**CPM Council Brand Proposition Survey – Draft**

***(Note: The final survey will be programmed as a web survey.)***

**TEXT FOR INVITATION**

Dear CPM Consortium Members:

The CPM Consortium Marketing Committee is conducting this brief survey of consortium members to collect your opinions about the Certified Public Manager® value proposition and brand. *(The value proposition is essentially our statement about the benefits CPM programs provide. The brand is the set of characteristics that arise in the mind of customers when they hear about CPM or see our, yet to be developed, logo.)*

The information collected through this survey will be used by the Marketing Committee to craft the CPM brand proposition statement that will guide the branding and logo design efforts of the National Certified Public Manager® Consortium with regard to the consortium and the CPM credential. We will be discussing the findings of this survey at the midyear meeting in March.

You can access your survey via this link **<INSERT LINK HERE>**

If you have any questions about this survey, please contact me at [acotten@ubalt.edu](mailto:acotten@ubalt.edu) or 410.837.6185 or Mary Hamilton, Chair, National Certified Public Manager® Consortium at 402-315-9509 or [mary.hamilton@cox.net](mailto:mary.hamilton@cox.net).

Thank you for taking time to complete this important survey.

***Ann Cotten***

Director, Schaefer Center for Public Policy

Director Maryland Certified Public Manager® Program

University of Baltimore, College of Public Affairs

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**SURVEY TEXT**

**INTRODUCTION**

**This survey has two sections. The first section asks questions about your perceptions about your CPM program. The second section asks questions about your perceptions of the National Certified Public Manager® Consortium.**

**Section 1 – About Your Certified Public Manager Program Value Proposition**

**This section is about your CPM program.**

1. **What program do you represent? [Select from dropdown list.]**
2. **When thinking about communicating the value or benefit of the Certified Public Manager® credential, how important are the following audiences for your program?** (Scale 1= Not Important; 2= Somewhat Unimportant; 3 = Somewhat Important; 4 =Very Important)
   1. Employers of potential CPM Candidates
   2. CPM Candidates
   3. CPM Graduates
   4. CPM Instructors
   5. Professional Organizations (ASPA, National League of Cities, National Association of Counties, etc.)
   6. Member Programs
   7. Potential Member Programs
   8. Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **Based upon what you know about your applicants, how important are the following program attributes to their decision to enroll in your program?** (Scale 1= Not Important; 2= Somewhat Unimportant; 3 = Somewhat Important; 4 =Very Important)
   1. Ability to enter the program without a college degree
   2. Ability to earn a recognized credential
   3. That the program is accredited
   4. Recognition of the CPM credential among public agencies in your state
   5. Ability to connect with other public sector managers
   6. Academic grounding of the program
   7. Applied nature of the program
   8. Ability to complete a job relevant project
   9. Cost effective
   10. Program is affiliated with a university
   11. Program is endorsed by a public agency
   12. Program’s positive reputation in your state
   13. Demonstrated return on investment for agency
   14. Improved opportunity for professional advancement
4. **What needs do you think your CPM Program meets?**

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1. **How significant are the following competitors to your CPM Program?**

(Scale 1 = Not a significant competitor; 2 = A moderate competitor 3 = A significant competitor)

* 1. Degree programs offered by traditional colleges/universities
  2. Training programs offered by traditional colleges/universities
  3. Degree programs offered by online universities
  4. Training programs offered by online universities
  5. Commercial training programs
  6. Training programs offered by professional associations
  7. Agency in-house training programs
  8. Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **What do you think differentiates your CPM program from other professional development opportunities available to public managers in your state?**

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1. **From your experience, how significant of a barrier is each of the following to potential CPM candidates enrolling in your program?** 
   1. Lack of knowledge about the program
   2. The program is too expensive
   3. Program requires too much time from work
   4. Program requires too much time outside of the classroom
   5. Potential candidates cannot get time off from work to attend the program.
   6. Unwillingness to complete the capstone project
   7. Other (specify)
2. **Why do you think offering a CPM Program is important in your state?**

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1. **Briefly, describe the value your Certified Public Manager® program creates for its graduates.**

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**Section 2 - About the CPM Consortium Value Proposition**

**This section is about the National Certified Public Manager® Consortium – not your specific program.**

1. **When thinking about communicating the National Certified Public Manager® Consortium brand, how important are the following audiences?** (Scale 1= Not Important; 2= Somewhat Unimportant; 3 = Somewhat Important; 4 =Very Important)
   1. Employers of potential CPM Candidates
   2. CPM Candidates
   3. CPM Graduates
   4. CPM Instructors
   5. Professional Organizations (ASPA, National League of Cities, Nation
   6. Member programs
   7. Potential member programs
   8. Other (specify)
2. **How important DO YOU THINK the following attributes SHOULD BE to the value the National Certified Public Manager® Consortium creates?** (Scale 1= Not Important; 2= Somewhat Unimportant; 3 = Somewhat Important; 4 =Very Important)
   1. Serving as the accrediting body for CPM programs
   2. Setting standards for CPM programs
   3. Ensuring CPM programs are current in their content
   4. Ensuring quality across programs
   5. Enhancing the value of the CPM credential
   6. Enhancing the credibility of the CPM credential
   7. Increasing awareness of the CPM credential