

IDA Leadership in Place Management Certification Program

Thursday, October 21 | 3:30pm – 4:30 pm

Panelists:

Jennifer Brown, Principal, Principles Passion Place LLC, Montclair (NJ)

Chad Emerson, President & Chief Executive Officer, Downtown Huntsville, Inc., (AL)



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The Goal of the LPM Certification Program

The goal of the certification program is to provide LPM professionals the ability to demonstrate proficiency in all aspects of the place management profession while also maintaining a commitment to ethical conduct and personal and professional growth.



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How did we get here...

Professional Development Committee 2015-2017

Develop and Oversee
Education programs

- Annual Conference Program
- Webinars
- Regional Conferences
- Emerging Leader Fellowship

Developed Code of
Professional Practice (seven
knowledge domains)

Professional Development Committee 2017 to 2019

- Continue Development of Code of Professional Practice
- Research and Determine Certificate vs Certification
- Conducted Job Task Analysis to validate the seven knowledge domains (survey to over 500 IDA members)
- Confirmed seven knowledge domains were correct

2020 was our transition year

Professional Development Committee - 2020

- Developed Subject Matter Expert (SME) application process
- 34 SME's conducted item writing (over 200 exam questions were developed)
- Beta Testing
- Formation of Commission
- Developed Draft Eligibility Requirements

Leadership In Place Management (LPM) Commission - 2021

- Refined Eligibility requirements
- Developed Code of Ethics
- Examination Delivery
- Appeals and Disciplinary Actions
- Marketing and Strategy
- Recertification
- Policies and Procedures

How is the program governed?

- In December of 2020, the IDA Board of Directors established the Leadership in Place Management Commission to be the independent governing body of the program within IDA.
- The Commission has complete autonomy, oversight and management of the certification program and develops all policies and standards related to the LPM credential.
- The program is administered by IDA staff, who implements the policies. This structure allows the LPM Commission to maintain integrity concerning policy matters related to credentialing.



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LPM Commission Members

Rena Leddy, Chair, Rena Masten Leddy, Vice President,
Urban Place Consulting Group

Kris Larson, President & CEO, Central Houston, Inc.

Jennifer Brown, Principal, Principles Passion Place, LLC

Paul McKinnon, CEO, Downtown Halifax Business
Commission

Larisa Ortiz, Managing Director, Public Non-Profit
Solutions, Streetsense

Chad Emerson, President & CEO, Downtown Huntsville,
Inc.



Leadership In Place Management Certification Program

The IDA Leadership in Place Management (LPM) certification recognizes place management professionals who demonstrate the knowledge and skills to manage and lead a place management organization. To attain certification, candidates must meet eligibility requirements before taking the exam.



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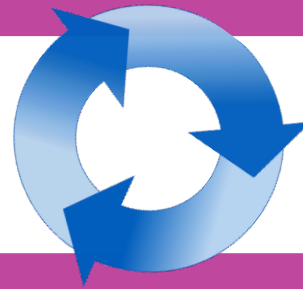
Certification Policies & Procedures

Strategy

1. Program evaluation
2. Certification Program Maintenance

Eligibility

1. Application
2. Code of Conduct
3. Conflict of Interest
4. Nondiscrimination



Examination

1. Linkages with job requirements (Job Analysis)
2. Exam Development
3. Test Administration
4. Assessment System Design
5. Security, scoring and results

Appeals and Disciplinary Action

1. Confidentiality
2. Reporting
3. Complaints and appeals
4. Disciplinary policy



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Am I eligible?

To be eligible to apply for the exam, certificants must meet all of the following requirements:

Three years' experience employed as the CEO/Executive Director or five years' employment at a staff level of any qualifying organization(s)*.

AND Have a bachelor's degree or higher, or in lieu of a degree, have three additional years' employment at a staff level of any qualifying organization(s)*.

AND Two letters of recommendation regarding professional work experience as it relates to at least two or more of the seven domains of professional practice. The reference letters should be addressed to the LPM Commission. (IDA has developed [seven official knowledge domains](#), recognizing the distinct areas of professional practice used to shape vibrant urban districts which anchor the well-being of towns, cities, and regions around the world.)

AND Are committed to upholding the [IDA Code of Ethics](#).

*Qualifying organizations include any of the following which are actively engaged in urban place management in North America: business improvement district (BID), business improvement area (BIA), place management partnerships, alliances, chamber of commerce, community development corporation, Main Street program, municipal government agency and/or consultancies and vendors engaged in urban place management.

