

Certificate of Excellence in Government Communications



\$100

Local Government Communicator

(\$50 to renew annually after initial award).



\$250

Governmental Entity

(\$100 to renew annually after initial award).

- ▶ Each item is worth a point value. Some items are required.
- ▶ For the Local Government Communicator (Individual) certificate, you must complete all required items within a 6-month period and reach at least 40 points to receive the designation for the first time. To renew the designation annually, you must reach at least 25 points in subsequent years.
- ▶ For the Governmental Entity certificate, the entity must reach at least 100 points to receive the designation. Renew annually for the same point value.
- ▶ For both certificates, points are accumulated from October 1 - March 30 (6-month period).
- ▶ Application process: Must be an FMCA member in good standing to apply as an individual and/or on behalf of the governmental entity. FMCA members will use the submission form on the FMCA website to self-report accumulated points with corresponding items and upload document proof or screenshots.
- ▶ Certificate recipients will be announced in conjunction with Annual Conference in May.

Local Government Communicator

(Must be a current FMCA member):

Item	Point Value
Complete FMCA Professional Development Plan (Annual)	Required
Sign FMCA Excellence Pledge (Annual)	Required
Complete FMCA Ethics Course (Annual)	Required
FMCA Annual Conference Registration (by March 30)	15
Approved FEMA Course (E/LO1015 - Public Information Basics, FE/LO388 - Advanced Public Information Officer, FEMA - Master PIO Program)	10 (capped at one class per year)*
Serve on FMCA Committee	10
Submit a specific project that you spearheaded or significantly contributed to that highlights your professional commitment to excellence in government communications (400 words or less)	10
Participate as a panelist, presenter or speaker at FMCA event	7
Attend FMCA Webinar (Offered monthly/Live tracking/Replays included)	5 points per webinar
Submit a resource for the resource-sharing library on the FMCA website	4
Apply for FMCA Outstanding Awards program	2 points per entry
Post a question or share a resource in the FMCA members-only Facebook group (Points capped at four posts)	2 points per post

*5 points total given automatically for previous completion of FEMA course(s) – capped at 5 points.
Note: For the Local Government Certificate, the individual must achieve all required items plus 40 additional points to receive the designation.

Governmental Entity

(Must have at least one staff person as an FMCA member):

Item	Point Value
Verified social media account	10
Updated Crisis Communications Plan (Verified by department head, City Manager or council)	10
Mobile-responsive website	10
App or reporting app (Fix potholes, report outages, etc.)	10
Employs at least one full-time communications professional	10
Conducts Annual State of the City	10
Outreach program(s) to communicate city info with community (examples: neighborhood councils, citizen’s academy, youth councils, etc.)	10
Livestreaming commission meeting	10
More than one staff member with FMCA membership	10
Citizen outreach/education materials offered in more than one language	10
Promote Florida City Government Week	10
Updated/current media/reporter list	10
Established brand guidelines	10

Note: For the Governmental Entity certificate, the entity must reach at least 100 points to receive the designation.

SAMPLE

FMCA Professional Development Plan

1. Self-Assessment
2. Goals
3. Strategies
4. Resources
5. Timeline
6. Professional Accomplishments Summary (Past 6-12 months)

Professional Development Plan example:

Self-assessment

Currently a Communications Specialist but would like to move into a Communications Manager role.
Currently have good interpersonal and technological savviness.
Need to improve my time-management skills and leadership skills.

Goals

Apply for and earn the certificate of excellence designation for my governmental entity.
Increase my salary by 5%.
Earn a promotion to be a Communications Manager.

Strategies

Find a management mentor.
Accept increased responsibilities in my current job.
Complete a communications management seminar.
Complete at least two leadership books.
Learn specific coaching techniques.

Resources

FMCA webinars.
The Florida League of Cities University on-demand library.
Videos on different communications management strategies.

Timeline

In one month: Ask to lead the team for a small project.
In two months: Secure a mentor.
In three months: Enroll in communications management seminar.
In one to two years: Ask for promotion.