



**The In-Plant Printing and Mailing Association (IPMA) offers two voluntary professional certification programs:**

- **Certified Graphic Communications Manager (CGCM)**
- **Certified Mail Manager (CMM)**

### **Why were these programs established?**

**The In-Plant Printing and Mailing Association (IPMA) established the Certified Graphic Communications Manager (CGCM) program in 1976 and the Certified Mail Manager program (CMM) in 1992 to:**

- **Encourage professional growth and the attainment of knowledge;**
- **Create a positive image about, and advance the stature of in-house publishing and mail/postal managers**
- **Emphasize the knowledge and expertise required of in-house publishing and mail/postal fields;**
- **Identify those who have attained a prescribed level of critical competence in their field.**

**A Certified Graphic Communications or Certified Mail Manager is a professional who is knowledgeable in all relevant technical and managerial subjects, creates a positive professional image, and is of high moral character.**

## How do I gain certification?

To be considered eligible for certification, you must:

- have a minimum of 5 years of in-house publishing or mail/postal management experience and provide documentation that you are currently working in that capacity;
- submit a CGCM or CMM application and the appropriate fees to IPMA headquarters accompanied by three letters of recommendation which substantiate that you have acceptable moral character, ability and reputation;
- pledge to adhere to the CGCM or CMM Code of Ethics;
- pass the CGCM or CMM examination.

## How do I apply?

At least 30 days prior to the CGCM or CMM exam, you must submit to IPMA headquarters:

- a completed CGCM or CMM application
- employment verification (detailing time and level)
- three letters of recommendation
- registration fees of \$225 for IPMA members and \$450 for nonmembers

*Note: IPMA members receive a significant discount. The combined IPMA membership and certification fee is less than the cost for nonmembers to certify. Take advantage of this opportunity to gain certification and get a full year of IPMA benefits by joining today!*

- Upon receipt of your completed application, IPMA will send you the necessary documentation for admission to the examination.

## How do I prepare for the exam?

The CGCM and CMM exams are not based on a structured curriculum of study. Instead, the exams are designed to evaluate a manager's overall experience and technical expertise by covering a broad range of information, not limited to any specific publications.

To reinforce your base of knowledge, it is recommended that you become familiar with and understand the concepts contained in the glossary of terms found on IPMA's web site [www.ipma.org](http://www.ipma.org).

Hundreds of helpful publications are available for individuals preparing for CGCM or CMM certification exams. A partial bibliography is available on IPMA's website, but this listing should not be used as the sanctioned or sole study guide.

Some managers, who have successfully attained certification, have found study groups to be yet another valuable resource in preparing for the exam.

## **How is the exam designed?**

**The CGCM and CMM exam is a four-part test containing multiple choice and essay questions.**

**Part A consists of 100 multiple choice questions and 3 short essay questions. One hour is allotted to complete the 100 questions and 30 minutes for the essay questions.**

**Part B consists of 200 multiple choice questions and one extensive essay. The essay question requires that you use your knowledge and skills to solve a life-like management problem. One hour is allotted for each section of 100 questions and one hour for the essay. The entire examination requires approximately six hours to complete, including lunch and breaks.**

**The CGCM and CMM exams cover these topics: financial management, general management, personnel management, production management, communication skills, computer skills.**

**The topics unique to the CGCM exam are document management, skills application, and technical skills.**

**The topics unique to the CMM are general mail management, skills application, and technical skills.**

Here are some sample questions from both the CGCM and CMM examination. These may or may not be among the questions on the examination.

**SAMPLE QUESTION:**

**Financial Management**

The formula which is the basis for the income statement:

- A.  $\text{income} - \text{cost} = \text{profit (loss)}$
- B.  $\text{assets} + \text{liabilities} = \text{net income}$
- C.  $\text{return on equity} = \text{net income/net worth}$
- D.  $\text{income} - \text{profit} = \text{liability}$

**ANSWER - A**

$\text{Income} - \text{cost} = \text{profit (loss)}$  is the formula which is the basis for the income statement.

**SAMPLE QUESTION:**

**Personnel Management**

Dissatisfaction arising from alleged or actual violations of provisions in a labor contract:

- A. dispute
- B. claim
- C. grievance
- D. report

**ANSWER - C**

grievance

**CMM SAMPLE QUESTION:**

**Technical Skill Mail Management**

What are the maximum allowable dimensions for a card mailed at post-card rate?

- A. 3 ½" high and 5" long
- B. 4 ¼" high and 6" long
- C. 4 ¾" high and 7" long
- D. 5" high and 8" long

**ANSWER - B**

**B. 4 ¼” high and 6” long**

**CMM SAMPLE QUESTION:**

**General Mail Management**

**In setting your mail management objectives, it is important to recognize that your greatest challenge may be:**

- A. Eliminating postage and shipping cost waste**
- B. Reducing operating, shipping and postage costs**
- C. Effectively utilizing all of your available space**
- D. Convincing your top management of the importance of the mail operation.**

**ANSWER - D**

**Convincing your top management of the importance of their mail operation is almost always our greatest challenge.**

**SAMPLE QUESTION:**

**General Management**

**The process of choosing a course of action or activity designed to solve a specific problem or set of problems is:**

- A. Managing**
- B. Decision Making**
- C. Supervising**
- D. Working**

**ANSWER - B**

**The process of choosing a course of action or activity designed to solve a specific problem or set of problems is decision making.**

**SAMPLE QUESTION:**

**Personnel Management**

The theory that people inherently dislike work and avoid it if at all possible is part of:

- A. Theory X
- B. Theory Y
- C. Theory Z
- D. Theory W

**ANSWER - A**

The theory that people inherently dislike work and avoid it if at all possible is part of Theory X.

