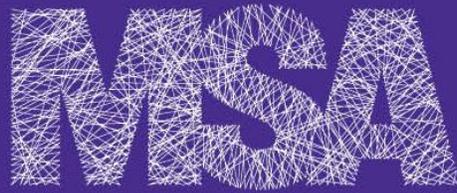


WELCOME PACKET

The logo for MSA (Marketing Society of America) is displayed in a dark blue rounded rectangle. The letters 'MSA' are filled with a complex, white, scribbled pattern of thin lines.A green banner with a ribbon-like shape is centered over the MSA logo. It contains the text 'CERTIFICATE PROGRAM' in white and 'NONPROFIT RETAIL PROFESSIONAL' in black.

CERTIFICATE PROGRAM
NONPROFIT RETAIL PROFESSIONAL



WELCOME TO THE MSA CERTIFICATE PROGRAM

Dear Certificate Candidate,

Welcome to the MSA Nonprofit Retail Professional (NRP) Certificate Program! Congratulations on your decision to use learning opportunities to help advance your career in the nonprofit retail industry.

Participating enables you to analyze the industry, identify and implement best practices, develop business rapport with institution executives, and continuously ensure that your store is extending the visitor experience and furthering the institution's mission.

The MSA Certificate Program will connect you with professionals who have significant knowledge to share around MSA Knowledge Standards. Earning a certificate in one or more of the Knowledge Standards will give you the tools to make an impact, whether it is by connecting with visitors more effectively or proving your worth to your CEO/CFO—or both!

If at any time over the course of this pursuit you have any questions, comments or concerns, please contact MSA.

Best Wishes,

Museum Store Association, Inc.

MSA NONPROFIT RETAIL PROFESSIONAL (NRP) CERTIFICATE PROGRAM

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SECTION I

CERTIFICATE PROGRAM INFORMATION

Certificate Types

The Museum Store Association is dedicated to your professional growth and career development. Learning experiences such as conference sessions, webinars and informative articles in *Museum Store* magazine have helped participants understand elements of the nonprofit retail field. MSA is committed to expanding the options offered to members, diving deeper into the topics and issues that matter most. MSA now offers a certificate program to enhance the knowledge culture in our field.

MSA's certificate program solidifies a commitment to learning and skill building in the nonprofit retail profession, offering a flexible menu of coursework to meet individual budgets, time commitment and interests.

Using the Knowledge Standards established for educational excellence in the nonprofit retail field, MSA has established certificates for each of the eight Knowledge Standards.

Certificate Areas Offered

- Merchandise Planning
- Customer Relations
- Operations
- Financial Management
- Human Resources
- Communications
- Business Relations
- Strategic Management

The Certificate Program enrollment fee is \$100 per certificate.

Participants are required to complete 12 elective credits per certificate. **The same credits cannot be used for more than one certificate.** (e.g. If you attend a webinar to be counted towards your Merchandise Planning certificate, you cannot also count it as a webinar for your Communications certificate).

Sessions, articles, blog posts, etc. must relate to the type of certificate you are earning (e.g. If you write a blog post for the Human Resources certificate, it must relate to a topic in the area of Human Resources).

Participant Requirements

- Enroll in the program.
- Submit an enrollment fee to begin the program.
- Enroll in at least one class per year to maintain active status in the program.
- Submit documents to receive credit (It is *your* responsibility to submit documents to receive credit towards your certificate).
- You may only use credits dating back **one year** from your enrollment in the certificate program.

Earning Initials After Your Name

When you have earned a certificate in ALL eight Knowledge Standards, you have earned the right to advertise your knowledge with the initials NRP (Nonprofit Retail Professional) after your name.

KNOWLEDGE STANDARDS

The MSA Knowledge Standards highlight the core knowledge, skills and abilities needed to perform the daily responsibilities of a nonprofit retail professional. By participating in programs based on Knowledge Standards, members increase their credibility as a business resource and make their stores a valuable asset within their institutions.

MSA's goal is to assist members in furthering their career paths. Knowledge Standards are a comprehensive summary of what nonprofit retail professionals need to know. They are more than a list of responsibilities. They help you validate your current position, guide your institution's understanding of a nonprofit retail enterprise and serve as a road map to your professional growth.

The eight Knowledge Standards with brief descriptions:

Merchandise Planning

Creating a plan for the purchase, development and display of merchandise.

