



## CAE 400 - Association Operations II (Products & Services)

CAE 400 - Association Operations II (Products and Services) builds on previous courses. This course provides the association manager with key insight into the types of products and services an association can offer as well as how those offerings may be implemented. You'll explore how to offer the best member benefits given your available resources. You'll also understand the trends and issues affecting your delivery of products and services as well as how you can measure their effectiveness to strive for relevance and continuous improvement.

### Competencies explored:

- Volunteers
- Events
- Ethics
- Other Services
- Advocacy
- Education
- Conceptual Skills
- Planning
- Fundraising
- Innovation and Creativity
- Credentialing
- Member Relations
- Member Communications
- Change and Flexibility
- Working Together
- Publications and Information
- Monitoring and Evaluation
- Reporting and Accountability
- History, Current Status, Trends and Issues

### Course learning objectives include

- understanding how to plan, develop and manage publications and information
- identifying various fundraising methods and determining the most appropriate activities for the association
- evaluating member products and service for quality and relevance, and identifying opportunities for improvement

### Course duration and delivery method

The course takes place over 12 weeks and is delivered online. We recommend that you spend 10 to 12 hours per week working on the course. Qualified students may also opt to demonstrate their experience and skill in the competencies explored in this course by submitting their portfolio for [Prior Learning Assessment Recognition \(PLAR\)](#) consideration.

### Prerequisites

While there are no prerequisites to enroll in CAE 400, this course does build on topics covered in CAE 300. Further, a minimum of 2 years prior experience working or volunteering in not-for-profit organizations such as professional or trade associations, issue specific groups and charities is recommended. Managerial experience is also an asset.