KCCE Chamber Certification Program

FAQs

11/2/2015

The Certified Chamber of Commerce Program promotes public awareness of the intent of the chamber of commerce brand as a non-profit community development based business membership organization by providing a peer review process of generally accepted chamber of commerce organizational benchmarks.

KCCE Chamber Certification Program Frequently Asked Questions

Do I have to have points in every category in order to be considered for certification?

No, the program is designed so that chambers of all sizes who provide different types of benefits for their members can still qualify for certification. For example, if you do participate in grassroots advocacy you will simply need to provide an explanation on why you do not.

What happens if our chamber doesn't meet the criteria for certification?

You have two options at this point. You can choose to wait and submit your application in the next year, using this year to boost your opportunity (whether that is in implementing some policies, having an audit or review, or working on board strategies). You can also choose to have a *Peer Review*. Send in your application with the supporting documents that you have in place and mark it as Peer Review. KCCE will send a team of experts in to your chamber to provide feedback and suggestions for best practices. If you choose to implement these suggestions, you may then apply for certification during the next cycle.

Where can I find samples of policies and plans if we currently don't have them but want to implement then?

Great question! The KCCE website has numerous resources available with sample policies, procedures and plans (for example, crisis communications or retention plan). Remember, these policies should be approved by your board of directors so be sure to start the process in enough advanced time to have them in place for the application. Otherwise, provide an explanation of why you do not have certain policies or that they are currently under consideration by the board.

What does market penetration mean?

Market penetration is knowing how many active businesses in your market area are members of your chamber and how many qualifying prospects there are as well. There are many ways you can go about finding this answer and none of them are quick and easy. Reference USA can help you obtain a list, using your local library and a library card. Many people work closely with your city business license department, but this doesn't include any county businesses (and many counties don't require a license to do business). You can employ an intern to help develop a list and calling to verify information.

What is the best method of submission?

Ideally, we would prefer hard copies (bound or in notebook form). However, we will accept online submission via DropBox or Google Drive.

What happens if my application is late?
Sorry. No applications will be acceptable after the deadline date and time.

What if we apply but don't qualify for certification after the judges review?
Because KCCE has high expectations for all of the chambers in Kentucky and the application/judging process is rigorous and intense, not all chambers will qualify for certification. We encourage you to implement the suggestions from the judges and reapply in the next cycle under the fee paid. You may apply twice with the one application fee.

What is the next step?
By gathering all the information needed for this certification, you will be well on your way to applying for the US Chamber Accreditation program, ACCE Chamber of the Year, and the Certified Chamber Executive recognition. The possibilities are endless!