve Knowledge Management activities.
- Develop recommendations and implement practices to improve Knowledge Management activities.

Monitoring & Evaluation

- Understand the importance of measurement and practices to monitor and evaluate plans and related processes.
- Develop effective processes to ensure adequate monitoring and evaluation occurs.
- Use a continuous improvement approach to review and comment on plans.

Governance & Decision-Making

- Understand the distinction between governance and management, and applicable responsibilities for decision-making.
- Develop effective and efficient chapter or other multi-level structure relationships, and identify and provide required support.
- Evaluate current governance and decision-making efforts and establish structures, operating processes and accountability to ensure effectiveness.

Understanding Members

- Understand the value and methods of getting member information and the need for self-regulation.
- Use member input to influence decision-making.
- Develop and conduct a member survey to determine needs and wants and standards for self-regulation.

Member Relations

- Understand the importance and practices to maintain effective member relations.
- Personally engage in activities to improve member relations.
- Evaluate current member relations efforts and develop, implement and manage a member relations program.

Member Communications

- Understand various types of communications and processes used.
- Seek out and listen to messages from members.
- Evaluate current member communications efforts and develop, implement and manage a member communications plan.

LEADERSHIP

MEMBERSHIP

OPERATIONS

PRODUCTS



CAE[®] PRIOR LEARNING ASSESSMENT



CAE 200 Core Competencies



Recruitment & Retention

- Understand practices used to improve recruitment and retention efforts.
- Recognize member issues and problems.
- Evaluate current recruitment and retention efforts and develop, implement and manage a member recruitment and retention program.

Products & Services

- Understand how products and services are approved or abandoned.
- Use a continuous improvement approach to products and services.
- Evaluate current new product development and abandonment efforts and develop criteria that should be part of the decision-making process.

Quality & Pricing

- Understand the importance of quality in serving members and pricing decisions.
- Apply quality principles and objectives with self and promote them with others.
- Evaluate current quality efforts and pricing practices and recommend a plan for improvement.

Marketing

- Understand the importance of marketing and its impact on the organization.
- Make decisions which give due regard to marketing implications.
- Evaluate current marketing efforts and develop, implement and manage a marketing plan.

Strategy, Standards & Satisfaction

- Understand the value in linking overall strategy to standards and member satisfaction.
- Monitor and use the links to direct continuous improvements.
- Evaluate efforts to link strategy, standards and satisfaction and recommend a plan for improvement.

LEADERSHIP

MEMBERSHIP

OPERATIONS

PRODUCTS

