

Senior Level Certification Program

For Certified Leasing Specialists (CLSs), Certified Shopping Center Managers (CSMs), & Certified Marketing Directors (CMDs)

The SCLS, SCSM and SCMD Certification Programs seek to recognize certified professionals who continue to participate in programs that keep them up-to-date on the changing world of shopping center management, marketing and leasing. These programs involve accumulation of at least 10 continuing education credits over three-year cycles.

Who Should Apply

- Active CLSs, CSMs and CMDs with approximately three years of experience from the time they achieved their initial designation. CLSs, CSMs and CMDs who received their initial designation in 2005 are eligible for Senior Level certification in 2008.
- All SCSMs and SCMDs who received their Senior Designation in 2005 must renew in 2008.

How You Will Benefit

Receive an industry designation that:

- Recognizes your initiative to continue to grow professionally.
- Demonstrates your grasp of industry trends, contemporary practices and methods.
- Shows a willingness to seek new ways of improving shopping center value and productivity.
- Highlights your industry leadership status and makes you stand out as the best of the best in your profession.

Senior Level Certification for Certified Leasing Specialists (SCLSs)

The Senior Level certification program for CLSs was established to encourage the ongoing education and professional development of shopping center leasing specialists who have already achieved their CLS designation. Senior Level status suggests a current grasp of industry trends, contemporary practices and methods and a willingness to seek new and better ways of improving a retail project's value and productivity.

The Senior Level Certification Program for Certified Shopping Center Managers (SCSMs) and Certified Marketing Directors (SCMDs)

As the shopping center industry moves from a development orientation to one centered around asset management, it is essential for managers and marketing personnel to enhance center value – both in terms of current results and over time.

In 1994, the Senior Level Certification Program for CSMs and CMDs was designed to provide that assurance. Through the program, ICSC can effectively assist and encourage those holding the CSM and CMD designations in continuing the educational and professional development process. To date, over 700 individuals have attained their SCSM, SCMD or SCSM/SCMD designations. Senior Level status also indicates to present and potential employers that these individuals have the initiative to continue to grow professionally.

Qualifications

- Any person who has achieved the CSM and/or the CMD designation will continue to maintain that status and any rights and privileges accompanying it without having to fulfill any additional requirements.
- Three years after achieving the CLS designation, the mandatory program of continuing education will automatically lead to achievement of the Senior Level Certified Leasing Specialist (SCLS) designation.
- To attain Senior Level status, a minimum of ten credits of combined continuing education, industry service and professional recognition must have been earned during the preceding three-year period. In addition, proof of continuous employment for the immediate preceding three-year period in a position directly related to the shopping center industry or self-employment in an industry-related capacity is a prerequisite for applying for Senior Level status. Candidates who are temporarily inactive (for a period not exceeding three months in duration) for reasons beyond their control (health, involuntary layoff, military service, etc.) may request an exemption at time of application and must detail reasons for the inactivity. Requests for exemptions will be reviewed and decided by the respective CLS, CSM and/or CMD committee.

- A CLS, CSM, CMD or CSM/CMD may begin the process of attaining the credits necessary for Senior Level certification immediately upon conferral of the CLS, CSM or CMD designations. Candidates are not eligible to receive Senior Level accreditation until approximately three years have elapsed from the time of initial attainment of the designation. To be eligible in 2008, applicants must have received their initial designation in 2005.

How to Apply

The SCLS, SCSM and SCMD Application and Applicant Handbooks are available on ICSC's Web site, www.icsc.org – go to **Education & Careers**, view the **Education** menu and click on **Certification Programs**.

Deadline to submit a completed application is May 7, 2008.

Fee: \$125 (U.S.)

Continuing education credits can be earned in the following three areas of professional development:

Continuing Education

Attendance at ICSC conventions, conferences, meetings, the School for Professional Development, University of Shopping Centers, other ICSC classes or pertinent courses given at accredited institutions of higher learning such as University of Florida, Wharton or other approved industry-related organizations such as BOMA, IREM, ULI, IEDC, NAREIT and CCIM.

Industry Service

Service on ICSC committees, panels or relevant special projects, or publication of a book or report with ICSC or another publisher.

Professional Recognition

Achievement of professional recognition through the attainment of an ICSC or other approved industry award or commendation, receiving an additional industry designation (CDP, CSM, CMD, CLS), obtaining a designation sponsored by other qualified organizations such as CPM or MAI and participation on boards and committees of industry-related organizations will also be considered.