

Digital Learning Tracks



Program Name:

DEIA Micro Credentials Package

Description:

The DEIA/CI Micro-Credential Program is a tool for association executives and staff to promote Diversity, Equity, Inclusion, and Accessibility (DEIA) and Conscious Inclusion (CI) in their organizations. It equips participants with knowledge and skills to create inclusive environments, manage cultural change, and foster behavioral shifts towards CI. The program includes five micro-credentials: Building a Sticky DEIA Strategy, Allyship, Implicit Bias, and Micro-Aggressions, Ethical Considerations, Cultural Competence, and Conscious Inclusions and Accessibility.

CAE Credits:

14.7 credits awarded upon completion of the program.

Duration:

On Demand/Self-Paced

Cost:

- **Members:** \$600.00
- **Non-Members:** \$760.00

Program Name:

Building a DEIA Strategy That Sticks

Description:

Building a DEIA Strategy That Sticks is part of the ASAE DEIA and Conscious Inclusion Micro-Credentials Program. This micro-credential focuses on putting DEIA into practice and building a strategic roadmap within the association.

Learning Objective: This micro-credential will focus on bolstering board diversity, equity, inclusivity, and accessibility (DEIA) to increase organizational effectiveness, integrating DEIA into association operations, engaging members and volunteers on DEIA, and how to measure the success of DEIA Strategy.

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$150.00
- **Non-Members:** \$190.00

Program Name:

Allyship, Implicit Bias, and Micro-Aggressions

Description:

Allyship, Implicit Bias, and Microaggressions is part of the ASAE DEIA and Conscious Inclusion Micro-Credentials Program. This micro-credential focuses on identifying implicit bias and micro-aggressions, how they affect work within associations, and how to be a good ally.

Learning Objective: This micro-credential will focus on bolstering the understanding of association professional in how implicit biases and micro-aggressions affect work and communication internally and with members, and how association professionals can be allies and a support for communities

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$150.00
- **Non-Members:** \$190.00

Program Name:

Ethical Considerations in Conscious Inclusions and DEIA

Description:

Ethical Considerations in Conscious Inclusion and DEIA is part of the ASAE DEIA and Conscious Inclusion Micro-Credentials Program. This micro-credential focuses on understanding how ethics is related to building strong DEIA and Conscious Inclusion practices in associations.

Learning Objective: This micro-credential will focus on bolstering association code of ethics and ethical guidelines with a focus on DEIA, with a focus on ensuring association professionals and leadership understand the ethical responsibilities related to DEIA.

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$150.00
- **Non-Members:** \$190.00

Program Name:

Become a Culturally Competent Association Leader

Description:

DEIA (Diversity, Equity, Inclusion, Accessibility) is an important component to associations, and associations in a variety of industries-from finance to medical to sports-have launched DEIA efforts. To be successful such efforts require association leaders to acquire and maintain important competencies. This program covers how to understand the needs, communication styles, and expectations of various identity groups in order to become a culturally competent association leader. For the purposes of this program, culturally competent is defined as being aware of your own cultural beliefs and values and how these may be different from other cultures-including being able to learn about and honor the different cultures of those you work with.

Learning Objective: This micro-credential will explore generational identity, racial and ethnic identity, gender identity, and accessibility and address ways to develop inclusive language, practices, and workplace environments at the personal and organization levels.

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$150.00
- **Non-Members:** \$190.00

Program Name:

Conscious Inclusions and Accessibility

Description:

Conscious Inclusion and Accessibility is part of the ASAE DEIA and Conscious Inclusion Micro-Credentials Program. This micro-credential focuses on understanding the importance of accessibility in all facets of an association.

Learning Objective: This micro-credential will focus informing association leadership and staff on the importance of accessibility in associations, how to build an organizational culture around accessibility, and the importance of ensuring accessibility and disability in all programs. The learning outcome is to define and apply the understanding of different types of disabilities, distinguish between accessibility and usability in all facets of an associations, identify accessibility integrations into everyday association operations and understand the practical steps to take towards accessibility and usability equity.