Customer Relations

Management of the interactions between the customer and the nonprofit retail team.

Operations

The ongoing management of the store and its related sales outlets.

Financial Management

A comprehensive system of controlling, measuring and maximizing fiscal performance.

Human Resources

Skillful management of personnel, both paid staff and volunteers.

Communications

The exchange of information for successful outreach to all audiences.

Business Relations

Development of relationships that enable a successful nonprofit enterprise that financially supports the institutions mission.

Strategic Management

Planning, development and implementation of strategies that ensure long-term business success.

**MSA members can access full descriptions of the learning content for the MSA Knowledge Standards at: <http://www.museumstoreassociation.org/member-knowledge-standards/>*

How to Earn Credits

A certificate will be earned based on completion of online and in-person coursework such as: webinars, online courses, conference workshops and regional in-person training sessions.

Course work must relate to the type of certificate you are earning. For example, you may use a conference session categorized as Business Relations for your Business Relations certificate, but you may not use a Business Relations session to count as credit towards a Merchandise Planning certificate.

On an annual basis, MSA provides a variety of learning opportunities. The grid below lists the credits available for each type of learning option.

Type	Participation	Number of credits (each)	Instances allowed
MSA webinar	Attendance only	1	2
MSA webinar	Presenter	3	No maximum
Webinar Recordings	Listen to a MSA webinar and write a one page summary or blog entry	1	2
Blog entry	Write a blog for posting on MSA's website (Prior approval by MSA required)	1	2
Critique of Resource	Find a resource (article, blog post, non-MSA conference session, etc.) related to type of certificate (e.g. Operations) and complete critique sheet analyzing resource	1	2
Execution Plan	After a learning opportunity (reading an article, attending a conference session, etc.) write a 1-2 page paper outlining/describing how to implement what you learned in your store	1	2
Conference recordings	Listen to an MSA conference session and write a 1 page summary or blog entry	1	2
Conference Learning Sessions	Attend the session and write a 1 page summary or blog entry	2	2
Conference Workshops	Attend the workshop and write a 1 page summary or blog entry	3	1
Boot Camp	Attend MSA Boot camp	4	1
Boot Camp Lite	Attend Boot Camp Lite at a show	2	2
Speaker	Serve as a peer speaker at the Annual Conference and Expo or Chapter Meeting	3	No maximum
Publishing	Publish an article in Museum Store Magazine or other industry publication (prior approval required by editor)	4	No maximum
Chapter Sessions	Attend a chapter learning experience	2	No maximum

FREQUENTLY ASKED QUESTIONS

1. I would ultimately like to get a certificate in multiple disciplines. Is there a separate enrollment fee for each discipline?

A: Yes. There is a separate enrollment fee for each.

2. Once I have met all the requirements of the certificate program for either discipline, will I need to continue to take additional courses/workshops/etc. to maintain the certificate in good standing?

A: No. The certificate states that you have completed the coursework in the Knowledge Standard subject area to have a broad understanding of the subject. No additional coursework is needed.

3. What is the total cost of the certificate program?

A: Beyond the enrollment fee, the cost of completing a certificate varies. You can choose how to complete the program through in-person sessions at the annual conference, attending webinars, or purchasing session recordings or publications. See pages 12 - 13 for sample curriculum scenarios and their associated costs.

4. Can I attend a webinar or conference session and get credit for attending, and then write an execution plan and/or complete a critique sheet and get credit doing each of these?

A: No. You cannot use one learning opportunity to fulfill multiple credits.

5. How can I earn initials after my name?

A: When you have earned a certificate in ALL eight Knowledge Standards, you have earned the right to publicize your knowledge with the initials NRP (Nonprofit Retail Professional) after your name.

SECTION II

COURSE AVAILABILITY & REGISTRATION

Coursework

There are several ways to find out about available coursework:

1. Visit the MSA website at www.museumstoreassociation.org. This is the first place coursework is listed and it is the most up-to-date and the most comprehensive.
2. Watch your email for learning announcements from MSA.

Registration

Email

Email your completed form to info@museumstoreassociation.org, with the subject line “Certificate Program”

Fax

Fax your completed form to MSA at (202) 367-2104.

Mail

Mail your completed form to:

Museum Store Association
Attn: Certificate Program
2025 M Street, NW
Suite 800
Washington, DC 20036

Note: When mailing or faxing your form, make sure that it is filled out in clear, dark text so that we can process it as quickly as possible.

