

Master Cooperative Communicator Body of Knowledge Information

The following Body of Knowledge is the basis of the Master Cooperative Communicator designation. The points assigned to this Body of Knowledge are in several categories:

- Knowledge of Cooperatives
- Industry Knowledge
- Technical Communications
- Publications & Writing
- Projects
- Planning & Programs

In completing your application, list activities that you believe have earned you points in that category and provide supporting documents. Examples of possible activities are provided in each category of the Body of Knowledge.

Points may be earned by:

- Session Attendance – 5 points each
- CCA Awards 3rd place or higher – 10 points each
- Speaking engagements – 10 points each

Note: Seminar/Speaking engagements may be hosted by CCA or other organizations. Topics of discussion must fall into the body of knowledge categories. If applicable, CCA indicates the body of knowledge category on all brochures. An inclusive listing of MCC acceptable CCA seminars by year, can be found on the Cooperative Communicators Association MCC webpage.

Supporting documents include proof of attendance certificate, proof of registration, or similar documentation. Multi-session events where brochure is used, documentation should clearly indicate specific sessions attended. CCA contest award proof includes a sample of award entries or judges' comments related to your winning entry. Speaking engagements proof of presenting should be the brochure from the event listing the individual as the presenter.

Along with supporting document, have the course name, date, location readily available.

New MCC Applicants (minimum 60 points – 10 points per category)

- Includes course/award information received throughout six categories (along with supporting documents): Knowledge of Cooperatives, Industry Knowledge, Technical Communications, Publications & Writing, Projects and Planning & Programs.

Renewing MCC Applicants – (no required point minimum)

- Any activities in the Knowledge of Cooperatives or Industry Knowledge categories must be advanced work. *For example, a Co-op 101 half-day seminar was appropriate for your initial designation, but additional credit will be given only for multiple-day, intensive study such as the Graduate Institute of Cooperative Leadership, CCA Annual Institute, CCA Regional Workshop, or any number of training workshops related to cooperatives or your specific industry.*
- Your additional, advanced activities will most likely be in the areas of Technical Communications, Publications & Writing, Projects, or Planning & Programs. List a seminar or course that has earned you points within the last two years and provide supporting documents.

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KNOWLEDGE OF COOPERATIVES

Attendance at any of the events listed below is worth 10 points each and must include supporting documentation.

- **History**
 - Rochdale, Early U.S. Co-ops
- **Philosophy**
 - Cooperative Definition, Values, Principles
- **Co-op Structure & Practices**
- **Types of Businesses in the U.S. compared to cooperatives: Individual ownership, partnership, investor-owned corporation, limited liability company**
- **Advantages of cooperatives**
- **Disadvantages of cooperatives**
- **General knowledge of types of cooperatives: agriculture, childcare, purchasing, housing, credit unions and other financial services, food and other retail, health care, utilities, insurance, funeral and memorial societies, worker**
- **Support organizations/associations for cooperatives**

New MCC Applicants - Knowledge of Cooperatives could be indicated by successful completion of a Co-op 101 course or program or attendance at a Co-op 101 seminar or the Graduate Institute of Cooperative Leadership.

*For renewing MCC applicants see page 1 for Knowledge of Cooperatives standards.

INDUSTRY KNOWLEDGE

Seminar or course attendance is worth 5 points each, a CCA award of 3rd place or higher is worth 10 points each, a speaking engagement is worth 10 points each and must include supporting documentation.

- **Specific knowledge about co-op sector**
- **History**
- **Technical knowledge**
- **Terminology**
- **Current Issues**

Industry Knowledge could be indicated by completion of your cooperative's employee orientation program; successful completion of the NRECA CCC program for utility cooperative specialties; attendance at an annual meeting or seminar specific to a cooperative sector such as the Consumer Cooperative Management Association Conference for food cooperatives or the Conference for Purchasing Cooperatives for purchasing cooperatives.



Cooperative Communicators Association
174 Crestview Dr. | Bellefonte, PA 16823
Toll Free: 877-326-5994 | Fax: 814-355-2452
Email: CCA@communicators.coop
Website: www.communicators.coop

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Seminar or course attendance for all the following topics is worth 5 points each, a CCA award of 3rd place or higher is worth 10 points each, a speaking engagement is worth 10 points each and must include supporting documentation.

TECHNICAL COMMUNICATIONS KNOWLEDGE

- Communications terminology
- Grammar and Usage
- Proofreading
- Editing
- Design and Layout
- Photography

PUBLICATIONS & WRITING

- News Releases/Stories
- Brochures/Pamphlets
- Online Newsletters
- Annual Reports
- Editorials
- Speeches
- Letters
- Direct Mail
- Print Newsletters, Newspapers and Magazines

PROJECTS

- Websites
- Videos and Film
- Exhibits
- Advertising
- Presentations – computer
- Marketing and Promotional Programs

PLANNING & PROGRAMS

- Project Planning
- Strategic Planning
- Crisis Communications
- Media Relations
- Research
- Event/Meeting Planning
- Program Evaluations
- Training and Orientation Programs