



FOR IMMEDIATE RELEASE

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DISPLACED WORKERS HAVE BENEFITED FROM CERTIFIED MANAGER (CM) PROGRAM AT IVY TECH COMMUNITY COLLEGE

Economic stimulus funds introduced in 2009 have supported free access to CM certification and assisted displaced workers to develop sought-after management and leadership skills

HARRISONBURG, VA. — March 23, 2010 — The Institute of Certified Professional Managers (ICPM), a leading management development and leadership educator, announced today that, through its partnership with Ivy Tech Community College, Indiana’s largest post-secondary institution, it has helped displaced workers to return to the workplace after earning the Certified Manager (CM) certification. Using State economic stimulus funds, Ivy Tech has provided the internationally recognized CM certification program for free; giving displaced workers the opportunity to develop sought-after management and leadership skills and acquire a competitive edge in the job market.

Ivy Tech’s Training and Development Coordinator, Mark Brandyberry, CM, introduced the program to Ivy Tech after completing it himself in May 2009. “The CM certification proves that an individual has taken the initiative to engage in professional development on their own volition,” he said. Through the CM Program, adult learners are exposed to contemporary management and leadership theory and practice that is applied to the workplace to enhance managerial performance. Earning the CM professional credential distinguishes managers from their non-certified colleagues and increases their recognition for employment and career advancement.

The CM Program at Ivy Tech Community College is a blended program of self-directed study, online learning and group meetings. The coursework covers over 60 management and leadership topics that support the essential managerial functions of planning, organizing, leading and controlling. Program participants must meet eligibility requirements for education and experience and pass three challenging certification exams in order to obtain the CM professional credential.

“The group meetings have been a valuable asset to participants,” said Brandyberry. “Each meeting is unique, covers a variety of discussion topics, and occasionally a local area speaker. The meetings give me an opportunity to monitor participant progress, discuss expectations, and receive feedback; offering a more customized educational experience.” After starting the CM

Program in the summer of 2009, some Ivy Tech participants have already experienced the benefits of CM certification by returning to the workplace with new jobs.

“The ongoing partnership between Ivy Tech and ICPM is an excellent example of the synergy that can be created by two educational institutes that share a common goal,” said Lynn Powell, CM, Director of ICPM. “As educators, we have a responsibility to be responsive to the needs of the workforce — in both good and bad economic times. The CM certification can open doors for re-employment by validating an individual’s management and leadership competency at a time when organizations need it most.”

While the economic stimulus money is no longer being used to fund CM tuition, Ivy Tech is looking to grow the program even further in 2010. By working with the WorkOne office, they will be able to assess any possible grant opportunities for students seeking CM certification.

ABOUT ICPM

Founded in 1974 by the National Management Association (NMA) and the International Management Council (IMC), the Institute of Certified Professional Managers (ICPM) has a 35-year history of educating managers, supervisors and leaders through the CM certification program. The CM program certifies a level of management competency which supports enhanced on-the-job performance. CM certificants are recognized worldwide by the “CM” professional credential. ICPM is a business center of the College of Business at James Madison University in Harrisonburg, Va. It is governed by a Board of Regents comprised of business executives, industry representatives, academicians, and the NMA president. For more information visit www.icpm.biz or call (800) 568-4120.

ABOUT IVY TECH COMMUNITY COLLEGE

Ivy Tech Community College is the nation's largest state-wide community college with 23 campuses throughout the state of Indiana serving more than 130,000 students a year. It is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. Ivy Tech's Department of Workforce and Economic Development provides a public service by offering local, affordable solutions for Indiana businesses and an extensive array of workforce training opportunities. For more information, visit www.ivytech.edu or call 888-IVY-LINE.

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