CHAMBER EXECUTIVE LEADERSHIP PROGRAM

The Utah Association of Chambers (UAOC) Chamber Executive Leadership Certificate Program is a new professional development program for chamber executives. By participating in the program, chamber executives will learn from subject matter experts, develop tools and tips and be recognized for sound business practices and for providing responsible and innovative programs to benefit their membership communities.

An additional benefit of the certificate program is to prepare chamber leaders for national credentialing programs such as the U.S. Chamber of Commerce's Institute for Organization Management, Association of Chamber of Commerce Executives's Certified Chamber Executive program, and the Western Association of Chamber Executives's certification programs.

A variety of topics will be covered during the program. Each topic will pertain to executive chamber leadership and be led by subject matter experts. For certificate at completion, the chamber executive must finish sixteen (16) courses within three (3) calendar years. The ideal candidate will complete the program in two (2) calendar years.

Potential Topics Include:

- Advocacy, Partnerships, Alliances
- Budgeting and the Bottom Line
- Governance: Building Better Boards and Committees
- Creating a 501(c)(3) Foundation
- Culture of Innovation
- Economic Trends
- Events: Strategies and Operations
- Everyday Ethics
- Managing a 501(c)(6) Organization
- Membership Models

- Financial Fitness
- Industry Forecast
- PACs and Political Endorsements
- Recruit, Engage and Retain Your Members
- Revving Your Revenue Stream
- Revenue Strategies: Sponsorship Solicitation and Fundraising
- Strategic Communications
- Sales: The Art of Persuasion and Negotiation
- Volunteer Development

Schedule:

- To be launched August 2022.
- Each program day will be held one day before the annual Winter and Summer Conferences for the Utah Association of Chambers.
- There will be four (4) one-hour sessions in each day of training.

Cost:

Total cost of the four session, two year program, is $499. Alternative payment options available.

Upon completion of the program, chamber executives will be recognized during the UAOC Summer Conference every other year. Executives will be presented with a Certificate of Executive Leadership and receive a marketing packet to assist their organization in utilizing the certificate designation as an effective marketing tool in recruitment efforts. These recipients will be listed on the Utah Association of Chambers website as well.

Requirements/Considerations:

- The Chamber Executive Leadership Certificate Program is voluntary and only UAOC members may apply. Note: Application does not guarantee approval or acceptance into the program.
- 2+ years experience in a key chamber or association leadership role.
- Previous outside leadership and management training experience.

Application Process:

1. Applications must be submitted by July 1, 2022.
2. The Certificate Program Committee, a cross section of experienced chamber professionals from small, medium and large chambers, will review each application based on a standard set of criteria/excellence for chamber executives in Utah.
3. Each application will receive a score based on the defined criteria.
4. The Committee will present scores to the full Chamber Executive Leadership Certificate Program Board and mark each applicant as either "Approved" or "Suggest Improvement."
5. For applicants marked with "Suggest Improvement," the Committee will provide feedback on the areas of needed improvement.

Questions?

Contact Maria Loftis at mloftis@slchamber.com.

*The Utah Association of Chambers, nor participation in the Chamber Executive Leadership Program, qualify as endorsement of a chamber in any legal manner. The Utah Association of Chambers is not liable for the actions of any members who participate in the program.