



Perceptions of Municipal Professional Accreditation in Ontario



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A Number of Options for Professionals...

- ▶ Universities
- ▶ Colleges
- ▶ Professional Development Courses
- ▶ Internal Training/Mentoring
- ▶ Professional Accreditation



Thinking About Professional Accreditation

- ▶ A process through which competency and credibility is recognized and certified.
- ▶ Certifies to those within the municipal sector that an accredited individual understands the roles and responsibilities of municipal government in Ontario and that he or she is sufficiently knowledgeable and experienced to undertake general managerial functions within an Ontario municipality



Jurisdictional Scan – United States

Organization	Requirements
International Institute of Municipal Clerks	<p><u>Certified Municipal Clerk</u> → 2 year membership; 60 “education” points and 50 “experience” points</p> <p><u>Master Municipal Clerk</u> → Hold a CMC; 60 “advanced education” points and 40 “professional and social contributions” points</p>



Jurisdictional Scan - Canada

Province	Organization	Requirements
Alberta	Society of Local Government Managers	<u>Certified Local Government Manager</u> → Hold certificates in the U of A Local Government Program and the National Advanced Certificate in Local Authority Administration Level II; 5 years experience; Adhere to code of ethics
Nova Scotia	Association of Municipal Administrators, Nova Scotia	<u>Certified Municipal Manager</u> → Completion of the National Advanced Certificate in Local Authority Administration or an examination of competency; 5 years experience; Adhere to code of ethics



Jurisdictional Scan - Ontario

Organization	Requirements
Ontario Municipal Management Institute	<u>Certified Municipal Manager</u> → Completion of Core Curriculum; Employment Experience Points; Completion of 10 points every 3 years to maintain certification
Ontario Municipal Tax Revenue Association	<u>Certified Municipal Tax Professional</u> → Completion of the Municipal Tax Administration Program; OMTRA member for 2 years.
The Association of Municipal Managers, Clerks and Treasurers of Ontario	<u>Certified Municipal Officer</u> → Completion of the Municipal Administration Program; Comprehensive Exam; AMCTO membership; Employed by a municipality for at least 3 years



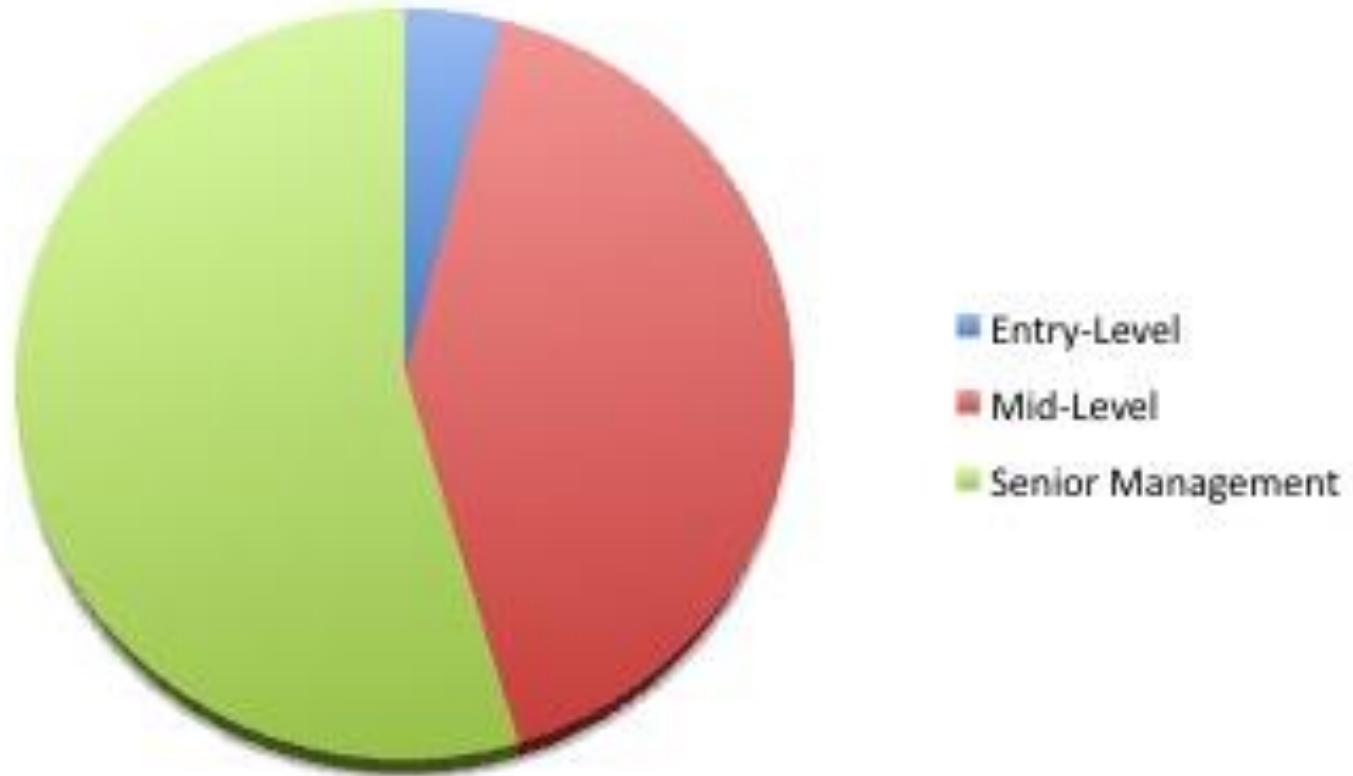
Study Methodology

- ▶ **Online Survey**
 - ▶ Distributed to members of AMCTO, OMAA, OMHRA, MFOA, Ontario Municipal Social Services Association and the Ontario Tax and Revenue Association
 - ▶ 572 Responses
- ▶ **4 Qualitative, Focus Group Style Interviews**
 - ▶ Open-Ended, Semi-Structured Questionnaire
 - ▶ Emphasis Placed on Open and Frank Discussion Regarding the Role of Professional Accreditation and the Employment Outlook in the Municipal Sector



