



Card Manager Certification: A Fact Finding Mission

NACCU Education Committee
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When I grow up I want to manage a one card program.

I was assigned to run the University's/College's card program, what do I do now?

Do I need any credentials to improve my performance and support future professional growth?



Should NACCU take the steps needed to develop a certification credentialing program?

What does this mean?

What would be involved?



What is Certification*?

Voluntary process by which an organization grants recognition to an individual who has met certain predetermined qualifications or standards.

*ACUHO-I Credentialing Task Force Update June, 2008

	Certification	Certificate
Focus	Assessing <u>current</u> knowledge and skills—usually broad in scope	Training individuals to achieve knowledge and skills—usually focused in scope—and assessing attainment of them
Components	<ul style="list-style-type: none"> •Eligibility requirements •Assessment •Ongoing requirements 	<ul style="list-style-type: none"> •Course/s based on a defined curriculum •Assessment
Attributes	<ul style="list-style-type: none"> •Results in a designation •Can be revoked 	<ul style="list-style-type: none"> •No designation •Cannot be revoked

Development Process*:

Current opportunities focus on professional development processes and some skill development.

Certificate programs focus on skill development and application of learning, including an assessment component

The Certificate Program will*:

- Model quality adult learning principles
- Be in areas where a significant gap exists in knowledge or skills
- Be in areas of high demand
- Be inclusive and accessible to many housing (card services, in our case) professionals, both in the model and in the delivery.
- Currently not available in another delivery method or partnership

Model*

Online, Self-Paced, Asynchronous, Grounded in learning best practices and principles. Number and depth dependent on certificate topic. Can be used independently without intent to attend institute or intent to seek certificate.

Intensive multi-day, in-person learning and application Institute. Modules are a prerequisite to attendance.

Required to receive certificate, could be test, application, or portfolio based

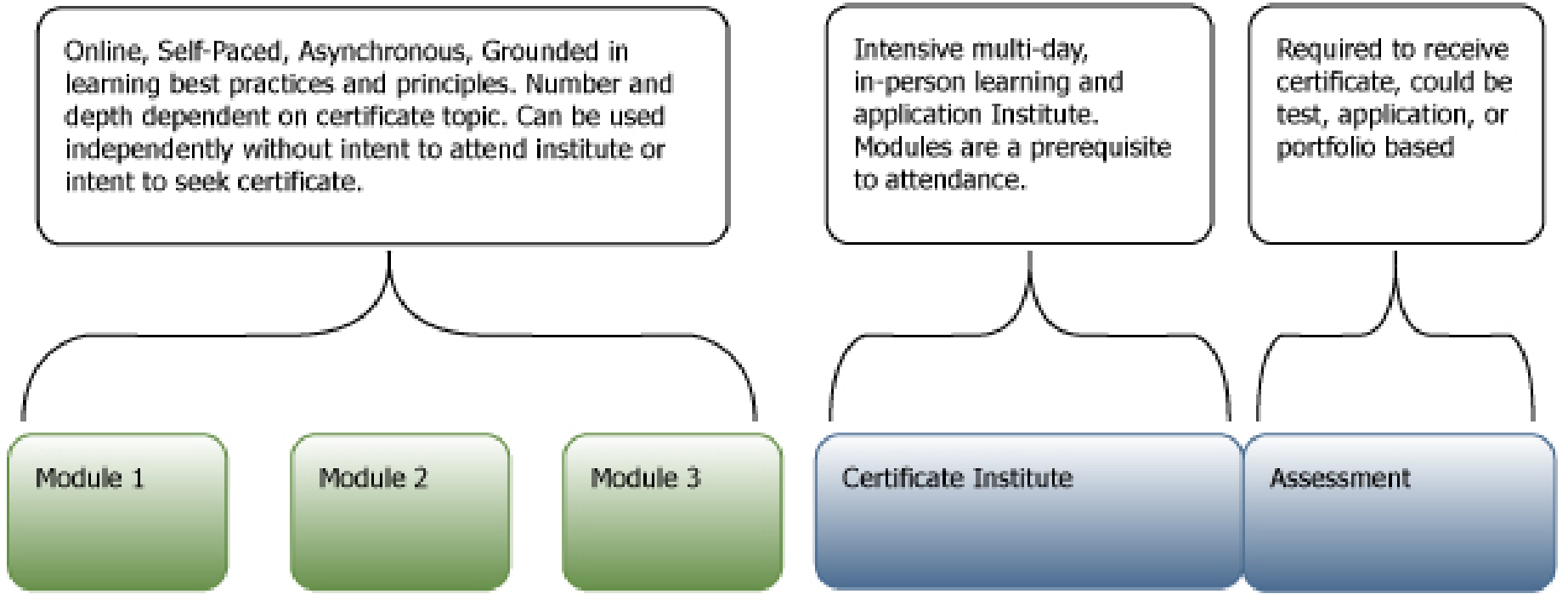
Module 1

Module 2

Module 3

Certificate Institute

Assessment





Certificate Possibilities

Activities

Alumni/Affiliates/Community Members

Annual Cycle of Tasks – forecast and be prepared

Assessment

Banking

Business Plan

Card Designs – factors

Cardholder Authentication – who gets one and why

Carding Events

Customer Service

Data Extraction/Reporting

Data Integrity

Data Management



Certificate Possibilities

Debit

Department Clients (Housing, ResLife, Campus Rec,
Doors, Athletics – what matters to them and why)

Door Security

Marketing

Meal Plan Events

Multiple Campuses

Off Campus Merchants

Operating Plan

Orientations – student/parent/staff/faculty

Policies and Procedures



Certificate Possibilities

Printing

Reconciliation

RFP Development

Running a Card Office

Staffing – Permanent/Temp/Student

University Budgets – include 3 -5 year
plan/capital

Writing a proposal/plan



More to Consider....

Do we...

- 1.need to do a more formal feasibility study?
- 2.need to develop a business plan?
- 3.identify an academic program to affiliate with?



More to Consider....

Do we...

4.need a course developer and instructional designer

5.need start up funds

6.need to identify subject matter experts to work on the committee



More to Consider....

Do we...

7.need to survey the membership to assess the interest in a certification program, program model, topics, targeted staff titles....?

8.need to determine the application and admission to the program process?



More to Consider....

Do we...

9. need to develop format, i.e., on line module with a capstone event (presentation at NACCU)?

10. need to determine how to assess successful completion of a module?

Number of participation hours?



What do you think?

Next steps?



Questions

Thank you for sharing your comments, questions, concerns regarding the certificate program.

Volunteers for the sub committee??