



Enterprise Marketing and Communications Professional Training, Certification and Membership Guidelines

OBJECTIVE

Enterprise Marketing and Communications encourages division members to enhance their knowledge and skills and to network with other professionals. We recognize that for development purposes, division members benefit from attending training seminars or workshops and joining professional associations that will enable them to remain abreast of best practices in their respective fields.

We encourage everyone in EMC to create a personal development plan (1-5 years) and determine what opportunities would help them learn and develop new skills and competencies. It is recommended to set aside several hours a month for professional development.

Note: *The guidelines that follow are subject to annual division budgets established for professional development. Our division has two separate professional development budgets — one for university employees and one for health system employees — and they vary. Note that there are many [free professional development opportunities available](#) to EMC members.*

GUIDELINES

To support division members' professional growth, we offer a training benefit to full- and part-time employees within the division. This benefit can be used for costs associated with:

- Membership in professional organizations
- Professional exams (i.e., APR, PMP, SHRM-CP/SCP, CAPM, etc.) and exam preparation courses
- Certificate programs and credentials (Scrum Master, PACE, etc.)
- Courses offered by an accredited institution, including online learning*
- Workshops, seminars and conferences
- Magazine subscriptions (check with VCU Libraries first to see if we have an institutional subscription)

Before making a request, keep in mind:

- All requests are subject to approval by the department manager and unit senior leader and the availability of funds.

- Requests that include travel are also subject to any and all travel-related policies established by VCU or VCU Health System, depending on employer. Review [VCU's travel policy for approval and reimbursement procedure](#) or [VCU Health's travel policy](#) for more information.
- The requested opportunity must align with the division member's role.
- Supervisors should partner with division members on their teams to help find appropriate and beneficial professional development opportunities.
- Knowledge sharing is expected. Division members and supervisors should determine the format before the opportunity is completed.

Professional memberships

Division members may request membership in a professional association. In their request, the member must outline the benefits the division will gain from such membership and include the association's application and supporting documentation.

Seminars and conferences

Division members may request to attend one seminar or conference annually. For work scheduling purposes, the request must be received at least one month before the event. The division member is expected to share their learnings with co-workers after returning (the supervisor will help determine what format this should take ahead of time).

Training courses and other professional development opportunities

Division members may request training courses and other professional development opportunities. In their request, the member must outline the benefits to be gained by the division through the opportunity and must include a description of the opportunity.

EMC reserves the right to determine which professional development opportunities are appropriate. The unit's senior leader — as well as HR, in the case of university employees — will review all requests, determine priorities, and approve, defer or decline requests based on established criteria and the availability of funds within the relevant division budget for these programs at the start of each fiscal year.

After concluding training, the employee must submit a certificate of completion or similar document and a professional development report to their manager (when applicable; check with your manager). The employee should also upload the documentation to the appropriate performance management system (i.e., Talent or Workday).

EMC will reimburse an employee who retakes an exam only if the score received on the second exam is higher than a prior score and the score obtained on the second exam is considered a passing score. The division will not pay for an employee to retake a training course.



*For university employees taking VCU courses, a [tuition waiver](#) should be used in conjunction with a formal request. Tuition reimbursement information for health system employees can be found in the [VCU Health Benefits Guide](#).