

# Certified Admissions and Marketing Specialist (CAMS)

## RECOMMENDATION & EVALUATION PACKET

### ***DIRECTIONS AND INFORMATION FOR EVALUATORS:***

1. This recommendation packet includes a survey of the candidate's knowledge, skills and abilities. It is a required element for consideration for certification as a CAMS. This document as set forth by CCAPP Credentialing Board is considered confidential and is not for use for employment purposes and it's not intended to have any effect on the candidates' employment status.
2. The documents herein are to be completed by the candidates' direct Supervisor or an individual who has directly supervised and exceeds the authority of the candidate and has met or exceeds the candidates level of education, experience and credentialing (herein this document called evaluator) The evaluator must meet all four of those conditions if the individual completing this packet is not the direct Supervisor or a previous direct supervisor.
3. The evaluator of the candidate must complete all sections (if applicable) and must consent to the submission of this document directly to CCAPP Credentialing in a sealed envelope mailed to: CCAPP Credentialing at 2400 Marconi Ave., Suite C, Sacramento, CA 95821 OR uploaded at [questions@ccapp.us](mailto:questions@ccapp.us).
4. In any area of evaluation that is not applicable to the candidate, the evaluator may indicate by marking the area score "N/A".
5. CCAPP Credentialing retains the right to use this Recommendation Packet (and subsequent information provided by the evaluator) to determine the merits of the candidates' knowledge, skills and abilities in order to be conferred the title of Certified Admissions and Marketing Specialist (CAMS.) The determination of such is within the sole authority of CCAPP Credentialing.
6. Failure of the submission of this completed packet means the candidate will not be considered for certification as a CAMS.
7. This packet and information provided within does not have any bearing on other CCAPP credentials the candidate currently retains unless there is a potential ethical or conduct violation.
8. The candidate must also complete and pass the required courses as provided by CCAPP Education Institute or the same courses by CCAPP approved provider.
9. The applicant must submit the CAMS education program certificate of completion with their application.
10. The Credentialing Board does not have access to the education information as that is not within their purview other than that which is submitted by the candidate, however, CCAPP Credentialing retains the right to verify the legitimacy of the certificate of completion documentation as provided by the candidate.
11. If there are any questions regarding this document evaluators and/or candidates may contact CCAPP credentialing personnel.

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**CALIFORNIA CONSORTIUM OF ADDICTION PROGRAMS AND PROFESSIONALS - CREDENTIALING**





**EVALUATORS SURVEY OF KNOWLEDGE, SKILLS AND ABILITIES**

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**FACTOR RATINGS:**

- 5 = Special - Performs exceptionally well
- 4 = Performs very well
- 3 = Good - Performs well
- 2 = Needs improvement
- 1 = Unsatisfactory
- NA = Not Applicable

**Any rating of 5 or 1 requires an explanation for that rating in the comments section.**

Organizational/Departmental Management	Rating
1. Develops, implements and improves upon the organizations culture, mission, values and goals.	
2. Familiarity with contemporary marketing/business issues and strategies.	
3. Operates within fiscal constraints of the organization/department.	
4. Identifies, creates and implements marketing strategies to ensure upward growth.	
5. Ensures quality improvement and assurances for the organization and clients.	
6. Survey 's demographic data, satisfaction and improvement.	
7. Ensures compliance with all applicable admissions/marketing laws.	
Comments:	
Innovative leadership	Rating
8. Succession planning / internal talent development.	
9. Proficient decision-making skills.	
10. Board relationship and engagement.	
11. Effective planning skills (strategic and otherwise.)	
12. Useful and creative team building skills.	
Comments:	



Communication skills	Rating
13. Communication – oral, speaking capability, written, presenting, listening.	
14. Courtesy – manners, etiquette, business etiquette, gracious, says please and thank you, respectful.	
15. Flexibility – adaptability, willing to change, lifelong learner, accepts new things, adjusts, teachable.	
16. Integrity – honest, ethical, high morals, has personal values, does what’s right.	
17. Interpersonal Skills –personable, appropriate sense of humor, friendly, nurturing, empathetic, has self-control, patient, sociability, warmth, social skills.	
18. Positive Attitude – optimistic, enthusiastic, encouraging, happy, confident.	
19. Professionalism – businesslike, well-dressed, appearance, poised.	
20. Responsibility – accountable, reliable, gets the job done, resourceful, self-disciplined, wants to do well, conscientious, common sense.	
21. Teamwork – cooperative, gets along with others, agreeable, supportive, helpful, collaborative.	
22. Work Ethic – hard working, willing to work, loyal, initiative, self-motivated, on time, good attendance.	
23. Forward Thinking—the ability to plan for the future.	
24. Intrepid—the ability to perform effectively in complex and difficult environments.	
25. Team Building—the ability to achieve success through others.	
26. Accessibility-accessible to staff, clients, contractors and vendors.	
Comments:	
Departmental Management	Rating
27. Creates, updates and maintains admissions and/or marketing (policies and procedures.)	
28. Provides training and developmental tools to team.	
29. Encourages staff to perform and contribute to the organization by providing ongoing feedback and opportunities to learn through formal and informal methods.	
30. Inspires and fosters team commitment, spirit, pride and trust.	
31. Facilitates cooperation and motivates team members to accomplish departmental goals.	
32. Strategically plans workload of department and assigns work to maximize skills and abilities of each team member.	
33. