

Credentialing/Certification Program Strategic Plan 2019 - 2024

Background and Context

APPA's Credentialing Program has been in existence since 2007 (EFP, discontinued in 2019) and 2008 (CEFP) as a direct result of member feedback and the APPA Board of Directors' decision to invest in the future of the facilities management profession. The Credentialing Program is considered an essential component and provides validation of the educational facility professional's career path and professional development continuum. At this twelve-year mark, the directors of the Board for Educational Facilities Professionals Certification believe this is a critical juncture to establish an updated strategic plan to guide its actions and decision-making.

This strategic plan aligns with APPA's Strategic Plan "*Preparing for Every Future*" by providing content from APPA's BOK (Body of Knowledge) within a learning management system known as the *Customized Interactive Learning* (CIL) platform representing a significant high-value asset. This tool enhances professional development and provides opportunities for collaborative engagement by communities of educational facilities professionals.

The following vision, mission, desired results (8), and leading strategies (7) represent the guiding principles, major components and structure of the strategic plan. In addition, a set of initiatives have been established to support overall achievement of the plan's desired results.

Mission: The APPA Credentialing Program educates, recognizes, and validates the professional certification skills and knowledge required to exercise strong leadership in educational facilities.

Vision: The educational programs help facility workers and professionals gain a better understanding of the educational facilities industry and the credential (CEFP) is valued by members and stakeholders as the industry standard for educational facilities professionals.

Key Principles: Value, Credible, Professional Choice, Industry Standard, Skill Validation, Integrated

Desired Results:

- Validates the recipient's competency through learned and applied knowledge
- Recipients see value in the credential
- Recipients are in a better position for advancement
- Institutions see a value to have credentialed employees
- Recipients and institutions see a return on investment
- A Professional Expectation
- CIL supplements APPA's professional development continuum
- Sets the foundation for innovation

Leading Strategies:

- 1) Maintain Body of Knowledge (BOK) Alignment**
 - *Maintain a continual process for exam item bank screening and writing*
 - *Sequence Certification deliverables with BOK updates*
- 2) Program Design Will Support Local Delivery**
 - *Continue to enhance Customized Interactive Learning (CIL)*
 - *In partnership with APPA, deliver Pathway to Professionalism (P2P) on campus program*
- 3) Comprehensive Marketing and Communications Strategy**
 - *Develop consistent communication messages that speak to the broader value of the Certification program*
 - *Utilize focused and targeted strategies for greater participation to reach critical mass*
 - *Establish the messaging norm for APPA membership whereby:*
 - *Managers and supervisors should become broadly educated about facilities management fundamentals*
 - *Qualified individuals should attain the CEFP*
 - *Promote the CEFP as a highly desired attribute on position applications*
 - *Convert from an SFO mandate to a professional expectation and recognized individual exceptional achievement*
- 4) Integrate Credentialing and APPA Programming**
 - *Pursue breakup of the exam into 4 tracks and align with the four domains of the APPA-U Institute*
 - *Imbed P2P into select programs and encourage certification as the next step*
 - *Explore incorporation of recertification via the APPA-U grad program*
- 5) Maintain Program Integrity**
 - *Complete the application and approval of ANSI accreditation for the CEFP Certification program in 2025 (after achieving recorded debt reduction)*
 - *Become recognized by federal and state regulatory bodies as a credential capable of satisfying their requirements regarding educational or research facility management*
- 6) Broaden the Market**
 - *Establish alliances with APPA key constituencies groups (i.e., GSA, Med/Ed, Military, K-12, NASFA, NACUBO, ACUHO-I, etc.)*
 - *Target campuses to participate in and deliver FM Learning on Campus (FMLoC)*
- 7) Monitor Benchmarks, Metrics, and Reporting Mechanisms to Guide Resource Management**
 - *Develop a graphic of required revenue metrics and necessary revenue streams*
 - *Focus and attention must be given to financial indicators with consistent and transparent reporting*