



IFMATM

International Facility Management Association

Empowering Facility Professionals Worldwide

COMPONENT OPPORTUNITIES WITH IFMA CREDENTIALS



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What We'll Cover Today

- Introductions
- IFMA Credentials & Training Overview
- Component Opportunities
- Credential Course Delivery Options
- Component Support and Resources
- Getting Started
- Questions

Credentials Background

- **2009:** Global Job Task Analysis resulted in the addition of 2 new competencies for a total of 11
- **2010:** FMP courses updated and introduction of the IFMA FMP Credential Program
- **2011:** SFP credential introduced with IFMA SFP Credential Program
- **2013:** CFM exam updated to cover 11 competencies and introduction of IFMA Facility Management (FM) Learning System

11 FM Competencies

- Communication
- Emergency Preparedness & Business Continuity
- Environmental Stewardship & Sustainability
- Finance & Business
- Human Factors
- Leadership & Strategy
- Operations & Maintenance
- Project Management
- Quality
- Real Estate & Property Management
- Technology



IFMA's Global Credentials



Facility Management Professional

- The must-have credential in facility management
- Knowledge-based certificate program
- 5,200+ worldwide



Sustainability Facility Professional®

- The leading credential for the development of sustainable FM strategies
- Knowledge-based certificate program
- 500+ worldwide



Certified Facility Manager®

- The premier FM certification for experienced professionals
- Competency-based certification
- 2,800+ worldwide

IFMA was awarded ANSI Accreditation in 2015

- ANSI (American National Standards Institute) is the U.S. representative of ISO
- Scope of accreditation includes FMP and SFP programs
- FMP and SFP described as
“World-class, gold-standard model of learning and development”



ANSI ACCREDITED PROGRAM
CERTIFICATE ISSUER
#1057

Why Do FMs Pursue IFMA Credentials?

Top 3 Reasons

1. Improve and confirm qualifications for a current job
2. Gain qualifications for a future job
3. Earn prestige and recognition among Colleagues

FM professionals with one or more IFMA credentials make an average of \$7997 more per year than those without an IFMA credential.



Source: IFMA Value of Credential Research, 2014

Why Do Employers Support IFMA Credentials?

- **84%** of employers feel that an IFMA credential increases job confidence.
- **70%** of employers state that an IFMA credential stimulates strategic thinking.
- **84%** of employers state that IFMA credentials increase the collective FM knowledge of their organization.
- **74%** of employers feel that the overall reputation of the FM team is improved by having their employees earn an IFMA credential.



Source: IFMA Value of Credential Research, 2014

FMP[®] Credential

www.ifma.org/fmp

- Knowledge-based certificate program
- No prerequisites
- For FMs and industry suppliers looking to increase their depth-of-knowledge in the four foundational FM knowledge domains deemed critical by employers:
 - Operations & Maintenance
 - Project Management
 - Finance & Business
 - Leadership & Strategy
- Prepare and earn the FMP credential with the IFMA FMP Credential Program[®]
 - Printed and e-version study materials
 - Online study tools
 - Online FMP final assessments to earn the FMP
- Instructor-led courses and group training available



SFP® Credential

www.ifma.org/sfp



- Knowledge-based certificate program
- For all FM and like-minded professionals with an interest in sustainable practices
- Candidates should have a prior foundational understanding of FM
- 3-Year term of validity. To renew, complete an online course and assessment.
- Teaches and tests three focus areas:
 - Strategy and Alignment for Sustainable Facility Management
 - Managing Sustainable Facilities
 - Operating Sustainable Facilities
- Prepare and earn the SFP credential with the IFMA SFP Credential Program®
 - Printed or electronic study materials
 - Online study tools
 - Online SFP final assessments to earn the SFP
- Instructor-led courses and group training available



