



# Certified Graphic Communications Manager (CGCM)

## Professional Certification for Corporate Publishing Managers

The In-Plant Printing and Mailing Association's (IPMA) Certified Graphic Communications Manager (CGCM) designation establishes a professional standard of proficiency for the in-house graphic arts and printing management profession. Certification is achieved through demonstrated management experience, professionalism and successful completion of a comprehensive examination.

### Objectives

The objectives of the Certified Graphic Communications Manager designation are:

- To encourage individual professional growth and attainment of technical and managerial knowledge;
- To create a positive image and advance the stature of effective in-house graphic communications managers;
- To emphasize the knowledge and expertise required to excel in the in-house graphic communications management field;
- To identify, through the CGCM designation, those managers who have attained a high level of competence and professionalism.

The CGCM designation will be awarded to applicants who satisfy the program requirements outlined in this brochure.

### Eligibility

Candidates for the CGCM Designation must:

- Have a minimum of five years of graphic communications management experience and be currently employed in an in-plant environment. The five years need not be consecutive, but they must be of a managerial nature. Managers who are not members of the In-Plant Printing and Mailing Association must provide written documentation from their employer certifying their position in in-house management.
- Pledge to adhere to the CGCM Code of Ethics. (Code of Ethics appears on the final page of this brochure).
- Be of high moral character and professional attitude. Candidates must be able to demonstrate, through three letters of recommendation, acceptable character, ability and reputation.

### Application Procedures

Individuals who meet the eligibility criteria can apply to take the CGCM examination. The examination is administered online at IPMA's annual conference or at educational testing facilities nearest to the applicant. All non-conference testing fees (use of facility, personnel, and computer) are the responsibility of the applicant.

Candidates for the CGCM examination must, at least 30 days prior to the test date, submit to IPMA headquarters:

- A completed CGCM designation application and required supporting documentation.
- All required letters of recommendation.
- A registration fee, as specified on the CGCM application form.

IPMA headquarters will review all applications to confirm eligibility. All applicants will be contacted and informed of their status as eligible or ineligible for the examination. Eligible applicants will be sent identification and admission documents which must be presented on examination day.



In-Plant Printing and Mailing Association®

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## The CGCM Examination

The CGCM examination, organized in four parts, consists of multiple-choice and essay questions. The areas for testing include: computer skills, financial management, general management, document management, personnel management, and technical skills. The entire examination requires approximately six hours to complete (including a lunch break).

The IPMA International Certification Committee coordinates the examination.

Each of the examination's four parts is graded separately. A candidate must score 75 percent or better on each part in order to be certified. Candidates who pass at least two sections of the examination will be required to retake only the sections failed. Others will be required to retake the full examination.

Test results are provided to candidates within 48 hours. Results are reported as "Pass" or "Fail" for each of the four parts. Test results are confidential and can be released to a person or organization other than the candidate only with written consent of the candidate.

Individuals who successfully complete the examination receive a mounted certificate confirming their CGCM certification, a CGCM lapel pin and a letter of commendation from the IPMA international president. A letter outlining the significance of the achievement also is sent to the candidate's supervisor as well as local media.

Persons who earn certification are authorized and encouraged to use the CGCM designation with their name on business cards, letterhead and all other forms of address.

## Recertification

CGCM certification is an achievement which provides recognition as a professional in the in-house industry. However, continuing professional development is essential to enable in-house graphic communications managers to cope with rapidly changing position requirements. To retain the CGCM designation, a graphic communications manager must accumulate 15 professional credits and be recertified every five years following initial certification.

Recertification deadlines occur every five years. The 15 credits required for recertification can be earned at any time during each five-year interval, but a recertification form, with the appropriate member or non-member recertification fee must be submitted prior to each recertification deadline.

IPMA headquarters will notify all CGCMs of maintenance requirements and deadline dates.

There are a number of sources through which a CGCM can earn recertification credits. They include:

- Membership in IPMA or professional graphic arts associations;
- Attending the IPMA annual educational conference or other educational seminars related to graphic arts;
- Serving as presenter for IPMA sponsored events;
- Published articles related to graphic arts or management;
- Serving as a volunteer leader for IPMA or professional graphic arts associations;
- Instructing or lecturing on graphic arts or management.