**SAMPLE QUESTION:**

**Computer Skills**

The software you need to operate a computer is:

- A. an input & operating system
- B. an operating system & output device
- C. an application program & operating system
- D. all of the above
- E. none of the above

**ANSWER - C**

The software you need to operate a computer is an application program & operating system.

**CGCM SAMPLE QUESTION:**

**CGCM Technical Skills**

Transparent inks produce apparent colors based on the:

- A. pigments in the ink
- B. liquid vehicle
- C. color of the paper
- D. all of the above
- E. A & B
- F. A & C

**ANSWER - F**

Transparent inks produce apparent colors based on the pigments in the ink and the color of the paper.

**CGCM SAMPLE QUESTION:**

**Production Management**

When planning the lighting for a printing plant layout you should be concerned with a \_\_\_\_\_ color match.

A. metamerism

B. onylmerism

C. non-actinic

D. metameric

**ANSWER - A**

When planning the lighting for a printing plant layout you should be concerned with a metamerism color match.

All questions are stored in a computer with more than 100 questions per section. Using a random search technique, a new exam is prepared each time to ensure each test is unique.

After each examination, a review is conducted to determine if any of the questions are poorly worded, misleading and/or wrong, based on the number of questions missed by applicants.

**What is the next step after the exam?**

- Each of the exam sections are graded separately by the Certification Committee or its designees. Each examination is identified only by number to assure confidentiality and objectivity.
- You must score 75% or better on each part in order to be certified.
- Results are reported as "pass" or "fail" for each part of the exam.
- Test results are reported to the applicant by mail within four weeks of the examination.
- Results are reported only to the person taking the examination unless the Certification Committee receives a written request to report this information to a third party.

## **Upon becoming certified, what will I receive?**

- **Increased recognition and respect from your staff, peers, management, as well as nationwide recognition throughout the industry;**
- **A CGCM or CMM certificate mounted on a plaque;**
- **A CGCM or CMM pin;**
- **Recognition at IPMA's International Conference;**
- **An article on your accomplishment in IPMA's newsletter (Press releases will also be sent to designated newspapers and the local and national trade press.)**
- **A letter of commendation from IPMA's president, plus a letter will be sent to your supervisor describing the significance of this certification;**
- **And most of all, you will experience a feeling of pride and genuine accomplishment!**

### **Here's how others have described it:**

"Achieving my CGCM gave me a sense of pride, particularly within a corporate setting where everyone in management holds a degree."

"I've learned so much from studying and preparing for the CMM exam. The entire mailing industry is undergoing constant change. We all need to be prepared professionally for the surprises that await us."

"During the preparation process, I realized that I had no idea about how much I didn't know and the new level of expertise needed to excel. I am using the knowledge gained to do a better job for my university."

"I'm glad and so is my company that I chose to take the extra step and attain certification."

## What if I do not pass all parts of the exam?

Candidates who pass at least two sections of the CGCM or CMM examination are required to retake only the sections failed. All others will be required to retake the full examination. Applicants who take the examination and fail all or part may retest up to two additional times within a two-year period after the initial exam at no additional charge. However, candidates who schedule an examination date, but fail to appear at the site will incur a \$25.00 rescheduling fee.

## Other Common questions

**When and where are the exams given?** Examinations are held at the annual IPMA Conference each summer. In addition, special exams may be scheduled if the need exists and a proctor is available.

**I've been in the in-house printing and/or mailing business for 20 years. What possible value would certification be to me?** Our business world is changing at an enormously rapid rate. Continued training and development is necessary to stay current with job responsibilities. Studying for and passing this examination reflects your ability and your continued mastery of the industry.

**How long does certification last?** Individuals must certify every five years. If an individual is over 60 years of age or retired and has been a CGCM or CMM for at least 5 years, they may apply for lifetime status.

**Why must I recertify?** The CGCM or CMM designation indicates that you have achieved a designated level of competence. Recertification verifies that you have maintained that expertise.

**How do I recertify?** IPMA will notify you in advance and the steps needed to recertify. You must complete a recertification form reflecting your continuing education and professional activities. Some of these activities may include: membership in a professional publishing or mailing association, i.e. IPMA; attendance at educational conferences; lecturing, authoring or having articles published on management, publishing or mailing; serving as a volunteer leader for IPMA or other professional publishing or mailing organizations.

Each of these activities is given one point. You need only to accumulate 15 POINTS over a five year period. While you need not do all of the listed activities, these recertification requirements outline an effective, well-rounded plan for maintaining your overall professional excellence. For example in a five year period: Membership in IPMA 5 points; Attendance at IPMA's conference 5 points; serving as a chapter board member 5 points; writing two articles for the newsletter 2 points for a total of 17 points. Remember to keep accurate records as well as samples of any of your written materials.

**How much does it cost to recertify?** Recertification fees are: \$100 for IPMA members and \$200 for nonmembers

## **Is certification the right step for me?**

**Ask yourself:**

- **Do I have five years of in-house graphic communication or mail management experience?**
- **Is my work environment changing or will it change in the future?**
- **Is there a possibility that I will need to relocate in the future? If so, what skills will be needed to secure gainful employment?**
- **Do I have a weakness in any part of my management techniques that needs strengthening?**

**If you answered yes to any of these questions, certification would definitely be of value to you. Contact IPMA today and start earning the recognition you deserve.**

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