CAE Credits:

2.7 credits

Duration:

3 hours

Cost:

- **Members:** \$150.00
- **Non-Members:** \$190.00

Program Name:

CAE Prep Course

Description:

This is an introductory study program designed to get you familiar with what is covered on the CAE exam and introduce you to concepts important for the CAE mindset. The modules in this program will help you organize a study plan, introduce you to key concepts and resources, and provide test-taking tips and techniques.

This program does not teach in-depth content. Learners will need to build a study plan and work their way through the content either on their own or with a study group.

This is a self-paced program with eligible for 6.95 CAE credits. Content includes modules on:

- Getting Organized
- Study Resources
- Nuts and Bolts of Taking the Exam
- The CSE Mindset
- Legal
- Finance
- Domain 1: Governance
- Domain 2: Executive Leadership
- Domain 3: Organizational Strategy
- Domain 4: Operations
- Domain 5: Business Development
- Domain 6: Member and Stakeholder Engagement
- Domain 7: Advocacy
- Domain 8: Marketing and Communications

CAE Credits:

6.95 credits

Duration:

7 hours

Cost:

- **Members:** \$400.00
- **Non-Members:** \$520.00

Program Name:

CAE Prep Course and CAE Practice Exam Bundle

Description:

This is an introductory study program designed to get you familiar with what is covered on the CAE exam and introduce you to concepts important for the CAE mindset. The modules in this program will help you organize a study plan, introduce you to key concepts and resources, and provide test-taking tips and techniques.

This program does not teach in-depth content. Learners will need to build a study plan and work their way through the content either on their own or with a study group.

This is a self-paced program with eligible for 6.95 CAE credits. Content includes modules on:

- Getting Organized
- Study Resources
- Nuts and Bolts of Taking the Exam
- The CSE Mindset
- Legal
- Finance
- Domain 1: Governance
- Domain 2: Executive Leadership
- Domain 3: Organizational Strategy
- Domain 4: Operations
- Domain 5: Business Development
- Domain 6: Member and Stakeholder Engagement
- Domain 7: Advocacy
- Domain 8: Marketing and Communications

Note: This program is similar in content to the CAE Kick Off. If you have taken the live CAE Kick Off program, then you will find this program to be duplicative. It is designed to be an on-demand, self-paced program.

CAE Credits:

6.95 credits

Duration:

Self-paced program

Cost:

- **Members:** \$465.60
- **Non-Members:** \$585.60

You can also purchase the courses individually:

Program Name:

Certificate in Association Management

Description:

Associations have the unique ability to enhance the personal and professional lives of individuals in virtually every business sector. Because associations are indispensable to industries, professions, and society, it's vitally important that people who work in associations have a full understanding of their nature and history.

Designed for those who have fewer than five years of experience in the association community, the online self-paced Certificate Program in Association Management is comprised of six online courses designed to build a strong understanding of the fundamentals and core functions of association management.

This bundle of courses is part of ASAE's Certificate in Association Management, a curated group of courses designed to build a strong understanding in the core functions of association management. Completion of all six courses qualifies you for 17 CAE.

- Essential Practices in Association Management
- Systems of Volunteer Excellence
- Membership Models Development and Engagement
- Operational Excellence in Associations
- Culture and Leadership
- Leading with Ethics and Creating an Ethical Environment

Consider this block of courses the starting point on your association management career path.

CAE Credits:

17 credits

Duration:

On Demand/Self-Paced

Cost:

- **Members:** \$680.00
- **Non-Members:** \$816.00

Program Name:

Essential Practices in Association Management

Description:

Associations provide the often-unseen backbone of industry and society. Through associations, individuals connect to professional colleagues and find opportunities to learn and grow throughout their career. Associations are the non-partisan vehicle through which companies that may be direct competitors can come together to voice their issues, needs, and insights in a collaborative and cooperative way. Associations span every business, every profession. Because associations are indispensable within the industry, profession, and society, it's vitally important for those working in the profession to have an understanding of their nature and history.

