

**APPENDIX B**

**REQUEST FOR  
TEAM PROJECT**







# Town of New Durham New Hampshire

*Incorporated in 1762*

May 13, 2002

Peter Gamache, Director  
Bureau of Education and Training  
NH Division of Personnel  
State House Annex  
25 Capitol Street  
Concord, NH 03301

Dear Peter:

On behalf of the American Academy of Certified Public Managers (AACPM), I would like to take this opportunity to propose a CPM Team Project for the current New Hampshire CPM Program that would help the Academy to determine the perception and actual value of the "Certified Public Manager" to our public sector operations.

The project would involve surveying both members of various CPM Societies around the country, in addition to either CPM Program Directors and/or State Government Personnel Directors to ascertain the tangible and intangible value of the "CPM".

As a bit of background, in April 2001 the AACPM Board of Directors established an Integrated Marketing and Resource Catalog Committee and charged it: *To actively promote our members credibility and unique value and the profession--- public sector managers and the Certified Public Manager (CPM) credential, through an integrated marketing strategy that delivers message and template materials. The shell for the IMRC should be created initially and added to as individual products and capabilities are ready.*

The first product of this effort was initially delivered to the April 2002 AACPM Conference and House of Delegates meeting in Atlantic City, NJ. Moving forward, there is a considerable effort that has to be made to broaden this initial, basic effort through the development of a specific theme and message to help cement a foundation of a marketing message that the AACPM and its member societies use to promote our profession.

In order to move in this direction, a base line of information needs to be established. In order to tell potential CPM candidates why they should join the CPM training programs or why they should become members of our individual societies or the AACPM, we need to be able to answer a basic question: "What's in it for me?" And, further, to promote the "value" that a CPM brings to an employer's organization, we need to be able to answer that same question in a professional way.

To move forward, the AACPM Committee has two basic priorities to address:

***Priority 1: People don't know what we are and what we can offer. The problem with this is that we are not currently easily marketable within our own states, much less as a nationwide recognized certification.***

***Priority 2: Provide a uniform message and professional marketing materials we need to communicate with out members and others about the value of Certified Public Managers***

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In order to address these priorities, the effort of the AACPM Integrated Committee, during the coming year will be to have a survey conducted to develop a baseline of information on the perception of the value of the "CPM" to both holders of the certification and their employing entities. The AACPM Board of Directors and House of Delegates has endorsed this effort

**Recommendation #1:**

Survey CPM states to document tangible benefit of CPM program currently in place in human resource systems to know the lay of the land & develop recommendations for standardization.

This information will be vital to providing long-term marketing strategies for the true "value" of the CPM brand. Recognizing the volunteer nature of the American Academy organization, this task may best be accomplished as either a team project for a current Certified Public Manager's program or potentially for a college-level marketing class that would be willing to handle a class project.

The results of this type of survey will provide a sound basis information for the next step.

**Recommendation #2:**

Solicit a marketing professor willing to assign a group "project" on developing a marketing message, strategy and plan for the American Academy of Certified Public Managers (AACPM).

The CPM Team Project envisioned would, at a minimum, encompass Recommendation #1 listed above and could, if desired by the CPM Project Team, include the task included in Recommendation #2.

It is also possible that this national project could be divided into two projects, with two different CPM Project Teams working with eight jurisdictions each in order to cover the 19 member jurisdictions of the AACPM. We have had an initial inquiry from a CPM Project Team in Ohio, and I would be happy to work with two teams on the possibility of a "shared" project if that is of interest. I have made the same suggestion to the folks in Ohio.

Aware that some expenses would be incurred in this process beyond the investment of time, the AACPM Integrated Marketing Committee has been provided operating funds by the American Academy which can be directed towards the incurrence of postage, telephone or other similar expenses that are necessary to adequately and appropriately conduct the survey project.

For this undertaking, I would serve as the main liaison between the CPM Project Team and the AACPM, both in my current capacity as Chair of the Integrated Marketing and Resource Catalog Committee and in my recent status as Board Member-at-Large for Conferences and Communications-elect.

If I can provide any additional information concerning this proposed project or its benefits to the New Hampshire Association of Certified Public Managers or the AACPM, please don't hesitate to contact me at the New Durham Town Hall at 859-2091.

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Bureau of Education and Training  
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Thank you in advance for your consideration and assistance.

Sincerely,  
TOWN OF NEW DURHAM

A handwritten signature in black ink, appearing to read "Bill Herman", with a long horizontal flourish extending to the right.

William G. Herman, CPM  
Town Administrator  
Chair, AACPM Integrated Marketing Committee

**APPENDIX C**

**FLOW CHART**



# CPM Survey Routes



