

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



Presented in Orlando, FL December 2023 By:
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Certified Master Athletic Administrator

Session Objectives:

- Outlining CMAA Application Requirements and Application process
- Reviewing Elements and Criteria of a written and oral project
- Obtaining CMAA thru Quality Program Assessment (QPA)
- Choosing a Project Topic

NIAAA CERTIFICATION REQUIREMENTS - CMAA

- Attained CAA designation
- Approval of Personal Data Form
- Completion of LTC 508, LTC 510 and a minimum of five (5) LTC electives, one 600 level, one 700 level plus three (3) additional electives at either level
- 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 - CMAA

- 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 educational background and professional experiences.
- Submitted the Personal Data Form with proof of completion of required LTI courses, proof of college degree and appropriate processing fees to the NIAAA office.
- Processing Fees (NIAAA Member \$200.00, NIAAA Non-Member \$285.00)



NIAAA CERTIFICATION PROCESS - CMAA

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



HOW DOES THE CERTIFICATION COMMITTEE HELP?

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

PROJECT OPTIONS

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

ELEMENTS OF WRITTEN OR ORAL PROJECTS

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



ELEMENTS OF WRITTEN OR ORAL PROJECTS

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

ELEMENTS OF WRITTEN OR ORAL PROJECTS

- 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

- **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

- **Assessment and Evaluation**
 - Show supporting data and use evidence to support assertions
 - Include timelines of activities involved in the development and implementation of the project
 - Surveys, cost analysis, photos, or other supporting information
 - Impact statements, follow-up surveys, exit interviews

CRITERIA FOR WRITTEN PROJECTS

- Writing
 - Demonstrate precise, professional language, clarity, fluency, and word choice
 - Writing reflects concision in phrasing, sentence structure, and paragraph development.
 - Use well-structured sentences, correct spelling and grammar
 - Writing with a professional level of style, tone, and substance.
 - Length of paper should be reflective of graduate level work
 - Demonstrates extensive research and subject matter knowledge.
 - Contains introduction, methods, results, and discussion sections for example

CRITERIA FOR ORAL PROJECTS

- 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

- 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

QPA: Quality Program Assessment

- The National Interscholastic Athletic Administrators Association has developed a suggested set of measurement criteria that high school athletic administrators may use to assess the current status of their athletic program. For this purpose, ten assessment categories have been identified to recognize outstanding high school athletic programs at the exemplary level.



QPA: Requirements

Requirements of Applicants:

- Athletic administrator must:
 - be a member in good standing with the NIAAA and state athletic administrator association
 - have obtained CAA designation
 - have completed LTC 799
 - submit application fee with QPA application to the NIAAA office



To Receive the QPA

To receive the QPA, applicants must:

- Submit evidence-based documentation on the "Final Forms" platform (access granted after submission of application fee)
- Complete the application demographic information including all required signatures
- Applications may be submitted at any time, but must be postmarked no later than April 30 to be recognized during that calendar year
- Prepare all evidence-based documentation for each of the ten categories that includes evidence of meeting the QPA standards and enter into the respective electronic folder on the Final Forms platform.
- Earn at least 80% of available points in each of the ten categories



Resources to Assist you on your Journey

Resources available to applicants:

- Mentor to assist with the process
- Sample of a successful QPA application, with previous applicant's permission
- Document provided on applications guidelines, assessment guidance and assessment rubrics
- Guidance instruction on use of the Final Forms platform.
- Guidance document—frequently asked questions
- QPA Cohort



What does the QPA Consist of?

QPA
Westlake High School

View

Applicants & School Info

- Philosophy (98/100 - 98/100)
- Educational Compatibility (96/100 - 96/100)
- Mentoring Staff and Student Leaders (98/100 - 98/100)
- Program Safety and Risk Management (150/150 - 150/150)
- Communication - Program Access and Equity (100/100 - 100/100)
- Budget and Supplementary Fundraising (100/100 - 100/100)
- Personnel and Program Assessment (100/100 - 100/100)
- Technology (100/100 - 100/100)
- Sports Medicine (150/150 - 150/150)
- Innovation and Creative Leadership Strategies (100/100 - 100/100)

Review

Westlake High School Thunder

Public High School, 10th-12th in **Alpine School District**

GENERAL INFO

Enrollment
2456

Athletics
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County
Utah County

District
Alpine

Classification
6A

Region
3

Links
[MaxPrep](#) · [Google](#) · [Wikipedia](#) · [NCES](#) · [UIAAA AMP School](#)

UHSAA ID
Westlake

CONTACT INFO

Website
<http://whs.alpineschools.org/>

School Phone
801-610-8815

School Email
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Address
99 N 200 W
Saratoga Springs, UT 84045

QPA Consists of 10 Categories

Quality Program Assessment Categories :

- Philosophy
- Educational Compatibility
- Mentoring Staff and Students
- Program Safety & Risk Management
- Communication: Program Access and Equity
- Budget & Supplementary Fundraising
- Personnel & Program Assessment
- Technology
- Sports Medicine
- Innovation & Creative Leadership Strategies



What does a Category Look Like?

QPA View
Westlake High School

- Applicants & School Info
- Philosophy (98/100 - 98/100)**
- Appendix A - i (20/20 - 20/20)
- Appendix A - ii (10/10 - 10/10)**
- Appendix A - iii (10/10 - 10/10)
- Appendix B - i (10/10 - 10/10)
- Appendix B - ii (10/10 - 10/10)
- Appendix B - iii (10/10 - 10/10)
- Appendix B - iv (10/10 - 10/10)
- Appendix B - v (18/20 - 18/20)
- Review
- Educational Compatibility (96/100 - 96/100)
- Mentoring Staff and Student Leaders (98/100 - 98/100)
- Program Safety and Risk Management (150/150 - 150/150)
- Communication - Program Access and Equity

Philosophy - Appendix A - ii

Provide documentation of being in a **school district official publication or policy**.

Add your image, PDF, Doc, or video files below. Make sure to **name them appropriately**.

- Alpine School District Policy and Mission**
Policy #4112 shares the district Extracurricular Policy.
- Alpine School District Board Page**
Click Policy to view Entire Policy
- Alpine School District Athletic Web Page and Resources**
- PACE Welcome and Intro Page**
PACE document is located on the ASD Athletic website.
The welcome and intro page shares the district Mission Statement

Add Document

finalforms-amp.com/niaaa_award_nominations/239?step=4

Benefits of the QPA

Benefits to QPA recipients:

- Affirm benefits of an educationally based interscholastic athletic program
- Develop long term strategic planning and continuous improvement
- Earn professional recognition at national and state levels (banner and plaque) Enhance budget justification
- Build community support and pride
- Recognition at National Athletic Directors Conference
- Satisfies project requirement for CMAA certification provided application and completion of the process meets requirements and standards established by the NIAAA board of directors



DETERMINE YOUR TYPE OF PROJECT

- 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
- Tim: Written Project
- Carol: Oral Project
- Michael: QPA/QPA Cohort



IDENTIFYING YOUR PROJECT TOPIC

- 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?

- 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

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

SEEK ADVICE

- 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

- 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

- [Sample Topics with Contact Information](#)