Specifically designed for those who are new to the profession or have less than five years of experience in the field, [Essential Practices in Association Management](#) outlines the basic framework of associations.

Content:

- Module One: Association Management Foundation
- Module Two: Association Universe
- Module Three: Strategy and Innovation

Leave with a better understanding of the unique nature of associations, how they are organized, how the leadership and management functions work, the value of members, key principles for working with volunteers, and how your role contributes to the overall success of the organization.

CAE Credits:

4 credits

Duration:

4 hours

Cost:

- **Members:** \$162.00
- **Non-Members:** \$195.00

Program Name:

Membership Models, Development, and Engagement

Description:

Associations have the unique ability to enhance the personal and professional lives of individuals in virtually every business sector and industry. Because associations are indispensable within the industry, profession, and society, it's vitally important for those working in the profession to have an understanding of their nature and history.

Specifically designed for those who are new to the profession or have less than five years of experience in the field, Membership Development outlines the basic membership framework of associations.

Module 1: Membership Structures and Value

- Define membership
- Review types of association memberships
- Explore member structures

Module 2: Member Engagement

- Discuss aspects of member value
- Transactional member engagement
- Tracking member engagement
- Establishing goals and measurements for engagement

Module 3: Membership Recruitment and Retention

- Audiences, Personas, Priorities
- Campaigns & Communications
- Membership Renewal vs. Retention

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$162.00
- **Non-Members:** \$195.00

Program Name:

Systems of Volunteer Excellence

Description:

Associations have the unique ability to enhance the personal and professional lives of individuals in virtually every business sector and industry.

Because associations are indispensable within the industry, profession, and society, it's vitally important for those working in the profession to have an understanding of their nature and history.

Specifically designed for those who are new to the profession or have less than five years of experience in the field, [Systems of Volunteer Excellence](#) addresses the basics of volunteer management, specifically as it pertains to membership organizations.

You'll leave this course with a better understanding of volunteer management and how doing it successfully can ensure a healthy and vibrant organization. Take with you concrete ideas on how to recruit, reward, and retain the volunteers you want and need.

Module 1: Volunteer Structures & Management**Learning Outcomes:**

- Determine the importance of volunteers
- Define the relationship between an association's governance structure and its volunteers
- Generalize the characteristics of association volunteer

Module 2: Volunteer Recruitment & Recognition**Learning Outcomes:**

- Identify characteristics, motivations, and needs of volunteers
- Identify efforts that can be made to recruit motivated and satisfied volunteers
- Create an environment that will attract and retain volunteers
- Identify behaviors essential to healthy staff/volunteer relationships

Module 3: Staff-Volunteer Partnership**Learning Outcomes:**

- Review the role and responsibility of staff liaison for volunteer groups

- Identify effective practices for creating volunteer-staff partnership

Leave with a better understanding of the unique nature of associations, how they are organized, how the leadership and management functions work, the value of members, key principles for working with volunteers, and how your role contributes to the overall success of the organization.

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$162.00
- **Non-Members:** \$195.00

Program Name:

Operational Excellence in Associations

Description:

Associations may be non-profits, but that is no way means they don't need to be well run businesses. In this module we take a look under the hood of associations as the operation models and practices that are the behind-the-scenes drivers of value and mission.

This online course is part of ASAE's Certificate Program in Association Management, a series of courses designed to build a strong understanding of the core functions of association management. Specifically designed for those who are new to the profession or have less than five years of experience in the field. [Operational Excellence in Associations](#) will leave you with a better understanding of brand management, business development and strategic partnerships, which are critical to organizational success.

Course content:

Module One: Public Relations, Brand, and Marketing

Module Two: Human Resource Management

Module Three: Financial Management

Module Four: Risk Management

Module Five: Vendor Management

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$162.00
- **Non-Members:** \$195.00

Program Name:

Culture and Leadership

Description:

Associations have the unique ability to enhance the personal and professional lives of individuals in virtually every business sector and industry. Because associations are indispensable within the industry, profession, and society, it's vitally important for those working in the profession to have an understanding of their nature and history.

