

2020 Approved Points Available for MCC Application or Renewal

| Credit for Sessions at the 2020 CCA Institute | | |
|--|------------------------------------|---------------|
| Session Title | Category | Points |
| Sharing the Message that Cooperatives Build a Better World | Knowledge of Cooperatives | 5 |
| The New Rules of Co-op Reputation Management: Spot Trouble on the Horizon | Planning and Programs | 5 |
| Panel Discussion: Communicating Through Mergers; Leveraging Social Media During a Crisis; Communicating with Legislators | Planning and Programs | 5 |
| Multimedia Storytelling | Publications and Writing | 5 |
| Video Storytelling for Cooperatives: Creating Video Stories That Get Results | Projects | 5 |
| Graphic Design Rules! | Technical Communication Knowledge | 5 |
| Today's History Through Yesterday's Eyes: Capturing Co-op History | Knowledge of Cooperatives | 5 |
| Hiding in Plain Sight: Using a GoPro for Unfiltered Storytelling | Technical Communications Knowledge | 5 |
| Sustainability Session | Industry Knowledge | 5 |
| Beyond the Boost: How to Get More from Your Social Media Campaigns with Video | Projects | 5 |
| Themed breakout + How to Do it for Our Coops for Client or Tam Members Events | Planning and Programs | 5 |
| Applying Disney's Five Principles in Cooperative Communications | Knowledge of Cooperatives | 5 |

| Credit for 2020 Webinars | | |
|---|--------------------------|---------------|
| Session Title | Category | Points |
| Building a Strategy for Young Adult Member Engagement | Planning and Programs | 5 |
| Speaking for Impact: Elevate Your Public Speaking Skills | Publications and Writing | 5 |
| Publishing a Book: The Whys and Hows from Two CCA Authors | Publications and Writing | 5 |
| Do's and Don'ts of Making Videos That Get Seen and Shared In Social Media | Projects | 5 |

Credit for Communications Contest Awards

Points available for each award - *varied on type of award