SECTION III

SUBMITTING QUALIFYING CREDITS

Submitting Credits for Approval

When a credit eligible activity has been completed, please submit the credit reporting form via email, US mail, fax or online. See the Credit Reporting Form attachments sent with this packet.

What if my credit is not accepted?

When enrolling in a webinar, conference session or other program, please make sure the coursework is eligible for credit. It is better to ask before paying for a learning session if credit is in question.

Confirmation of Credits

You will receive an email confirming that the credit(s) you submitted were valid and count toward your certificate. If at any time you would like to confirm the amount of credits you have earned, contact the MSA office at (202) 376-1106 or info@museumstoreassociation.org.

Certificate of Completion

Once you have completed the coursework required to earn a minimum of 12 credits, you have successfully earned the certificate in the category for which you enrolled. Congratulations! The MSA office will process any final credits and issue a printed and electronic version of the certificate. Proudly display the accomplishment you've earned!

QUESTIONS?

For questions about the MSA Nonprofit Retail Professional (NRP) Certificate Program, contact:

Museum Store Association
info@museumstoreassociation.org
Phone: (202) 367-1106
Fax: (202) 367-2104

SECTION IV

SUPPORTING DOCUMENTS

1. **Credit Reporting Form**

Use this form to record and report credits earned toward your certificate. You can also submit online at www.museumstoreassociation.org/learning/nrp-certificate-program

2. **Sample Curriculum**

You can create your own curriculum for the program. These samples are examples of ways that you can earn a certificate. You can choose to start with these, or create your own curriculum plan from scratch.

3. **Cash Investment Pathway Examples**

These are examples of ways you can earn your certificate with varying levels of cash investment.

4. **Critique of Resource**

Template that can be used to critique a resource for credit.

CREDIT REPORTING FORM

MSA CERTIFICATE PROGRAM

Name _____ Title _____

Name of Organization _____

Phone _____ Email _____

In which certificate are you enrolled? Merchandise Planning Customer Relations Operations
 Financial Management Human Resources Communications
 Business Relations Strategic Management

I have completed the following (please circle or highlight) and include date of completion:

Type	Participation	Number of credits (each)	Instances allowed	Date(s) attended / Session Name
MSA webinar	Attendance only	1.0	2	
MSA webinar	Presenter	3.0	No maximum	
Webinar Recordings	Listen to a MSA webinar and write a 1 page summary or blog entry	1.0	2	
Blog entry	Must be approved for credit after posting	1.0	2	
Critique of Resource	Find a resource (article, blog post, non-MSA conference session, etc.) related to type of certificate (e.g. Operations) and complete critique sheet analyzing resource	1.0	2	
Execution Plan	After a learning opportunity (reading an article, attending a conference session, etc.) write a 1-2 page paper outlining/describing how to implement what you learned in your store	1.0	2	
Conference recordings	Listen to an MSA conference session and write a 1 page summary or blog entry	1.0	2	
Conference Learning Sessions	Attend the session and write a 1 page summary or blog entry	2.0	2	
Conference Workshops	Attend the workshop and write a 1 page summary or blog entry	3.0	1	
Boot Camp	Attend MSA Boot camp	4.0	1	
Boot Camp Lite	Attend Boot Camp Lite at a show	2.0	2	
Speaker	Serve as a peer speaker at the Annual Conference and Expo or Chapter Meeting	3.0	No maximum	
Publishing	Publish an article in Museum Store Magazine or other industry publication (prior approval required by editor)	4.0	No maximum	
Chapter Sessions	Attend a chapter learning experience	2.0	No maximum	

Participants are responsible for reporting credit-earning activities to the MSA office:

Email: info@museumstoreassociation.org

Mail MSA, Attn: Certificate Program, 2025 M Street, NW, Suite 800 Washington, DC 20036

Phone: (202) 376-1106 **Fax** (202) 367-2104

Participant enrollment is non-transferable. Participants must enroll in at least one program per calendar year to maintain active status. Re-enrollment is required if one-year participation is not met.

SAMPLE CURRICULUM

There are many combinations of learning opportunities to use to earn a certificate. Do what works best for your schedule and budget. **Keep in mind that learning opportunities must be classified or relate to the type of certificate you are pursuing.** If you have any questions, please do not hesitate to contact MSA.

