



# Need new skills to impress your boss?

**Certified Program Planner (CPP)**  
*the leading designation*



*"Information That Works!"*

# The recognition you deserve, the professional development you require

*New option! Prepare for your CPP with an online course*

## *The only professional education for our field with training for your daily work*

Thousands of professionals have been trained by LERN. Now you can acquire this quality training, education and professional development specific to your field. And it can be done from any location.

You have two options – an online course which runs September-November or February-April or a correspondence course that you can do anytime.

Plus, you receive recognition for your work by being awarded the Certified Program Planner (CPP) designation after passing the CPP examination.

## **Online Course**

The online course includes weekly presentations, questions and answers with the presenters, online discussion, self quizzes to test yourself, and slide presentations illustrating various models of program management.

Live one-hour webinars held once a week. If you cannot attend a particular live webinar, the webinars are recorded and you can listen to them at your convenience.

You also receive:

- **An extensive Study Guide**
- **Comprehensive CPP Manual with key information from LERN publications/manuals, and How to Teach Adults book**
- **The choice of taking the CPP exam online or on paper with a proctor.**
- **Benefits of CPP status, including certificate, press release, recognition ceremony at the LERN annual conference, and other benefits.**

## Who should participate

This comprehensive professional education and training is for any professional engaged in a lifelong learning program, including:

- **continuing professional education**
- **community education**
- **recreation**
- **seminars and conferences**
- **continuing education**
- **any other courses, classes, seminars, and other educational events.**

Ideal for professionals in colleges and universities, community colleges, technical colleges, public schools, recreation departments, associations, museums, hospitals, professional schools and colleges within universities, and more.

## Why you should participate

The field of lifelong learning programming has changed significantly in the last few years. There is increasing competition. There are heightened expectations for financial performance. And there is tremendous growth in the knowledge and sophistication of management, marketing and programming techniques. All this means that professionals in lifelong learning programming cannot perform productively without comprehensive professional training in the things they do everyday.

LERN's comprehensive curriculum provides the knowledge, skills, study and examination for this training.

## Relevant to these Institutional Settings

This professional education and training is relevant to professionals associated with "lifelong learning programs," such as continuing education in colleges and universities; community education in public schools; recreation in parks and recreation departments; meetings, conferences and seminars for associations; museum education in museums; continuing education and community education in hospitals, and continuing professional education in professional schools and colleges within universities.

## Who is a Program Planner

A Program Planner is a professional who performs one or more of the following functions:

1. Develops programs
2. Recruits teachers, instructors or presenters
3. Determines program needs
4. Is involved in writing brochure copy, promotion, marketing or advertising

Program Planners in various institutional settings have different titles, such as Director, Manager, and Coordinator. If you or anyone on your staff performs any of the above functions, this professional training is for you.

# Knowledge Competencies

*Within each of the primary capacity areas, these are the necessary knowledge competencies for professional Program Planners.*

## **I. Learning and Teaching**

- Know what self-directed learning is and how self-directed learning principles impact a program.
- Know the characteristics of adult learners and of a good teacher of adults.
- Be able to prepare an outline for teaching a course.
- Be able to specify various ways in which to involve learners and gain participation and interaction.
- Define enrollment/registration.

## **II. Finances and Budgeting**

- Be able to construct the Financial Format and determine its four unique characteristics.
- Know the ratios for income, promotion, production, operating margin for the service sector and individual divisions or types of programming.
- Know the four key formulas. Be able to budget or forecast upcoming events/classes.
- Know the Make Budget, Break Even, and Go-No Go points for an individual event/class.

- Be able to analyze the effectiveness of promotion and determine the problem/how to improve a given division or event/class.
- Know how to price, how to list prices, and how price impacts image and marketing.
- Define refund rate, direct costs, indirect/fixed/administrative costs, operating margin, surplus, promotion, production, income.
- Know ideal figures for cancellation rate, promotion, production, operating margin.

## **III. Brochures**

- Know how to design a brochure cover.
- Know how to design and write introductory copy/pages.
- Know how to write a good course/session description.
- Know how to write registration information, design a registration form, write refund policies.
- Know how to get, write and enter testimonials.

## **IV. Marketing**

- Define marketing. Know the traditional four “Ps” of marketing.
- Know the difference between marketing and promotion.
- Be able to write an outline for a one-year marketing plan.
- Be able to write an outline for a three-year marketing plan.

## **V. Promotion**

- Define repeat rate.
- Know how to track brochure distribution methods/lists.
- Know how to track publicity and advertising.
- Know how to test brochures, titles, prices and other program elements.
- Know how to do a test.
- Be able to discuss various ways of distributing brochures.
- Be able to discuss ways of target marketing.
- Be able to write a press release.
- Be able to discuss ways in which to retain participants.
- Be able to define lifetime value.

## **VI. Needs Assessments**

- Be able to conduct a needs assessment, focus groups, phone surveys, and mail surveys.
- Be able to discuss ways to generate data on potential audiences and how to determine if a long-term program should be developed for a given audience.
- Discuss demographic customer data and ways to conduct environmental scanning.
- Discuss and construct a marketing database for customers.
- Know the six levels of recognition for any consumer.
- Define and distinguish between market potential and market share.

## **VII. Program Development**

- Learn the five strategies for new program development.
- Find out how to tell if you have a wrong product.
- Discover techniques for creating profitable new programs.
- Know the Ten Right Questions of Success!

## **VIII. Program Analysis**

- Know how to calculate average participants per event, average event fee, cancellation rates, and brochure: participant ratio or response rates.
- Know the patterns of registration behavior important to running a program.

## **IX. Pricing**

- Find out how to list prices.
- Know what price breaks are and how to use them.
- Discover why market pricing is more effective than formula pricing.
- Learn how to do diversified pricing.

## **X. Program Management**

- Know how to develop a registration system.
- Know how to respond to a customer inquiry.
- Discover techniques for marketing by phone.
- Be able to handle customer complaints.
- Learn the three questions you need to answer to explain your program to a potential customer.

## Master's Degree

The Certified Program Planner designation can earn you four (4) graduate credits toward a Master's Degree in Adult Education offered jointly by LERN and the University of South Dakota, with the degree coming from the University of South Dakota.

The Master's Degree includes two additional Institutes offered by LERN, and online courses offered by the University of South Dakota. It's the only degree with practical, how-to information you can use in your job and career.

To enroll for graduate credit, simply mark the appropriate space on the registration form. To learn more about the Master's Degree, call 800-678-5376 or send e-mail to [info@lern.org](mailto:info@lern.org).

*The CPP is a tremendous experience. I encourage every professional to participate.*

**Richard Fleming, CPP**  
*Hobbs, New Mexico*

## Optional Course Preparation

Optional course preparation for the CPP exam includes the Program Management Institute, a four-day training program.

You deserve a medal. And you get one when you become a CPP! Just email us at [info@lern.org](mailto:info@lern.org) for information on upcoming offerings.



*Julie Rasor receiving the 3,000th CPP from LERN's Greg Marsello in 2006.*

# Apply Now

*Registration is easy! More than 3,000 professionals have been certified CPP already!*

## How to Register



**EMAIL:** Send your registration information to [info@lern.org](mailto:info@lern.org).

**ONLINE:** You can apply online. Go to [www.lern.org](http://www.lern.org).



**MAIL:** Complete and send the attached form to LERN, PO Box 9, River Falls, WI 54022, along with your check, purchase order, or credit card information.



**PHONE:** Reserve your place by calling LERN at 800-678-LERN (5376). A purchase order, check or credit card information should follow immediately.



**TOLL-FREE FAX:** Complete and fax the attached registration form with credit card information or a purchase order to 888-234-8633, 24 hours a day.



**QUESTIONS:** Call LERN at 800-678-LERN (5376), or send e-mail to [info@lern.org](mailto:info@lern.org).

*The CPP program fine tuned the business principles I was using to direct, develop and evaluate my programs. It is a sound format for sustaining successful programs.*

**Liz Walton, CPP**  
*Brecksville, Ohio*

*The CPP designation has earned me a great deal of credibility with the businesses and the community that I deliver training programs to. The information I have learned is easily applied to my everyday work.*

**Heidi McManus, CPP**  
*Brooklyn Park, Minnesota*

## CPP Manual with key information from the following LERN publications:

- The Marketing Manual
- Financial Handbook
- Pricing
- Pricing Seminars and Conferences
- High Response Surveys
- Official Dictionary
- How to Find & Keep Good Teachers
- Course Evaluations
- Marketing Techniques for Office Staff
- Developing Successful New Programs
- The Successful Brochure Manual for Community Programs
- The Successful Brochure Manual for Seminars and Conferences
- How to Teach Adults



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888-234-8633

# APPLICATION

MAIL OR FAX THIS ENTIRE PAGE

## *Certified Program Planner (CPP) Self-Study Correspondence Course*

\_\_\_\_\_ Yes, I want to enroll in the CPP Online Course Sept.-Nov. \_\_\_\_\_.  
I understand the fee is \$745 including study materials.

\_\_\_\_\_ Yes, I want to enroll in the CPP Online Course Feb.-April \_\_\_\_\_.  
I understand the fee is \$745 including study materials.

\_\_\_\_\_ I want to enroll for graduate credit.

\_\_\_\_\_ Send me information about the LERN Master's Degree program.

\_\_\_\_\_ Send me information about the LERN Institutes.

\_\_\_\_\_  
Name SC# (from mailing label)

\_\_\_\_\_  
Department (if any)

**Position:**

- Adm.  
 Cont. Trng.  
 Mktg.  
 Program Staff  
 Teacher (K-12)  
 Faculty (CC/U)

**Title:**

- Dean  
 Director  
 Supt.  
 Other

\_\_\_\_\_  
Institution/Organization

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Name & title of person to whom you report

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LERN ID number (from mailing label below)

**Please check:**  Check enclosed.  Please bill me.  Please charge my credit card.



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