Specifically designed for those who have fewer than five years of experience in the field, Culture, Ethics and Leadership addresses the basics of building a strong organizational culture as it pertains to associations.

Course content:

Module One: Organizational Culture Development

- Definition of culture and culture patterns
- Dominant association culture patterns
- Changing culture when you're not in charge

Module Two: Diversity, Inclusion, Equity and Culture

- Definition of diversity, inclusion, equity
- Culture of inclusion maturity model

Module Three: Ethics and Culture

- Definition of ethics
- Code of conduct v. culture code
- Cultural capacity for the work of ethics

CAE Credits:

3 credits

Duration:

3 hours

Cost:

- **Members:** \$162.00
- **Non-Members:** \$195.00

Program Name:

Leading with Ethics and Creating an Ethical Environment

Description:

From the time we are born we are taught the difference between right and wrong. How do we translate these seemingly simple ideas into our professional lives? During this session, we will discuss key ethical questions. By cultivating an ethical workplace, you will create a safe and fair work environment as well as a more motivated and trustworthy team.

CAE Credits:

1 credit

Duration:

1 hour

Cost:

- **Members:** \$50.00
- **Non-Members:** \$50.00

Program Name:

ASAE Core Ethical Standards for Association Professionals Package

Description:

This series of courses focuses on Core Ethical Standards for Association Professionals like you. These courses are designed to provide an introduction into essential ethical principles and how they should be integrated into every aspect of our work. These courses do qualify for CAE credits and are eligible for ethics credit.

Full Series:

- Respecting and Upholding Laws that Govern Association Work 0.45
- Champion Diversity, Equity, and Inclusion 0.42
- Be Honest in Conducting Business 0.62
- Respect the Confidentiality of Information Gained through One's Work 0.23
- Foster an Ethical Culture Through One's Work 0.62
- Taking Responsibility for Your Own Conduct 0.28

CAE Credits:

Credits Next to Each Course

Duration:

On Demand/Self-Paced

Cost:

- **Members:** \$117.00
- **Non-Members:** \$152.00

Program Name:

Respecting and Upholding Laws that Govern Association Work

Description:

In this course, we will focus on respecting and upholding public laws governing the work of associations, and will highlight some of the most common areas in which public laws affect the way we manage our associations and will introduce you to additional resources for further education.

Objectives:

- Gain an increased awareness of the legal implications of all aspects of your association's work
- Learn how to approach ethics concerns in your work.
- Understand how to address behavior and conduct by members and member leaders, operations, and the behavior of association professionals
- Clarify the issues that arise from the behavior of external parties with whom we work

This course does qualify for CAE credits and are eligible for Ethics credit.

CAE Credits:

0.45

Duration:

27 minutes

Cost:

- **Members:** \$23.00
- **Non-Members:** \$29.00

Program Name:

Champion Diversity, Equity, and Inclusion

Description:

Structural inclusion is the responsibility of all of us and is most effectively approached through coordinated efforts at all levels of the organization. However, there are a myriad of ways in which you interact with structures that either exemplify inclusion or--perhaps inadvertently--exclusion, misunderstanding, or lack of engagement.

In this module, we'll review the topics of:

- The equity lens – a focus on processes
- The employee lifecycle
- Hiring
- Onboarding

Objectives:

- Learn to incorporate an equity lens into each step of the recruitment and hiring process.
- Understand how to create a values-driven approach to the employee lifecycle at your organization.
- Focus on how to actively incorporate an EDI focus in your hiring process from job postings to interviews.
- Review how to create an intentional onboarding process that sets the stage for engagement, inclusion, and retention.

CAE Credits:

0.42

Duration:

25 minutes

Cost:

- **Members:** \$20.00
- **Non-Members:** \$27.00

Program Name:

Be Honest in Conducting Business

Description:

In this course, learners will explore the ethical dimensions of business conduct and the importance of honesty to make principled decisions in your professional activities.

Honesty is the first step on the path to becoming an ethical leader.