How do I apply and what do I need?

Candidates applying to sit for the exam will be asked to provide the following:

- Current resume that includes:
 - Education: Name of institution attended with highest level of education achieved, name of degree received with dates of attendance and graduation
 - Professional Experience: List of position titles and include dates of related experience.
- Two letters of recommendation regarding professional work experience as it relates to at least two of the seven domains of professional practice.
- Confirmation that the applicant is committed to upholding the IDA Code of Ethics.

All applications must be received by the deadline listed on the IDA website.



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Code of Ethics

MISSION

The mission of the International Downtown Association (IDA) is to empower place management leaders with knowledge, research, and public policies for creating prosperous city centers, commercial neighborhoods, and livable urban places for all.

ADOPTED

The following code of ethics was developed and adopted by the IDA Leadership in Place Management (LPM)

Commission on June 7, 2021 to ensure place managers uphold the highest ethical standards of professional practice.

PROFESSIONAL PLACE MANAGERS SHALL

Act with integrity and honesty while interacting with and addressing the needs and expectations of

multiple and diverse stakeholders.

Respect and uphold all public laws related to the profession.

Be inclusive by leading, empowering and supporting the advancement of vital healthy cities for everyone

regardless of race, color, national origin, age, disability, gender identity, sexual orientation, and other

legally protected classes as defined by their jurisdiction.

Adhere to confidentiality agreements and policies

Act in the best interest of the organization's mission rather than self-interest and seek to avoid and/or

disclose any conflict of interest, whether real or perceived.



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What is the cost?

Application Fee

The non-refundable application fee (\$200 IDA members/\$300 non-member) is due at the time of application. The application is valid for one year from date of approval.



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What is on the Exam?



Exam Content Outline

Domain 1: Leadership Development 15%

Domain 2: Organizational Management 15%

Domain 3: Economic Development 11%

Domain 4: Planning, Design and Infrastructure 13%

Domain 5: Policy and Advocacy 14%

Domain 6: Public Space Management and Operations 18%

Domain 7: Marketing, Communications and Events 14%



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When is the exam administered (tentative)?

Application Cycle Year Two (2022)- Round 1	
Application process opens/closes	January 1, 2022-February 25, 2022
Application Review	March 1, 2022-April 1, 2022
LPM Commission Meeting	March 1, 2022 and April 5, 2022
Notification to applicant	By April 6, 2022 (4 weeks prior)
Sit for Exam	May 4, 2022-May 18, 2022
Application Cycle Year two (2022) -Round 2	
Application process opens/closes	July 1, 2022 - August 30, 2022
Application review	August 31, 2022- September 28, 2022
LPM Commission Meeting	Tuesday, October 4, 2022
notification to applicant	By October 6, 2022 (4 weeks prior)
Sit for exam	November 8 -November 22, 2022



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What is the Cost of the Exam?

Once a candidate has been deemed eligible to sit for the exam, a fee of \$325 member/\$475 non-member is due. This fee is non-refundable and the exam must be taken within one year of application approval. Upon completion of the exam, you will be notified within 30 days of your final score. A second exam on the same application is subject to a retesting fee of \$200 member/\$250 non-member



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What is the format of the exam and how is it administered?

The exam will consist of 100 multiple choice questions and you will be given 3 hours to complete the exam. The exam will be administered remotely through a secure online system with live remote proctoring.



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What do I need to know for the exam?

Each domain contains several subcategories with detailed knowledge needed. Not every item will be found on every exam and questions in each area will be randomized.

Domain 1: Leadership Development 15%

Domain 2: Organizational Management 15%

Domain 3: Economic Development 11%

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What if I do not pass?

If you do not succeed in passing the exam, you are eligible to retake the exam within one year from the date your application is approved.

If your application has expired, you will be required to submit a new application form, fees and meet all eligibility requirements. If your application is still valid, there is a \$200 member/\$250 non-member fee to retake the exam



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Resources

- Exam Content Outline
- Candidate Handbook
- IDA Knowledge Center
 - Previous webinar recordings
 - IDA Top Issues Council Reports
- IDEA Connection





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Resources

Questions?



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Contact Info:

**Carolyn Dellutri, IDA Director of
Professional Development**

certification@downtown.org

<https://downtown.org/certification/>



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