Study Methodology

Position of Survey Respondents

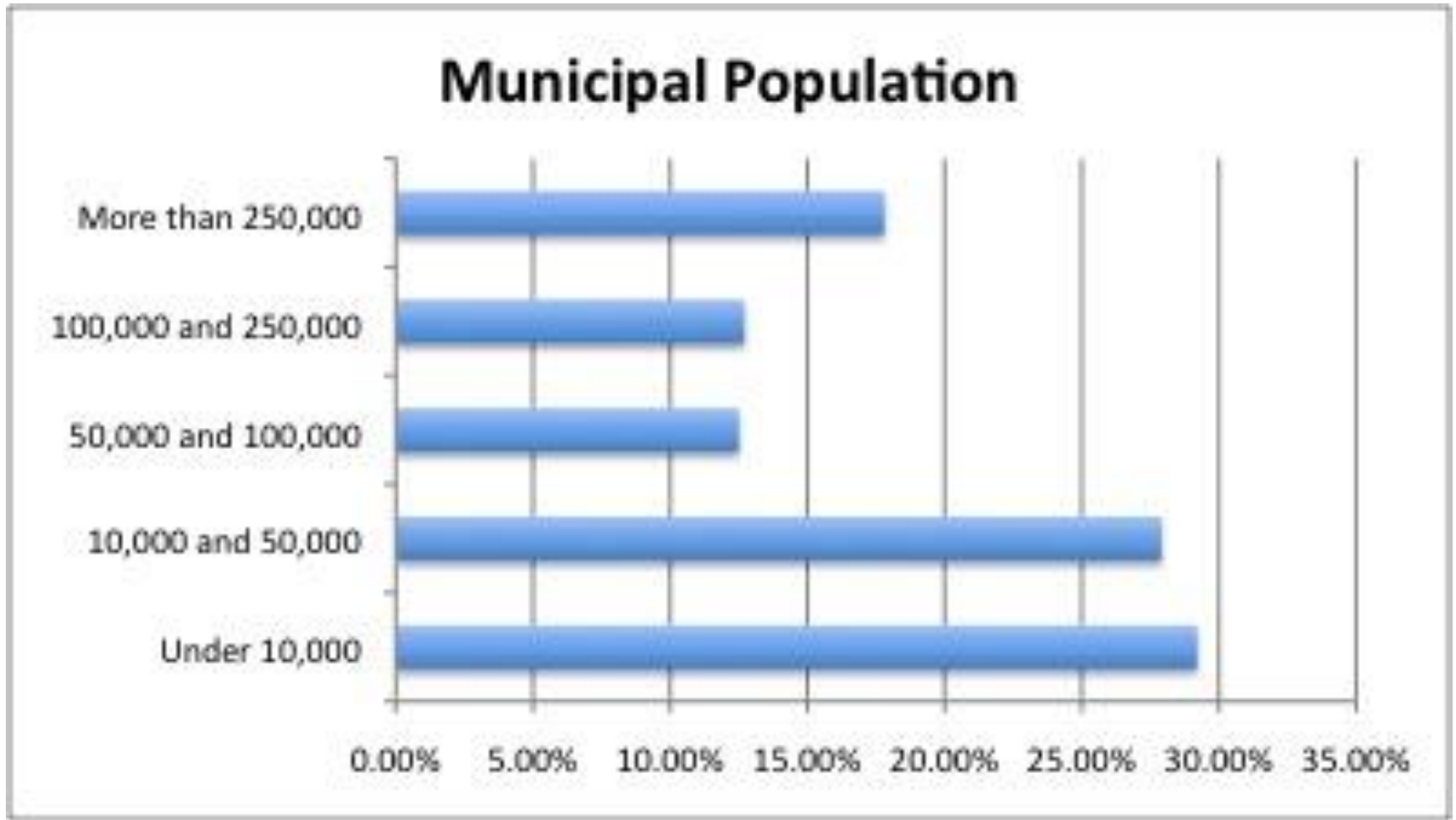


Study Methodology

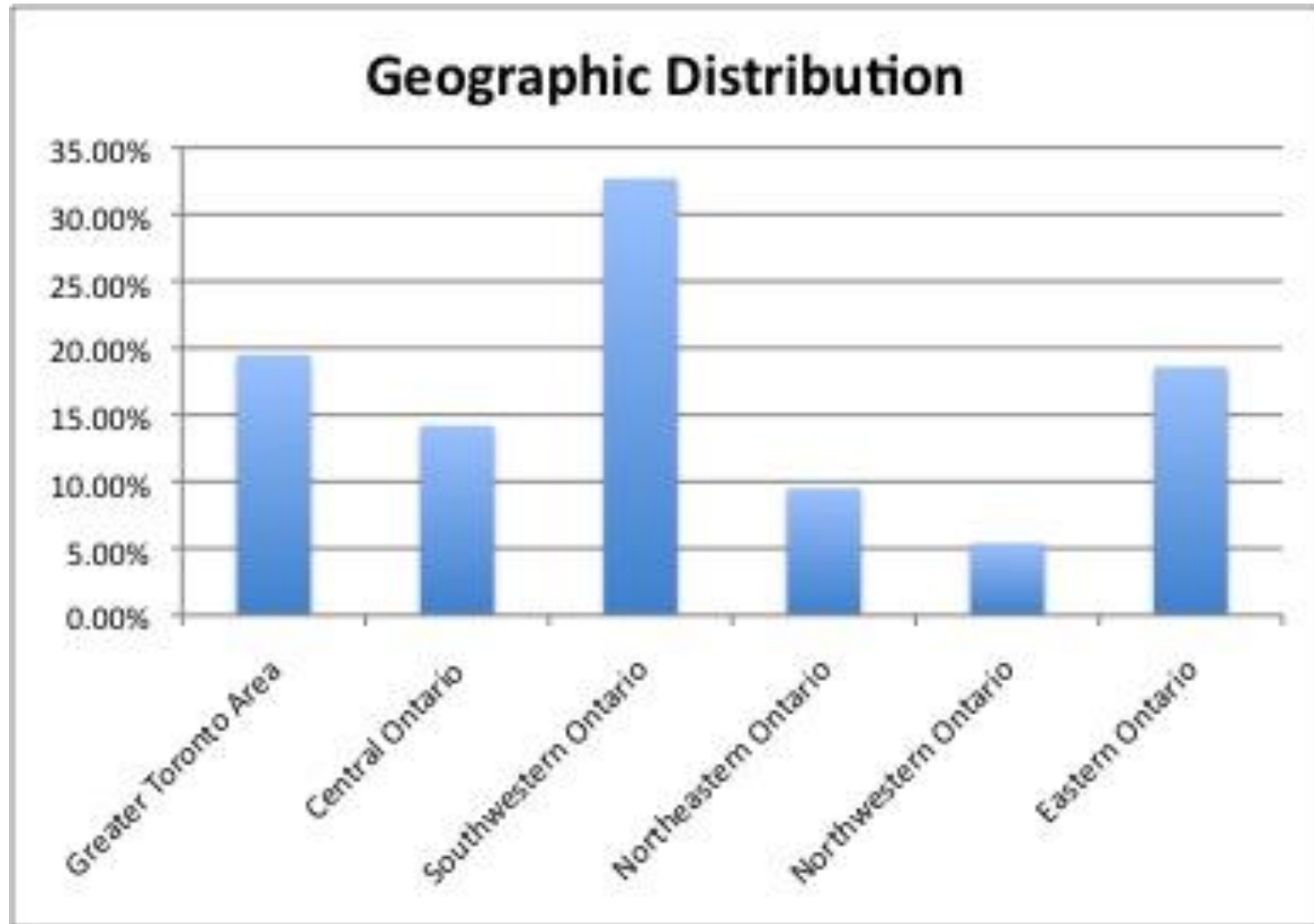
- ▶ 71% indicated they have been directly involved with hiring an employee within the past twelve months
- ▶ 80% indicated that they are directly involved with managing employees