Additional information on recertification is available from IPMA headquarters.

## Lifetime Certification

A manager who has been certified as a CGCM for at least five years can, upon reaching age 60 or retirement, notify IPMA headquarters and request lifetime certification status. Once verified, this status is granted and no further recertification maintenance or reporting is required.

## Suspension or Revocation

A CGCM who fails to accumulate the required professional credits to meet recertification shall lose certification unless, in the judgment of the IPMA International Certification Committee, extenuating circumstances exist and the deficient credits can be obtained within a reasonably short period of time.

CGCM certification can be revoked by the Committee for failure to abide by the CGCM Code of Ethics. An individual suspected of violating the code is given written notice of the Committee's intent to revoke certification and an explanation of the alleged violation upon which the action is based. The Committee will provide such individual with an opportunity to respond and explain the alleged breach of conduct.

## Reinstatement

Managers who lose CGCM certification by failing to earn the required recertification credits can gain reinstatement by:

- Entering the CGCM program again and meeting all requirements, including successful completion of the CGCM examination, or
- Earning all deficient credits plus five additional credits per year for each year past the recertification deadline.

## Fees

The certification application fees for IPMA members and non-members are outlined on the application form, which can be obtained through IPMA headquarters.

Applicants for initial certification have two years from the time of application to take the CGCM examination. After the two-year period, all application fees are forfeited if the examination has not been taken.

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 examination at no additional fee. Candidates who schedule an examination date but fail to appear at the examination site will incur a rescheduling fee.

## **The CGCM Examination: Scope and Sources**

The Certified Graphic Communications Manager examination is based on concepts and experiences basic to effective graphic communications management.

Since the effective practice of graphic communications management requires in-depth knowledge of a wide variety of subjects, the scope of the CGCM examination is, of necessity, broad. This scope is reflected in the various core competencies of the examination: communications skills, computer skills, financial management, general management, personnel management, production management, and technical skills.

The CGCM examination is intended to be relevant to the overall experiences that in-house managers are likely to encounter. With each candidate having a minimum of five years' management experience, the experience level is assumed to be extensive and broad-based. This, combined with the diversity of functions within the in-house, has prompted IPMA to establish parameters which a candidate can use to prepare for the examination.

IPMA offers, through the IPMA website, a set of terms identified by the Certification Committee, which make up the core competencies the exam. Candidates should be prepared to address questions on the concepts and practices outlined in this list as they relate to their personal experience in managing an in-house facility.

The following topics, included in the examination, are those with which CGCM candidates should be familiar.

### **COMMUNICATIONS SKILLS**

- A. Ability to quickly condense a situation into its most basic parts
- B. Ability to communicate these thoughts concisely in writing

### **COMPUTER SKILLS**

- A. Computer Benefits
- B. Basic Computer Systems
- C. Peripherals
- D. Software
- E. Buying a Computer
- F. Computer Terminology

### **FINANCIAL MANAGEMENT**

- A. General Accounting and Financial Statements
- B. Cost Accounting Methods and Objectives
- C. Planning, Budgeting and Forecasting
- D. Inventory: Valuation and Control
- E. Presentation and Interpretation of Operating Results

### **GENERAL MANAGEMENT**

- A. Principles of Management
- B. Management Objectives
- C. Organization
- D. Long-Term Planning
- E. Short-Term Planning
- F. Controls

### **PERSONNEL MANAGEMENT**

- A. Organizational Planning
- B. Employee Procurement and Placement
- C. Development and Training
- D. Wage and Salary Administration
- E. Employee Benefits
- F. The Personnel Records Function
- G. Employee Relations

### **PRODUCTION MANAGEMENT**

- A. Organizational Planning
- B. Manufacturing Processes
- C. Employee Planning and Wage Incentives
- D. Cost Reduction
- E. Facilities Planning
- F. Materials Management
- G. Production Control Systems
- H. Materials Handling and Warehousing
- I. Industrial Engineering
- J. Plant Safety
- K. Quality Control

