

POLICIES

EDUCATION POLICIES

To provide policies for the management of educational programs, including national educational conferences, national education seminars, and other products of an educational nature.

NATIONAL EDUCATIONAL CONFERENCES

NCMA conducts conferences on subjects of interest and relevance to the contract management profession. These events are planned, managed and financed by NCMA.

Conferences must be strategically managed by elected representatives of the association, and serve the interests of NCMA. The administration of this policy shall be the responsibility of the Executive Director.

The volunteer members of NCMA represent the subject matter expertise of the community, and as such, must be responsible for the content of NCMA's national educational conferences. This is accomplished through appointment of Conference Chairs and Committees, which shall be staffed by volunteer members.

National educational conferences draw attendance from a limited community. To not create competition within and between NCMA's own conferences, the number of programs, the market segment targeted, the price, location, and many other factors must be carefully considered. NCMA's conferences represent an interdependent assembly of programs that must be managed as a portfolio, rather than as independent events.

Responsibilities

The Board of Directors is responsible for determining what national educational conferences shall be included in NCMA's program portfolio, determining the timing of changes or additions to the portfolio and determining the target market segments for each conference.

The Executive Director is responsible for the implementation and management of national educational conferences. This includes maintaining professional meeting management knowledge and skills on staff, nominating Conference Chairpersons, briefing the Board of Directors, reviewing and selecting conference cities, dates, sites, and pricing, executing all contracts, developing and maintaining plans, schedules and budgets, marketing and sales activities, including developing and implementing marketing plans, selling exhibits, sponsorships, and advertising, receiving registrations, managing finances, including receiving payments and paying expenses, coordinating awards presentations with the Awards and Honors Committee, and maintaining conference files, including evaluation forms, planning meeting minutes, lessons learned, etc. for future reference.

The Conference Chair reports to the President and is responsible for identifying program themes, constructs, speakers, and content, communicating program information to the NCMA staff, and serving as master of ceremonies at the conference.

Scope

The Board of Directors has approved the following national educational conferences as part of the association's portfolio. The Executive Director is authorized to conduct these conferences annually without further approval of individual events.

- World Congress: shall address all segments of the profession, and be held in varying cities as decided by the Executive Director, in April.
- Aerospace and Defense Contract Management Conference: shall address the defense and aerospace segments of the profession, and be held in varying cities as decided by the Executive Director in July.
- Government Contract Management Conference: shall address the federal contracting segments of the profession, and be held in the Washington, DC area in November or December.

Policies

Advance registration and cancellation policies will be established by the Executive Director.

The costs of Board of Directors, committee, Contract Management Institute, or other meetings not directly related to the conference will not be charged to the conference budget. This includes meals, meeting rooms, audiovisual equipment, and miscellaneous supplies and services.

Publicity in Contract Management magazine will be charged to the conference budget at in-house rates.

The Executive Director will provide to the President a final conference report within sixty (60) days of the event. This report will include financial information (revenues and expenses compared to budget), conference attendee evaluation information, and lessons learned.

NATIONAL EDUCATION SEMINAR SERIES (NESS)

The National Education Seminar Series (NESS) is a portfolio of seminars developed by NCMA for use by its chapters and the National staff. The NESS program serves not only to educate members, but it also is an important recruitment strategy, an important chapter fundraising event, and an important NCMA fundraising event.

Responsibilities

The Executive Director is responsible for identifying seminar topics, developing seminar materials, identifying and orienting speakers, marketing the seminars to chapters and members, providing seminar materials and speaker rosters to chapters, obtaining program evaluations, and collecting payments from chapters.

Chapters select the date and location, appoint volunteers to manage the seminar, select and coordinate seminar speakers, set registration fees, conduct local marketing, coordinate information with NCMA, receive and record registrations, collect payments, receive and forward membership applications and payments to NCMA, return extra materials to NCMA, and submit payment to NCMA. When it will not adversely impact Chapter led NES', the National staff may also schedule and conduct NESS presentations.

Policy

Chapters will determine the registration fees for seminars they host. This includes determining group or quantity registration discounts.

Chapters will collect all registration fees, including credit card payments. Chapters can establish a merchant account through a national agreement maintained by NCMA with a bank, making it inexpensive and convenient for chapters to manage.

Refunding of fees to registrants who cancel their registrations shall be at the discretion of the chapter.

The price chapters pay to NCMA for seminar materials covers not only the cost for the materials, but also serves as an important source of funds for NCMA. The price will be set by the Executive Director at a level to encourage chapter participation, while meeting NCMA fundraising objectives.

Chapters will pay the national office the prescribed fees within 30 days of the date of their seminar.