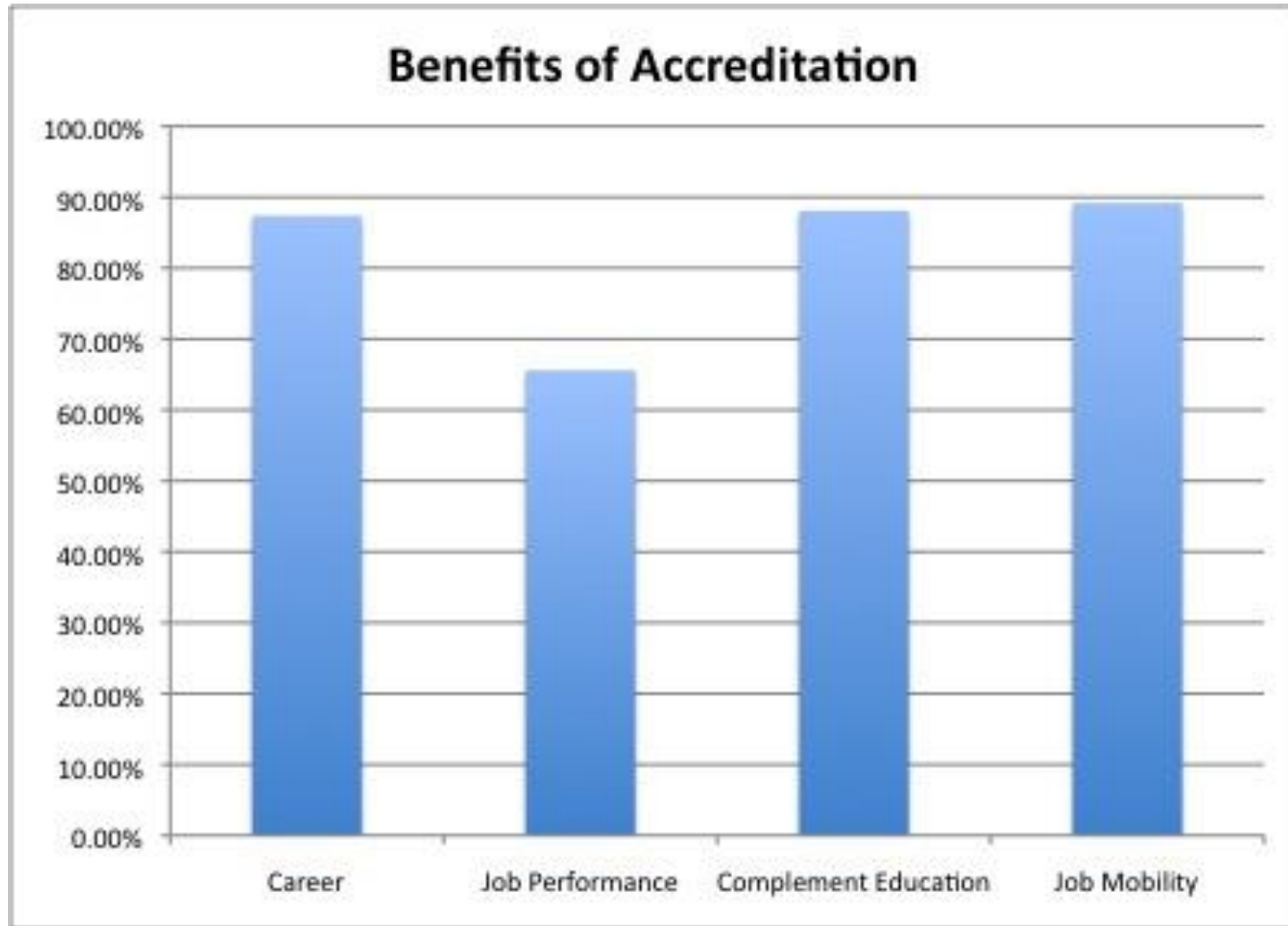
Study Methodology



Study Methodology



Why Pursue Accreditation?

