



Credentialed

Eligibility and Selection Policy

Credentialed is a selective, standards-based initiative designed to recognize professionals who demonstrate sustained excellence, measurable impact, and a commitment to continuous development in the communication profession.

Credentialed prioritizes **quality, rigor, and real-world application.**

Eligibility Requirements

To be considered for Credentialed, applicants must meet all of the following criteria:

1. Professional Development

Applicants must demonstrate completion of a minimum of:

- **40 hours of relevant training** for the CMP or **20 hours for the SCMP**, completed within the past 24 months

Accepted formats include:

- Professional courses
 - Workshops
 - Cohort-based learning programs
 - Verified self-directed learning activities, including:
 - Online courses
 - Webinars
 - Podcasts
 - Other structured professional development activities
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2. Professional Experience

Applicants must demonstrate:

- **6 – 11 years of relevant professional experience**
 - Experience must be clearly documented and aligned with the competencies assessed by the GCCC
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3. Portfolio of Work

Applicants are requested to submit evidence of applied competence, which can include:

- Case studies
- Work samples
- Project outcomes
- Demonstrated, measurable impact

Submissions must clearly outline the applicant's role and contributions.

4. Professional Endorsement

Applicants must provide:

- A **letter of recommendation** from a qualified professional familiar with their work
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5. Examination

All successful applicants must:

- Undertake the relevant GCCC examination (either CMP or SCMP)

The assessment is designed to evaluate applied knowledge, judgment, and professional capability.

6. Ethics and Professional Conduct

All applicants must agree to uphold:

- Professional standards
 - Ethical guidelines
 - Integrity in practice
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Application Process

1. Submit a completed application to: orla.clancy@strategic.global and/or sia@thecsce.com
 2. Provide:
 - Training records
 - Professional experience summary
 - Portfolio and supporting documentation
 - Specify your chosen GCCC certification: Communication Management Professional (CMP) or Strategic Communication Management Professional (SCMP)
 3. Applications are reviewed within **2 – 4 weeks**
 4. Approved applicants are invited to complete the relevant GCCC exam
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Selection Process

Credentialed is a **highly selective initiative**, with a maximum of **five (5) recipients awarded annually**.

All eligible candidates are evaluated using a structured, merit-based framework:

- **Portfolio and impact** – 40%
- **Professional experience** – 40%
- **Professional endorsement** – 20%

Candidates must meet a minimum performance threshold and are then ranked.

Final Award

Credentialed is awarded to:

- The **top five candidates** in each annual cycle who meet all requirements, and who demonstrate:
 - Leadership and influence
 - Originality and innovation
 - Broader contribution to the profession
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Maintaining Your Credential

Credentialed is not a one-time achievement. To maintain certification, recipients must:

- Engage in ongoing professional development
- Demonstrate continued practice and impact
- Complete annual renewal

This ensures all Credentialed professionals remain current, capable, and credible.

As part of Credentialed, renewal fees will be sponsored starting one year after the award of certification.

Our Standard

Credentialed reflects a commitment to:

- Verified expertise
- Real-world impact
- Continuous growth

It is designed to recognize not just what professionals know – but what they consistently deliver.