### **SKILLS APPLICATION**

- A. Coordination of Financial and Technical Management
- B. Coordination of Personnel and Technical Management
- C. General Management Problems
- D. Decision-Making
- E. Coordination of Technical and Computer Skills
- F. Computer Technology

### **TECHNICAL SKILLS**

- A. General Information
- B. How the USPS Operates
- C. Impact of USPS Automation
- D. ZIP Codes & Automation Addressing
- E. Mail Characteristics
- F. The Classifications of Mail
- G. Special Services
- H. Ground Services
- I. Overnight Delivery Services
- J. International Mail

## **CGCM Code of Ethics**

*I acknowledge...*

***That I have an obligation to the in-house graphic communications industry;***  
therefore, I shall constantly strive to maintain and improve industry standards.

***That I have an obligation to the public at large;***  
therefore, I shall actively cooperate with other in-house professionals to promote the understanding of the role of in-house operations in support of overall business functions, including copyright laws.

***That I have an obligation to fellow Certified Graphic Communications Managers;***  
therefore, I shall be loyal to my fellow CGCM's and willingly share the lessons of my experience. Further, I shall not use knowledge of a confidential nature pertaining to the business of a fellow CGCM to advance my personal interest.

***That I have an obligation to my suppliers;***  
therefore, I shall uphold the highest standards of business ethics, making only reasonable requests of them as I serve my customers.

***That I have an obligation to my customers;***  
therefore, to affirm and retain their confidence, I shall adhere to a policy of truth in business interchange and shall promise only that which can be fulfilled.

***That I have an obligation to my employers or employees whose trust I hold;***  
therefore, I shall endeavor to discharge this obligation to the best of my ability, to guard their interest and to give counsel wisely.

***Accepting these obligations as a personal responsibility, I pledge observance and furtherance of the letter and the spirit of the Certified Graphic Communications Manager's Code of Ethics as set forth above.***



# Certified Graphic Communications Manager (CGCM)

## Professional Certification Application

### Personal Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ SSN: \_\_\_\_\_

### Management Experience

Most recent five years. Attach additional sheet(s) if necessary.

1 Dates \_\_\_\_\_

Employer \_\_\_\_\_

Position \_\_\_\_\_

2 Dates \_\_\_\_\_

Employer \_\_\_\_\_

Position \_\_\_\_\_

3 Dates \_\_\_\_\_

Employer \_\_\_\_\_

Position \_\_\_\_\_

contact us



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## Educational Background

1. Degree(s)/Credit Hours \_\_\_\_\_  
Institution (name/location) \_\_\_\_\_
2. Relevant Seminars & Workshops (Give subject, sponsor, number of hours and years.) \_\_\_\_\_  
\_\_\_\_\_

## Letters of Recommendation

(One of the three must be from your immediate supervisor.)

- 1 Supervisor's Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company Name \_\_\_\_\_
- 2 Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company Name \_\_\_\_\_
- 3 Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company Name \_\_\_\_\_

Letters should be addressed as follows: Certification Committee, IPMA, 103 North Jefferson Street, Kearney, MO 64060.

## Payment

Please enclose \$300 certification application fee for IPMA members. Nonmember application fee is \$600.

Payment must accompany this form.

*All non-conference testing fees (use of facilities, personnel, computer) are the responsibility of the applicant.*

My check is enclosed.

Charge my: Discover MasterCard VISA AmerX

Account No. \_\_\_\_\_ Exp. date \_\_\_\_\_ CSV# \_\_\_\_\_

Name (as appears on card) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- *I certify that I have read and understand the instructions contained in literature provided about the Professional Certification Program, and that the information I have provided is correct and has been entered according to the instructions.*
- *I further certify that I have read, understand and accept the CGCM Code of Ethics in the Professional Certification Program brochure provided by IPMA.*
- *I understand that any knowingly false statement herein or lack of compliance with the CGCM Code of Ethics is grounds for rejection of this application and for revocation of the Certified Graphics Communications Manager designation, if granted.*
- *I further understand that if, for any reason, the Certification Examination cannot be given as specified, liability of IPMA is limited to refund of the Certification Fee only.*

Print or type your name as it should appear on the certificate:

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Plaque should be sent for presentation to:

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_