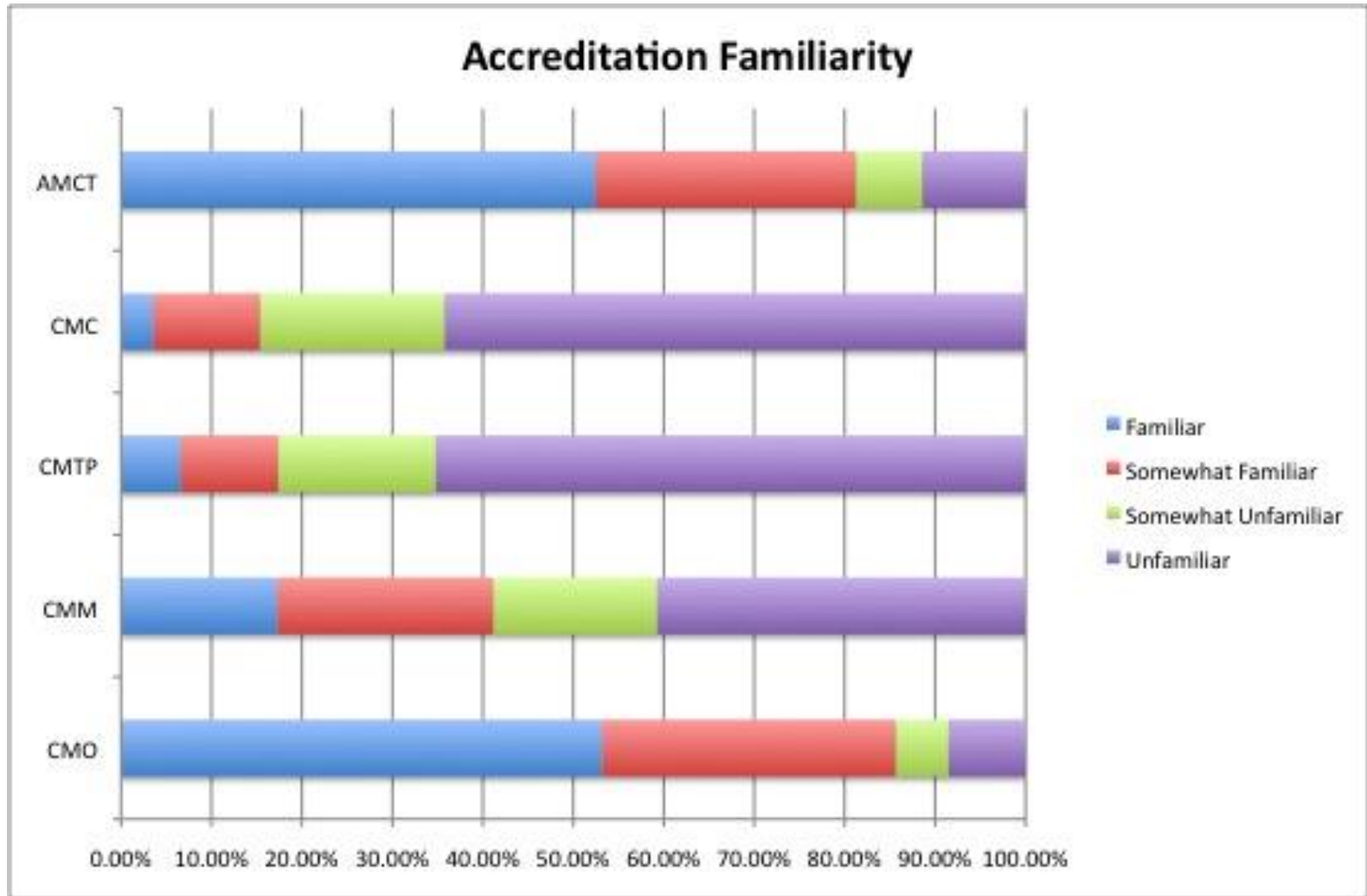


Accreditation Comparison

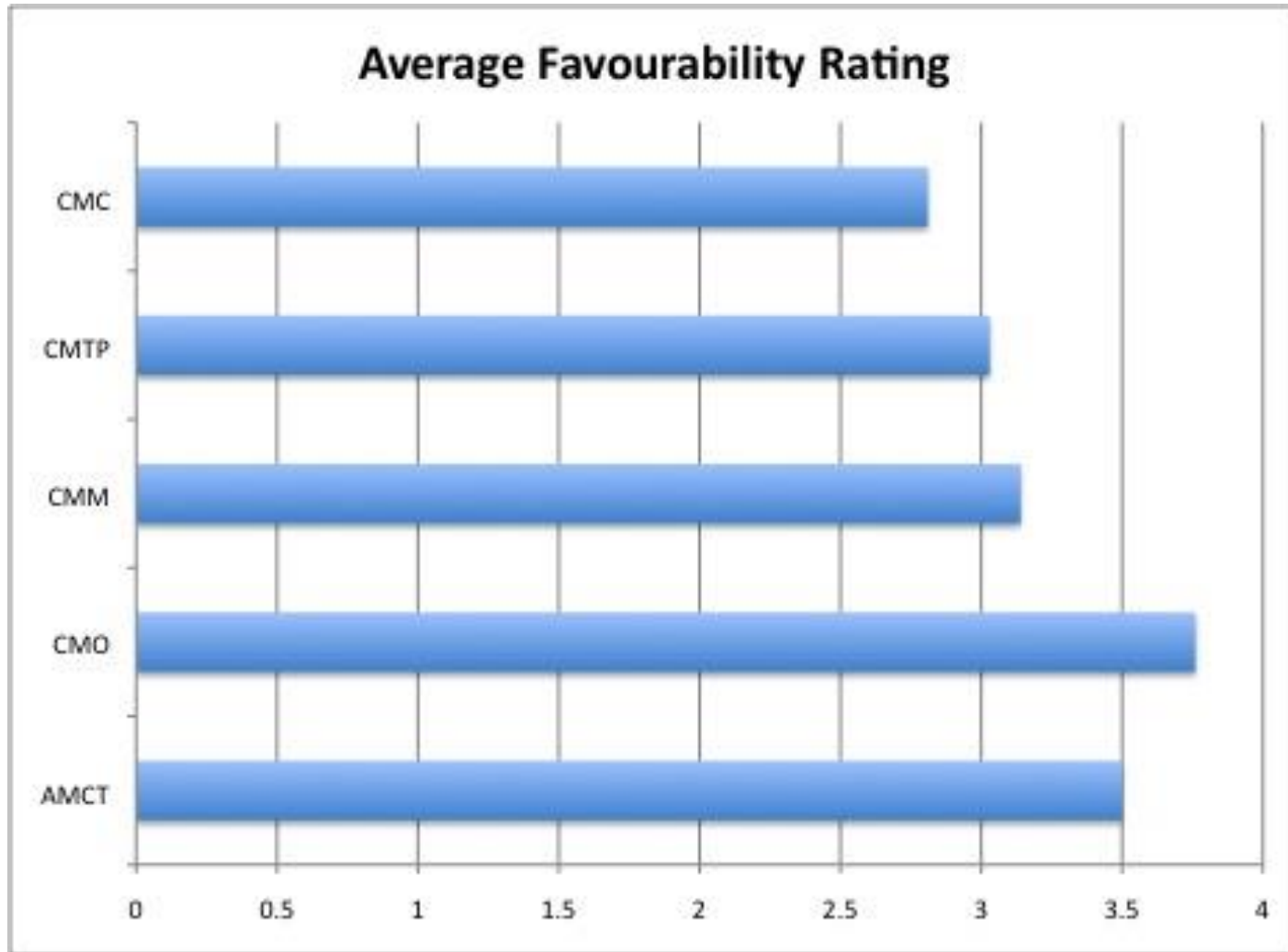
- ▶ CMO, currently offered through AMCTO
- ▶ CMM, currently offered through OMMI
- ▶ CMTP, currently offered through OMTRA
- ▶ CMC, currently offered through IIMC
- ▶ AMCT, previously offered through AMCTO



