

# The CMAA Certification Process: Written, Verbal, or QPA, Which Path Fits Your Strengths?

Presented in Nashville, TN December 2022 By:

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# NIAAA CERTIFICATION REQUIREMENTS

- Attained CAA designation
- Approval of Personal Data Form
- Completion of LTC 508, LTC 510 and a minimum of five (5) LTC e one 600 level, one 700 level plus three (3) additional electives at e
- Employed so that administration of interscholastic athletics is/was the primary job responsibility
- Complete a practical written or oral exercise

## CERTIFIED MASTER ATHLETIC ADMINISTRATOR

### BASIC REQUIREMENTS

Bachelor's Degree

LTC 501, 502, 503, 504, 506

### ADDITIONAL REQUIREMENTS

Employed as AD

CAA

LTC 508, 510

LTC 600 - Level (1)

LTC 700 - Level (1)

Elective Courses (3)

Complete Project

# NIAAA CERTIFICATION PROCESS

- Create a member profile online
- Download and complete the Certification Worksheet to verify your status
- Access your online profile and complete the application
- Complete the Personal Data Form which provides a method of documenting your background and professional experiences.
- Submitted the Personal Data Form with proof of completion of required LTI course college degree and appropriate processing fees to the NIAAA office.
- Processing Fees (NIAAA Member \$200.00, Non-Member \$285.00)

# NIAAA CERTIFICATION PROCESS

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- The certification committee will review the Personal Data Form to confirm attainment of minimum number of required credits/criteria
- A member of the Certification Committee will evaluate the submittal and determine attainment for CMAA designation

# HOW DOES THE CERTIFICATION COMMITTEE H

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- A member(s) of the Certifications Committee are assigned to each individual CMAA
  - Written or Oral
- Goal is to help each Candidate complete their project and obtain their CMAA design
  - Discuss project topic, LTC courses used to develop project, credits on Personal
- Work with each Candidate to review their project, give feedback and ultimately, help project approved

# ELEMENTS OF WRITTEN OR ORAL PROJECTS

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- Introduction
- Who
- What
- When
- Where
- Why
- How
- Conclusion



# ELEMENTS OF WRITTEN OR ORAL PROJECTS

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- Introduction
  - Opening statement which will include the school and community demographic description of the project
- Who
  - Stakeholders the project is designed to benefit
- What
  - Overall purpose behind the project

# ELEMENTS OF WRITTEN OR ORAL PROJECTS

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- When
  - Timeline for development and implementation of the project
    - Include meeting agendas developed to accomplish the project
- Where
  - Population or location where the project will or has been implemented



# ELEMENTS OF WRITTEN OR ORAL PROJECTS

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- Why
  - Need for the project
  - Risks identified (costs, change, personnel, etc.)
- How
  - Implementation process and sequencing of events.
  - Implementation, Assessment and Evaluation
  - Give supporting data (statistics, newspaper articles, board minutes)
- Conclusion
  - Impact on stakeholders and projected long-term effect
  - Identify LTC course work and other resources that assisted in the development and implementation of the project.

# CRITERIA FOR WRITTEN PROJECTS

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- Assessment and Evaluation
  - Show supporting data and use evidence to support assertions
  - Include timelines of activities involved in the development and implementation of project
    - Surveys, cost analysis, photos, or other supporting information
- Writing
  - Demonstrate precise, professional language and word choice
  - Use well-structured sentences, correct spelling and grammar

# CRITERIA FOR ORAL PROJECTS

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- Voice Pacing, Tone and Projection
- Professional Dress
- Eye Contact, Body Language
- Division of Themes, Discourse
- Pronunciation, Grammar, Vocabulary
- Ability to engage audience

# FREQUENTLY ASKED QUESTIONS

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- What is a project of value?
- How do I get started?
- Who can help me?
- How much extra work will it be?
- Should I do a Written or Oral project?



**National Interscholastic  
Athletic Administrators Association**

**CMAA**

(Certified Master Athletic Administrator)

**Personal Data Form**

# PROJECT OPTIONS

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- Written Presentation
- Oral Presentation
- Recipient of the Quality Program Award (QPA)

# DETERMINE YOUR TYPE OF PROJECT

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- What is your comfort zone and personal preference?
  - Oral projects can be interactive and highlight use of technology and multimedia
  - Written projects are more structured and easily adjusted before submission
- Aaron: Written Project
- Masanori: Oral Project

# IDENTIFYING YOUR PROJECT TOPIC

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- The best presentations:
  - Share a passion or interest
  - Fill a need in your community
- If you were not an athletic director, what would you want to do?
- Is there a particular project that you enjoy sharing with other athletic directors?
- Is there something unique that you do within your school's athletic department?

# WHAT HAVE YOU ALREADY DONE?

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- Have you chosen your project topic?
- Is project complete?
- Is it already in written form?
- Do you have supporting evidence of your project?



# COLLECT ARTIFACTS

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- Research
- Surveys
- Supporting Evidence
- Implementation
- Evaluation
- Testimonials

# SEEK ADVICE

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- Where Can I Get Advice
  - Colleagues
  - State LTI Coordinator
  - State Executive Director
  - NIAAA Certification Committee
  - NIAAA Staff
  - [List of CMAAs by State](#)



# LEGACY OF A CMAA PROJECT

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- What do Athletic Directors do that is tangible?
- How do we identify something to call our own?
- How do we pass it on?
- How do we make sure it is sustainable?
- Leave the “Institutional Knowledge” behind for others
- Involve others who are in your school

# CMAA PROJECT EXAMPLES

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- [Sample Topics with Contact Information](#)