Objectives:

- Understand the best policies of ethical leaders
- Learn how to create a culture of honesty in your business practices
- Solidify how to create good business through honesty

CAE Credits:

0.62

Duration:

37 minutes

Cost:

- **Members:** \$30.00
- **Non-Members:** \$40.00

Program Name:

Respect the Confidentiality of Information Gained Through One's Work

Description:

This course delves into ASAE's Standards of Conduct: Core Ethical Standards and focuses on Standard #4 – Respect the confidentiality of information gained through one's work. How we carry that behavior into our workplace matters and this course will dive into the traits of the ASAE Standards of Conduct related to confidentiality.

Objectives:

- Define Confidentiality and apply it at work
- Apply these principles to the real world
- Understand what needs to be kept confidential in association work

CAE Credits:

0.23

Duration:

14 minutes

Cost:

- **Members:** \$12.00
- **Non-Members:** \$15.00

Program Name:

Foster an Ethical Culture Through One's Work

Description:

ASAE has established core ethical standards. This program will focus on standard number six; fostering an ethical culture through one's work. This core standard has several specific aspects the association professional should consider as they strive to embody these ethical standards. In this course, learners will focus on all of these factors to arrive at a holistic approach to fostering that ethical culture.

Objective:

- Understand modeling and encouraging the integration of ethics into all aspects of management of the association which employs the member.
- Learn how to behave in an ethical way as we strive to achieve the objectives of our association
- Exemplify behaviors that are socially responsible.
- Identify how to respect diversity and foster inclusion in all aspects of our work
- Develop skills in building strong relationships
- Become informed on how to understand ourselves about the norms and customs of others
- Solidify expectations of association professional to keep commitments and promises

This course is eligible for ethics credits.

CAE Credits:

0.62

Duration:

37 minutes

Cost:

- **Members:** \$30.00
- **Non-Members:** \$40.00

Program Name:

Taking Responsibility for Your Own Conduct

Description:

In this course you will be introduced to what personal responsibility means and why it matters, an overview of the positive and negative consequences of taking responsibility or holding yourself accountable for your action or inaction, building a culture of accountability, and how taking responsibility can be a catalyst for personal and professional success.

Objectives:

- Define responsibilities and the importance of taking responsibility for one's own conduct.
- Understand the relationship between Responsibility, Accountability, and Ownership
- Learn how to build a culture of accountability

This course is eligible for ethics credits.

CAE Credits:

0.28

Duration:

17 minutes

Cost:

- **Members:** \$15.00
- **Non-Members:** \$18.00

Program Name:

Finance for Non-Financial Managers

Description:

Are nonprofit financials a mystery to you? This course is designed to empower professionals from all backgrounds to understand and engage with the financial side of nonprofit organizations. This course will help you grasp the essentials of nonprofit financial management without requiring an accounting background.

Through concise lessons and practical examples, you'll learn to read and interpret financial statements, understand the unique aspects of nonprofit accounting, and evaluate organizational financial health. You'll also gain confidence in budgeting and compliance while developing the ability to communicate financial insights clearly to stakeholders.

By the end of this course, you'll have the knowledge and tools needed to navigate nonprofit financials with ease and contribute to the financial sustainability of your organization.

Learning objectives:

1. Understand key financial concepts: Gain a clear understanding of fundamental nonprofit financial terms, such as revenue, expenses, assets, liabilities, and net assets.
2. Interpret financial statements: Learn to read and interpret essential nonprofit financial reports, including the Statement of Financial Position and Statement of Activities.
3. Evaluate financial health: Develop skills to assess the financial health of a nonprofit organization using key ratios, trends, and benchmarking.
4. Understand budgeting and planning: Learn the basics of nonprofit budgeting, including various methods of preparation and using them in decision making and planning.
5. Improve financial communication: Enhance your ability to communicate financial information to stakeholders, including leaders, members, and staff, in a clear and accessible manner.

This course is eligible for ethics credits.

CAE Credits:

1.8

Duration:

On Demand/Self-Paced

Cost:

- **Members:** \$90.00
- **Non-Members:** \$117.00