CFM[®] Credential

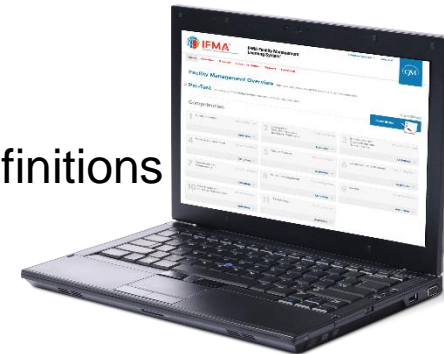
www.ifma.org/cfm



- Most respected global credential in the FM industry
- For experienced FM professionals with the knowledge and competence to apply their expertise across the entire FM body of knowledge.
- Eligibility requirements: work experience & education
- Pass the CFM Exam which tests 11 competencies defined by IFMA's Global Job Task Analysis:
 - Operations and Maintenance
 - Project Management
 - Finance and Business
 - Leadership and Strategy
 - Environmental Stewardship and Sustainability
 - Communication
 - Emergency Preparedness and Business Continuity
 - Human Factors
 - Quality
 - Real Estate and Property Management
 - Technology
- 3 year maintenance cycle, once you earn the CFM
- No specific coursework is required to take the CFM Exam

IFMA FM Learning System

- Comprehensive reading materials
 - Six books with 1,500 pages of educational content
 - Overview of the facility management body of knowledge
 - Organized by 11 competencies tested on the CFM Exam
- Interactive online study tools
 - SmartStudy tool helps organize a study plan
 - Case studies cover the competency areas
 - Flashcards and glossary for review of key terms and definitions
 - Progress reports track activities and scores
 - Resource Center provides additional references
- Online testing tools
 - Pre-test gauges initial knowledge to help focus studies
 - Chapter-specific quizzes reinforce concepts
 - Post-test gauges knowledge gained and identifies areas for further study
 - Experience the Exam provides practice for exam format



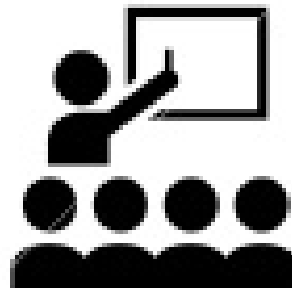
Chapter Opportunities

Offer credential training to your members!

- Give back to your members
- Help your members expand knowledge and career opportunities
- Attract new members
- Teaching opportunities for members
- Support the “professionalism” of FM
- Be the place members turn to for FM education opportunities
- Generate funding to support programs

Course Delivery Options

- Partnership with a local College/University
- Chapter-delivered course
- Chapter study group



College/University Partnership

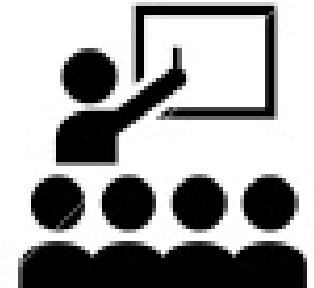
Partner with a local college/university's continuing education department to offer credential courses.



- School handles all logistics (promotion, registration, location, instructor)
- Schools market courses outside of membership
- Create a strong partnership and co-branding with a respected institution in your community
- Easier for members to use corporate tuition reimbursement funding

Component-Delivered Course

Component offers instructor-led courses or their own using IFMA self-study materials and instructor tools



- Component has complete ownership of dates, fees, etc.
- Choose your own IFMA-Qualified Instructor
- Create a strong relationship with members
- Chapter may choose to open to other audiences (i.e. USGBC chapters, etc.)
- Expand chapter's educational opportunities