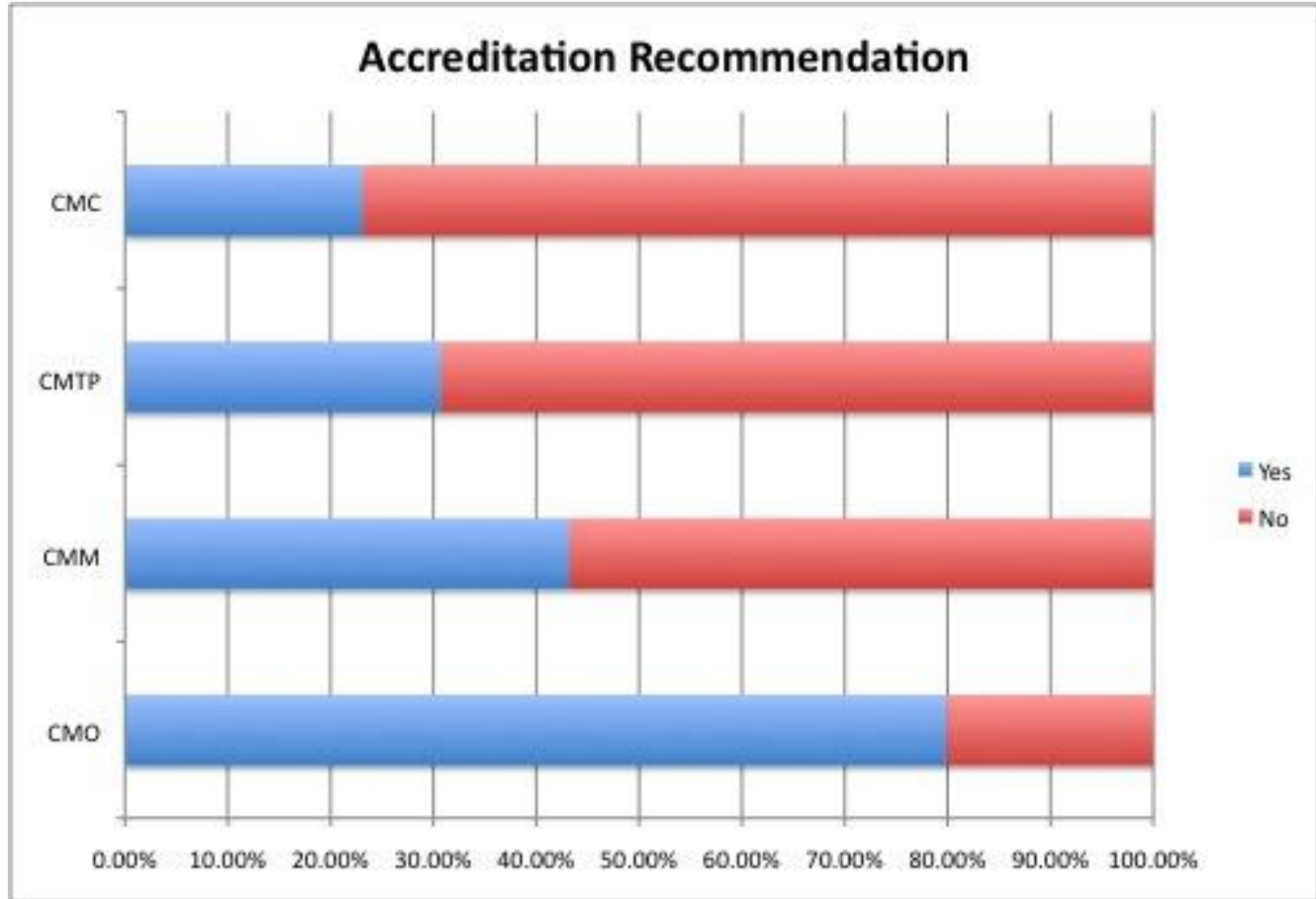
Familiarity With Different Accreditations



