Increasing the Value of CFMA Through HR & Education

BY STUART BINSTOCK, PRESIDENT & CEO

Since this issue is devoted to human resources, I would like to update you on what CFMA is doing to increase your knowledge of this subject.

Last year, the Education Committee’s Matrix Task Force utilized the CCIFP exam knowledge domains (which are based on the job analysis of a CFM) in an effort to uncover any gaps in our educational offerings. The task force found that CFMA did not offer any standing education for HR and IT as related to the CCIFP domains. As a result, CFMA developed construction-focused HR and IT courses.

“Human Resources for the Construction Financial Manager” is scheduled to be delivered via our WebLive platform on May 28 and subsequently will be available at the chapter level. This course covers the following learning objectives:

- The importance of the hiring and orientation processes at your company
- Resources available for required reporting
- The Davis-Bacon Act and other prevailing wage laws
- The value in benefits and the utilization of brokerage firms and benefit providers
- How law firms and accounting practices with employment law expertise can assist CFMs
- Important policies and procedures for both administrative and field staff

You can register for this course at www.cfma.org/educ/HR.

From an attendance perspective, our Live Chapter and Web-based presentations had a combined 48% increase in attendance from the previous year.

Our combined educational sessions (chapter and online) saw a 30.6% increase in delivery of programs. And, our free monthly KnowledgeNOW Webinars continue to receive excellent ratings with an average of 9.1 this year.

Last year, we also experienced the highest number of attendees for a CFMA Webinar – the revenue recognition webinar in June had 917 attendees, including 141 non-members.

Not surprisingly, Anirban Basu was the highest rated Webinar speaker, earning a 9.6 rating for his Economic Outlook in December.

All in all, this was a pretty good year for CFMA. Our challenge is to meet and even exceed the number of attendees and the quality of our presentations this coming year!