Component Study Group

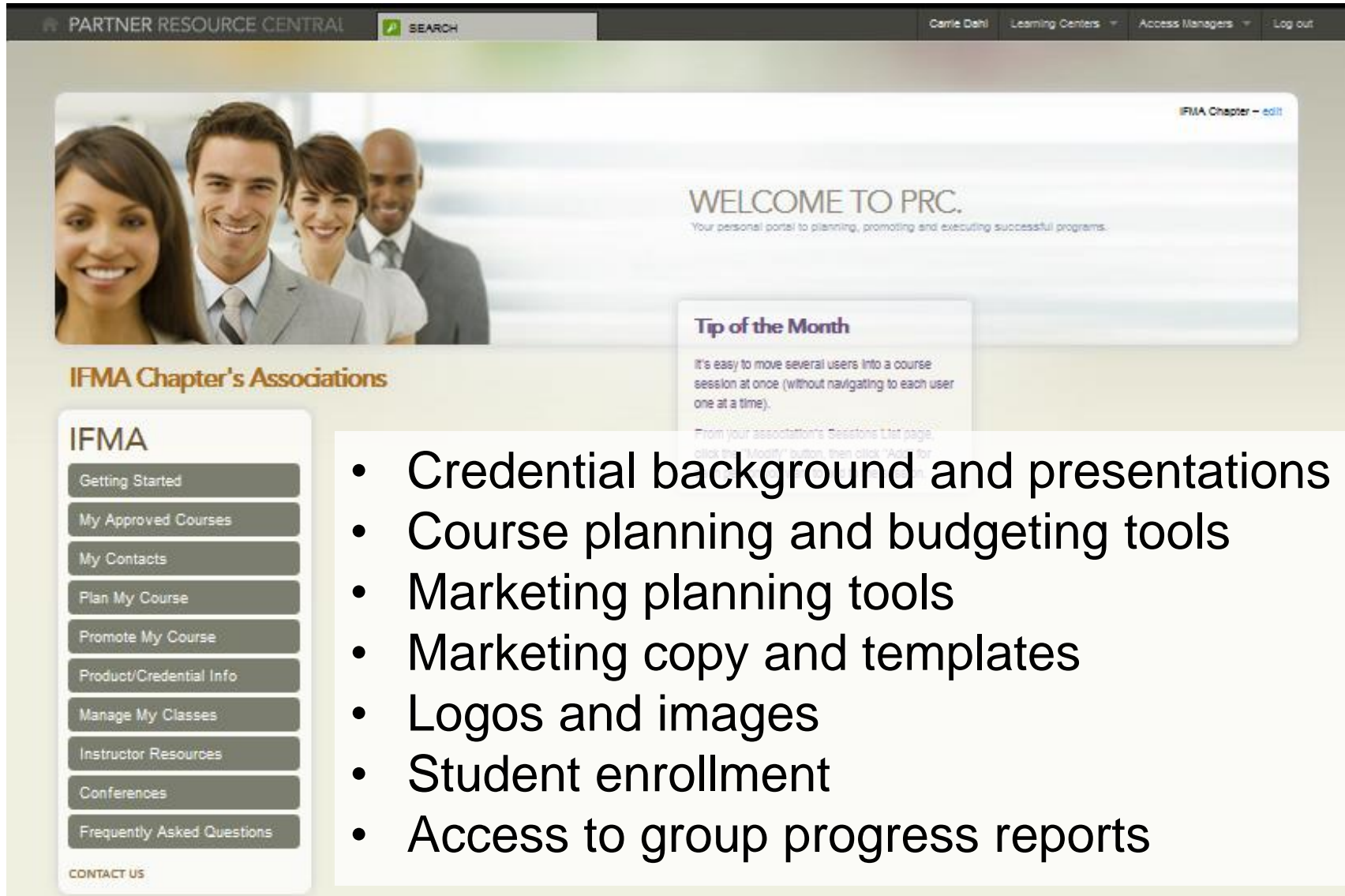
Connect local members seeking credentials to discuss topics and share knowledge



- Flexibility in schedule and location based on group's needs
- Not tied to 40-60 hours of required classroom time
- Candidates can work at their own pace
- Potential reduced cost with no formal instruction
- Build relationships/networking between members

- Dedicated support from Carrie Dahl
- Courses promoted on “Find a Course” on ifma.org and ifmacredentials.org
- IFMA national marketing opportunities
- Partner Resource Central (PartnerRC.com) online information portal

Partner Resource Central (PRC)