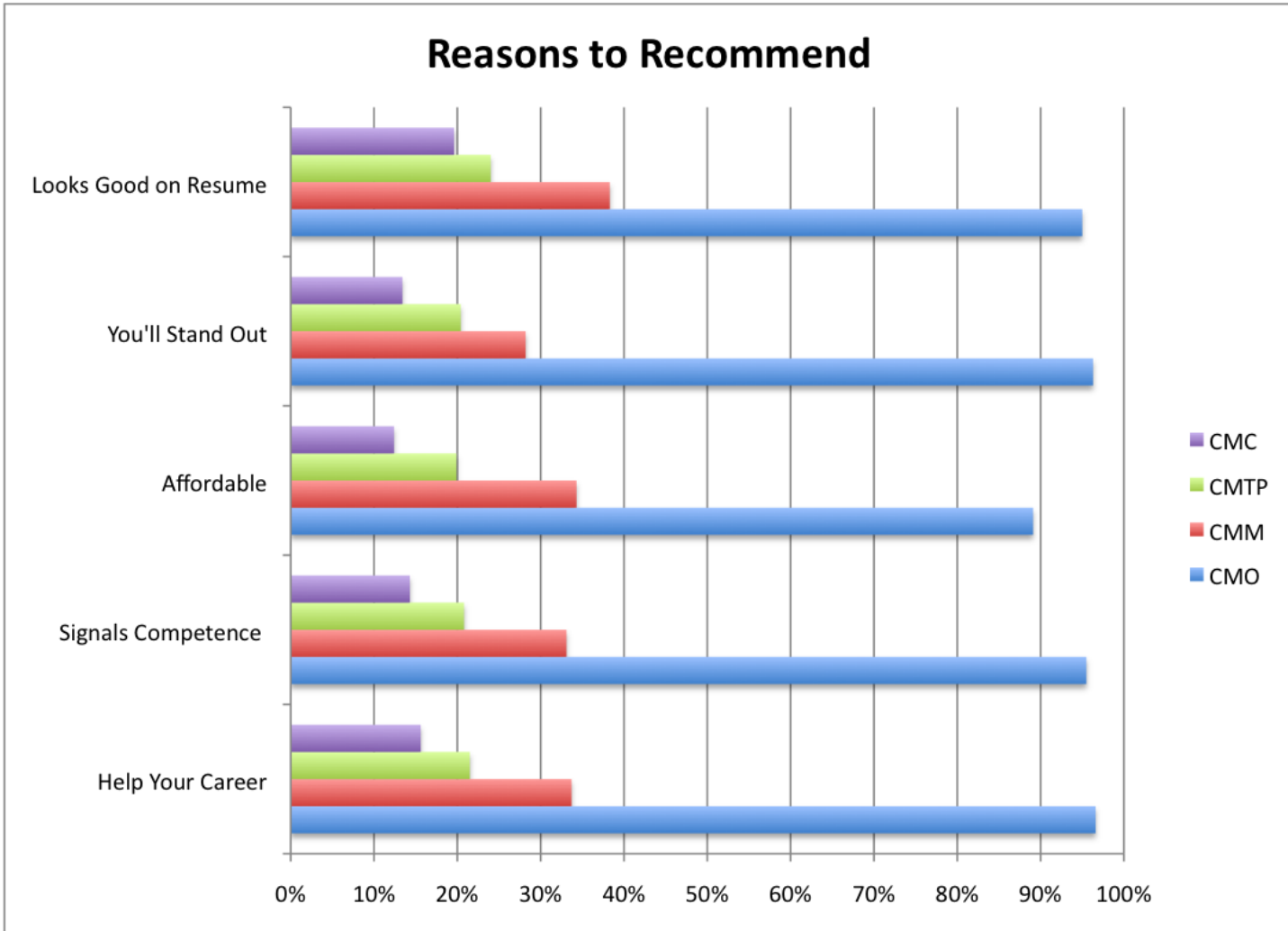
Average Favourability Ratings



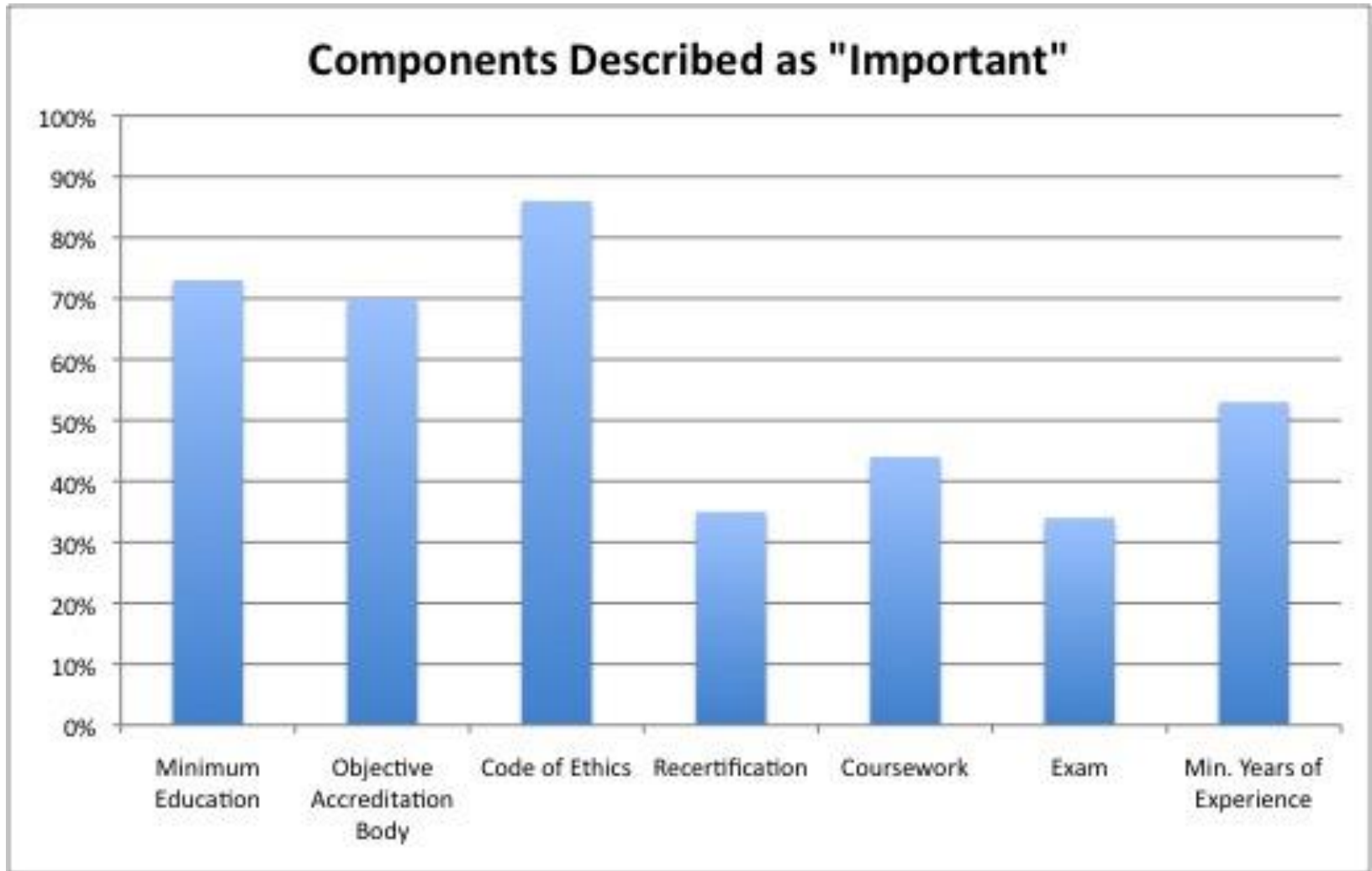
Likelihood of Recommendation



Reasons to Recommend

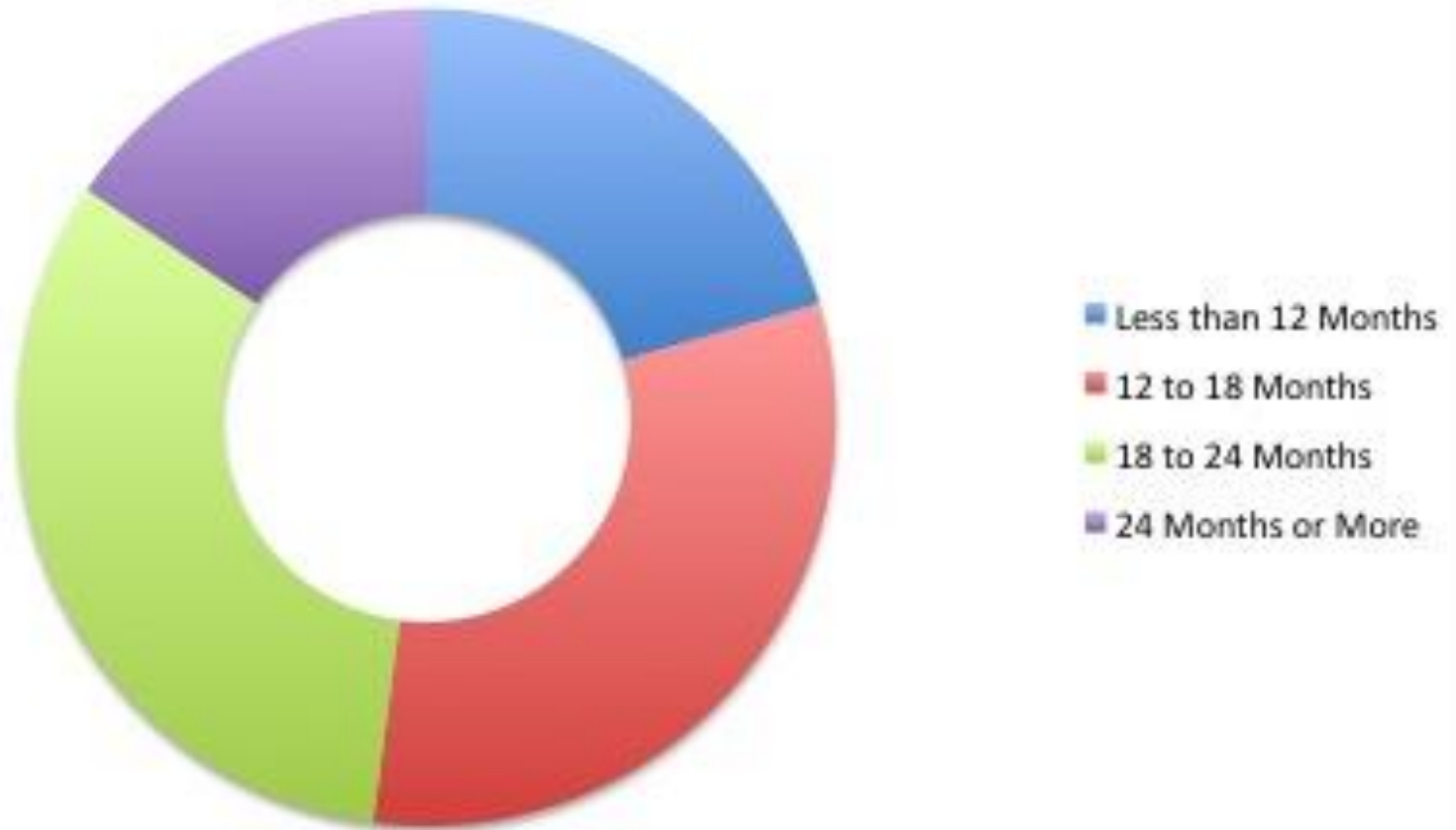


Important Accreditation Components