Chapters may outsource the performance of their seminar to NCMA. This is particularly useful if the chapter does not have enough volunteers to staff the program, but still wants to offer it to their members. It is also a way of minimizing financial risk. The chapter selects the topic, and works with NCMA on date, site, and speaker selection, pricing, and marketing. NCMA assumes all risk in this arrangement, so it reserves the right to make final decisions. The chapter will receive a royalty fee of \$20 per paid attendee.

The registration fees and other fees and costs associated with seminars conducted solely by the National office will be determined by the Executive Director.

NES seminar(s) will be developed and presented as appropriate topics are identified. Topics may address core competencies, such as negotiation, or contemporary topics, such as performance based contracting, based on the current environment.

Multiple seminars (at least two) will be developed throughout a program year and remain active for at least a 12-month period. This will allow each chapter to select, from a menu of seminars, which one(s) they most want to host.

Chapter level NES seminars may not be scheduled the week of a NCMA World Congress without the express approval of the Executive Director.

From time-to-time, the NES topic will have significant appeal to other associations. In such cases, a co-sponsorship arrangement between such associations and NCMA at either the national or individual chapter level is appropriate. In such cases, co-sponsoring arrangements are allowed only with not-for-profit associations. Co-sponsorships with “for profit” associations is prohibited. The arrangements will not include any revenue sharing, nor will it include reimbursement of expenses to the co-sponsor. The benefit to the co-sponsor is the availability of the seminar to their members at the NCMA member price. Co-sponsors will be responsible for promoting the NES to their constituency. Co-sponsor attendees will receive the same handout materials, etc., that NCMA member attendees receive.

EDUCATIONAL PRODUCTS

NCMA produces a variety of educational materials in performance of its mission. These may include printed publications, web publications, CD-ROMs, videos, audio recordings, or on-line training courses. NCMA also publishes and distributes educational products developed by other entities.

Responsibility

The Executive Director is responsible for developing, producing and distributing educational products, and obtaining Board of Directors approval when required. This includes negotiating and administering publication agreements of products from other individuals and organizations.

Policy

Educational products will be priced based on market conditions. Chapters and members shall receive discounts on all products. Pricing considerations include the cost of developing and producing the product, including staff labor and overhead, the nature, marketability, and anticipated demand for the product, and prices for similar products in the marketplace.

Prior to beginning development of new education products, the Executive Director will prepare a business case, documenting the product development plan, investment requirements, and forecast sales. This process will ensure effective planning is conducted prior to implementing programs.

The Board of Directors must approve the business case for new product development plans requiring investment of more than \$10,000.

JOINT CERTIFICATE OF COMPLETION PROGRAMS

Government agencies, colleges and universities, private training companies, and other institutions provide educational programs to members of the contract management profession. These organizations may seek to increase brand awareness and product value by offering their customers a certificate of completion that includes NCMA endorsement. This is accomplished through a variety of methods, including co-branding agreements, endorsements, and joint programs.

A co-branding agreement is used when NCMA and a second (or additional) parties agree to market courses under both (or all) of the organizations' names. This may serve to increase the perceived quality or value of the program, increasing sales. There may be other strategic reasons for co-branding as well. The courses are provided by one of the parties, but are marketed jointly. There generally is some form of consideration to NCMA in this arrangement.

Joint programs are used when NCMA and a second (or additional) party agree to award a credential, such as a certificate of completion, to a customer, based on the completion of a prescribed curriculum, that utilizes courses from both (or all) parties. This also serves to increase the perceived quality or value of the program, increasing sales. There may be other strategic reasons for co-branding as well. There generally is some form of consideration to NCMA in this arrangement.

Because these arrangements put the NCMA brand and reputation at risk, due diligence should be employed, and a formal agreement should be executed.

Responsibility

The Executive Director is responsible for identifying potential co-branding and joint certificate programs, conducting due diligence, obtaining Board of Directors approval, and executing and administering agreements.

The Board of Directors is responsible for approving all co-branding and joint programs.

CONTINUING EDUCATION UNITS (CEUs)

Employers often require their employees to complete continuing education to develop or maintain knowledge, skills, and abilities. Individuals attending NCMA educational programs need to know how many hours of instruction they have received, and need to document their participation. Individuals also need this information for certification or re-certification processes.

Responsibility

The Executive Director is responsible for ensuring continuous education units (CEUs) are identified, and certificates of attendance or completion are provided to participants, for all nationally sponsored NCMA educational programs.

Chapters are encouraged to identify continuous education units (CEUs) for their programs, and provide certificates of attendance or completion to participants.

Policy

Continuous education units (CEUs) will be identified, and certificates of attendance or completion will be provided to participants, for all NCMA educational programs.

One CEU is equivalent to one class hour of instruction.

Individuals are responsible for maintaining records of their participation in continuing education activities. NCMA maintains a list of paid registrants for national educational conferences, but cannot confirm whether an individual actually attended the program and therefore can claim the CEUs. NCMA will not maintain separate tracking of CEUs for individuals.