Certification Board of Regents Status Report 2020

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Introduction and Overview

The Certification Board of Regents (CBOR) develops and recommends all key certification policies and procedures of the CFM® program, including establishing eligibility standards and all aspects of exams, including developing, administering, scoring, and overseeing the national program’s operation. We also work directly in partnership with the six accredited chapters as they implement the CFM Program in their states.

CBOR is comprised of 10 regents, three liaisons, and one administrative assistant. During the past year, our FEMA/FIMA liaison, Charla Marchuk assumed a new position and will no longer be an active participant on CBOR. We were lucky to have Charla’s energy and passion for the program, even if only for a short time. Charla – you are always welcome to help us on special topics whenever you get the creative CFM itch!

CBOR is organized into a committee structure that directly aligns with our five-year strategic plan. In addition to the Exam Workgroup, CBOR is comprised of the following five committees:

- Governance
- Education & Partnerships
- Recruitment
- Marketing/CFM Brand
- Exam/Training

Priorities

Our priorities over the next few years include key initiatives in the following areas.

**Governance:** CBOR is constantly monitoring the CFM Program policies and procedures to find opportunities for improvement. Using a thoughtful and deliberative process, CBOR evaluates multiple iterations of proposed policy edits before making final recommendations for ASFPM Board approval. A near-term priority is to update/combine all policies related to CFM renewals (Renewal, Late Renewal and Renewal Extensions). A potential new policy for CFM Logo usage is also being considered.

**Education & Partnerships.** Leverage the recently signed MOUs with International Code Council (ICC) and the American Planning Association (APA) and continue to investigate/explore mutually beneficial partnerships with other professional organizations. Benefits may include cross honoring of continuing education credits and potential discounted fees for membership or conference registrations. CBOR is also working with the six accredited chapters to identify ways to more efficiently implement and administer the CFM program by performing program audits.
Recruitment. CFMs are the life blood of the ASFPM organization and it is critical that we annually increase the number of CFMs across the country. Accordingly, we will investigate ways to allow members of other partner organizations to become CFMs including reciprocity with respect to cost, continuing education requirements, training, etc. We also intend to explore incentives for state chapters to promote the CFM program.

Marketing/CFM Brand. Last year marked the 20th anniversary of the national CFM program. At the 2019 conference in Cleveland, we recognized those individuals who were certified in 1999 or earlier. CBOR intends to continue that tradition at future conferences to raise awareness of the CFM certification and to provide recognition for those individuals that have achieved the 20-year milestone. CBOR is also looking at ways to strengthen the CFM brand by establishing specific guidelines and/or policies for the appropriate use of the CFM logo.

Exam/Training. Over the last year, significant progress has been made on the modernization of the CFM program, specifically the transformation of the CFM exam from paper to digital format. CBOR will be making a formal recommendation to the ASFPM Board of Directors to retain the services of Scantron to assist with this effort. An aggressive schedule has been established that will include pilot exam testing by late summer 2020. By year end, it is anticipated that the exam will be offered in an electronic format at testing centers across the country and online with virtual proctoring. Additionally, more information on the examinees, such as years of floodplain experience and education level, is needed to assess what changes, if any, are needed to improve exam scores. Therefore, in parallel effort to digital exam implementation, CBOR will look to develop an electronic exam registration system that can be used to capture critical information to support data analytics. Lastly, CBOR is exploring the concept of a preferred provider program for continuing education credits.

Recommended Actions

CBOR will focus on the following actions and activities this year:

- Transform the CFM exam from paper to digital and begin offering digital version by end of 2020.
- Initiate discussions with vendor to provide psychometric services to support exam reliability and validity (R&V).
- Develop an electronic exam registration system that captures exam-taker information, including demographics, exam preparation, experience level, education, etc.
- In partnership with the American Planning Association, expand and adapt the CFM Ethics workshop materials to qualify for APA ethics credits.
- Explore partnerships with other related professions to align and promote our certification program (e.g. insurance professionals and realtors).
• Perform program audits of at least two accredited chapters and conduct a reciprocal audit of the national CFM program.

• Strengthen the brand by updating logo usage policies and guidelines.

• Develop a means to reach out to all CFMs, regardless of membership, via electronic and other means (CFMs in the news)—weekly/monthly.

• Initiate the development of a preferred provider program to raise the bar on trainers, provide better training, create accountability, offer member/partner benefits, and provide more comprehensive financial support.

• Strengthen membership and CFM outreach to young professionals through tools and outreach at conferences and other like venues.

• Continue the collaborative partnership with accredited chapters through quarterly meetings/calls and evaluate ways to improve program administration.