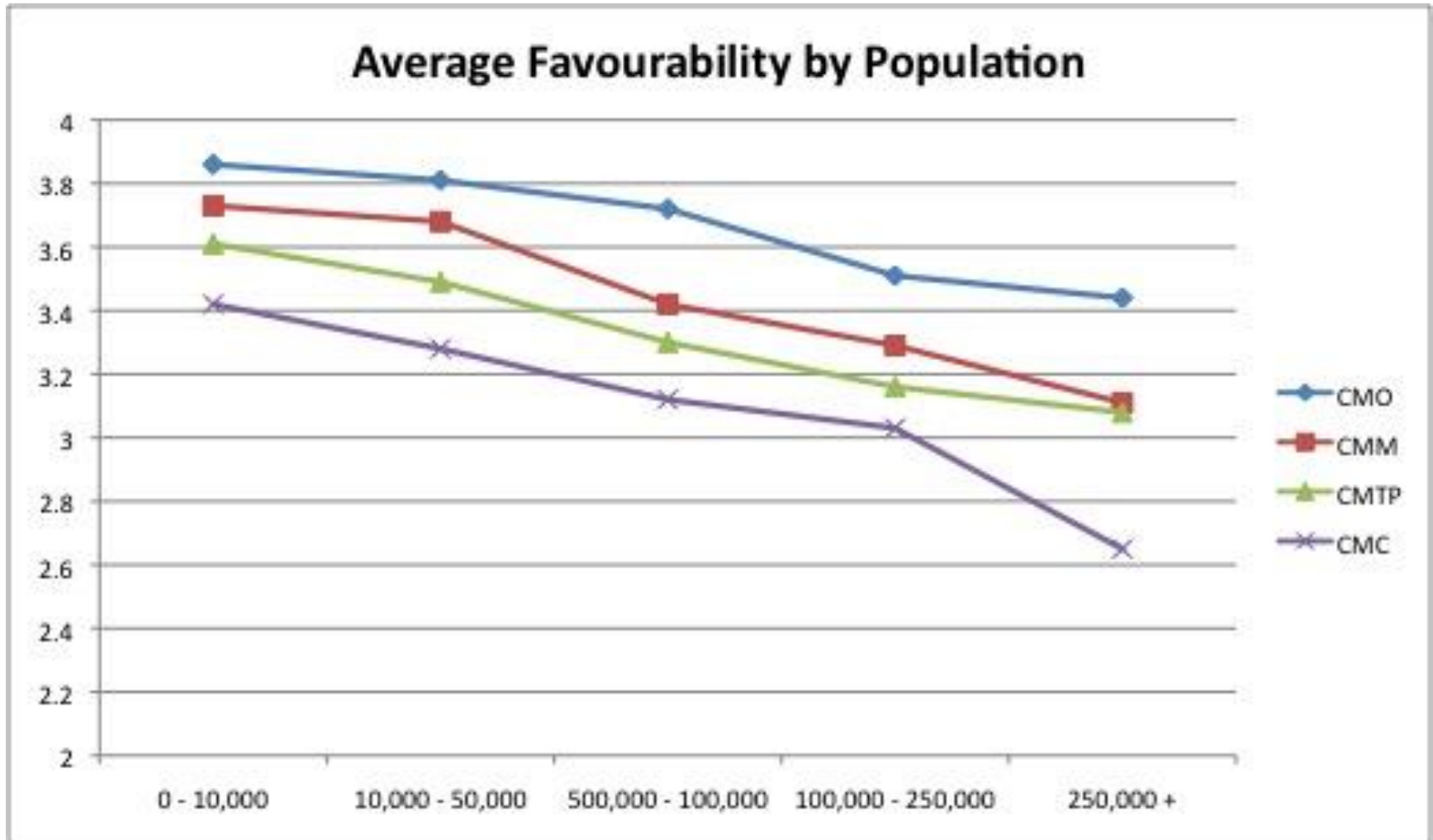


Accreditation Completion Time

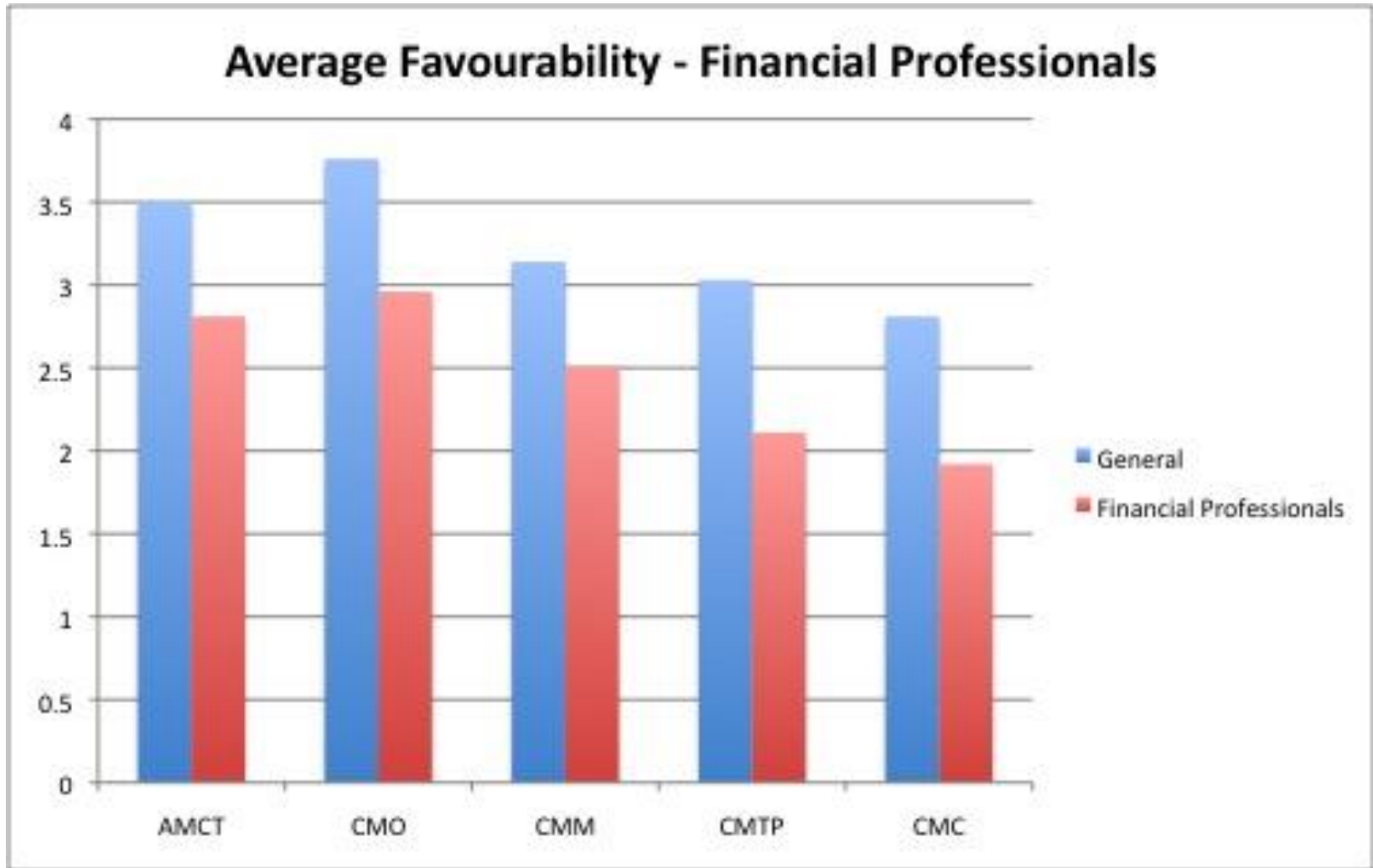
Appropriate Completion Time



Favourability Variation in Population



Favourability in the Financial Sector



Summary of Findings

- ▶ Respondents View Professional Accreditation as Beneficial
- ▶ AMCTO Offers the Best Known and Highest Rated Designation
- ▶ CMC, CMTP and CMM Have Lower Favourability Ratings and Are Not Well Known
- ▶ Favourability is Lower in Larger Cities
- ▶ Growth in Interest in University and College Programs