The screenshot shows the IFMA Partner Resource Central (PRC) website. At the top, there is a navigation bar with the text "PARTNER RESOURCE CENTRAL", a search bar, and links for "Carrie Dahl", "Learning Centers", "Access Managers", and "Log out". Below the navigation bar is a large banner featuring a group of four smiling professionals. The banner text reads "WELCOME TO PRC." and "Your personal portal to planning, promoting and executing successful programs." To the right of the banner is a "Tip of the Month" box with the text: "It's easy to move several users into a course session at once (without navigating to each user one at a time). From your association's Sessions List page, click the 'Modify' button, then click 'Add' for each user." Below the banner is a section titled "IFMA Chapter's Associations". On the left side, there is a sidebar with the IFMA logo and a list of links: "Getting Started", "My Approved Courses", "My Contacts", "Plan My Course", "Promote My Course", "Product/Credential Info", "Manage My Classes", "Instructor Resources", "Conferences", and "Frequently Asked Questions". At the bottom of the sidebar is a "CONTACT US" link.

PARTNER RESOURCE CENTRAL **SEARCH** [Carrie Dahl](#) [Learning Centers](#) [Access Managers](#) [Log out](#)

WELCOME TO PRC.
Your personal portal to planning, promoting and executing successful programs.

IFMA Chapter - [edit](#)

Tip of the Month
It's easy to move several users into a course session at once (without navigating to each user one at a time).
From your association's Sessions List page, click the "Modify" button, then click "Add" for each user.

IFMA Chapter's Associations

IFMA

- Getting Started
- My Approved Courses
- My Contacts
- Plan My Course
- Promote My Course
- Product/Credential Info
- Manage My Classes
- Instructor Resources
- Conferences
- Frequently Asked Questions

CONTACT US

- Credential background and presentations
- Course planning and budgeting tools
- Marketing planning tools
- Marketing copy and templates
- Logos and images
- Student enrollment
- Access to group progress reports

You are here: [Home](#) > [IFMA](#) > [Promote My Course](#) > FMP Program Promotion

Getting Started

My Approved Courses

My Contacts

Plan My Course

Promote My Course

FMP Program Promotion

SFP Program Promotion

FM LS Program Promotion

Product/Credential Info

Manage My Classes








Instructor Resources

Conferences

Frequently Asked Questions

IFMA FMP Program Promotion

Whether you're creating your marketing piece, determining when to execute it or who to direct it to, this section of PRC will assist you in your marketing efforts.

-  [Marketing Copy](#)
-  [Logos and Product Photos](#)
-  [Marketing Templates](#)
-  [Multi-Media Tools](#)
-  [Mailing Lists](#)
-  [Sample Marketing](#)
-  [Marketing Tips and Tricks](#)

CONTACT US

PRC: Marketing Templates

Become a leader in sustainable FM strategies.
Earn the SFP[®] credential.

Enroll in <<Course name>>
at <<Chapter/CU/Partner name>>.

IFMA's Sustainability Facility Professional[®] (SFP) credential provides a complete picture of how to integrate sustainability efforts with your organization's values and strategies. Learn how to use knowledge-based and data-driven methods to develop cost-effective solutions that improve building efficiency and lower operating expenses, providing the highest value for your building, your organization and your community.



Classes begin <<Date>> and space is limited.
Visit <<URL>> to enroll.

<<Insert chapter partner logo>>



Earn the **Must-Have** credential
for facility professionals.

IFMA's Facility Management Professional (FMP[®]) is the must-have credential for all facility professionals. Recognized around the world, this credential will ensure that you understand and can implement industry best practices, increase the efficiency of your facility and support your organization's strategic initiatives. Prove to employers and clients that you have the practical and strategic skill set to lead future success.

Enroll in FMP[®] courses at
<<Chapter/CU/Partner name>>.

<<Insert Chapter/CU/Partner logo>>



Classes begin <<Date>> and space is limited.
Visit <<URL>> to enroll.

Getting Started

1. Contact Carrie Dahl with interest/questions
2. Discuss opportunity with your board
3. Promote credentials to membership and ask for an indication of interest
4. Choose course option and begin planning
5. Find instructor
6. Promote courses

Questions?

Contact:

Carrie Dahl

651-905-2644

Carrie.Dahl@ifma.org

Or visit:

www.ifma.org/credentials