SAMPLE #1

MSA Learning Program	Credits Earned	Cost
MSA Webinar (attendance)	1	\$39
Blog Entry (write)	1	n/a
Conference Video Recordings (watch two and write one-page paper or blog entry for each)	2	\$90
Conference Workshop (Attend and write one-page paper or blog entry)	2	Early Registration for Conference ~ \$450
Speaker (serve as speaker at annual conference or at a chapter meeting)	4	n/a
Chapter Sessions (attend)	2	n/a
Total \$	12	\$579

SAMPLE #2

MSA Learning Program	Credits Earned	Cost
Webinar Recordings (watch two and write one-page paper or blog entry for each)	2	\$78
Conference Workshop (Attend and write one-page paper or blog entry)	2	Early Registration for Conference= \$429
Publish an article in Museum Store Magazine or other industry publication	4	n/a
Attend Boot Camp Lite (attendance)	2	~ \$75
Chapter Session (attend)	2	n/a
Total \$	12	\$582

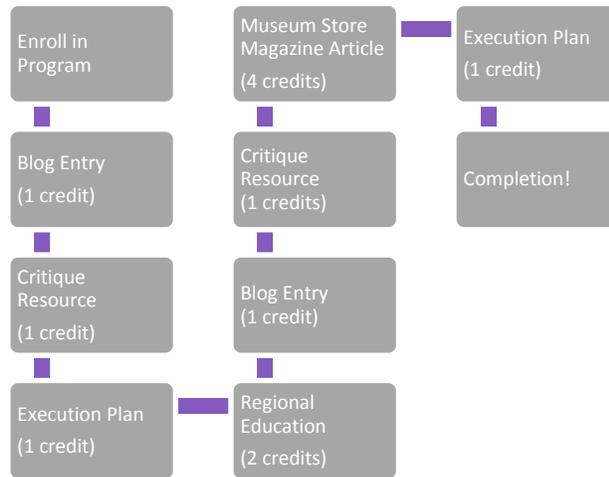
SAMPLE #3

MSA Learning Program	Credits Earned	Cost
Webinar (Speaker)	3	n/a
Critique of Resource	1	n/a (may use resource that costs \$0)
Critique of Resource	1	n/a (may use resource that costs \$0)
Webinar Recordings (watch two and write one-page paper or blog entry for each)	2	\$78
Execution Plan	1	n/a (may use resource that costs \$0)
Blog Entry (write)	1	n/a
Blog Entry (write)	1	n/a
Conference Video Recordings (watch two and write one-page paper or blog entry for each)	2	\$90
Total \$	12	\$168

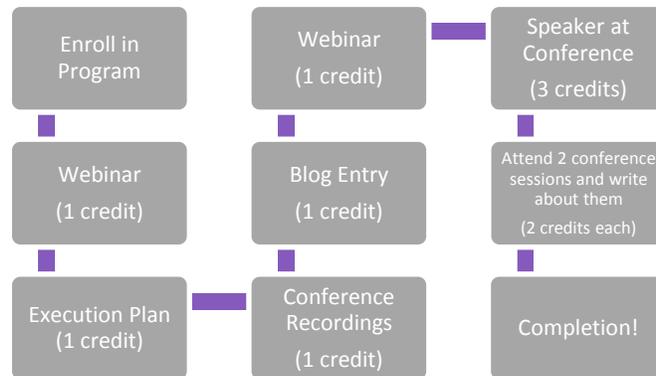
COST SCENARIOS

Earning your certificate fit into any budget. Below are some examples of each investment level.

Low Cash Investment



Medium Cash Investment



High Cash Investment



CRITIQUE OF LEARNING RESOURCE

Fill out the below form and submit to MSA to earn one credit for critiquing an educational resource.

Name _____ Date Completed _____

Name of Institution _____

Name of Resource _____ Date Published _____

Resource Website/URL _____

Describe/summarize the resource:

Quality of Resource: Rank your experience with this resource, with 10 being the highest quality and one the lowest.

1 2 3 4 5 6 7 8 9 10

Explain why you feel this way?

What is the best/most important thing you learned and/or will take away from this resource to your job? If you do not feel this is a quality resource, how could it be improved?

How can you share this resource and what you learned from it with your co-workers and/or employees?

Additional Comments: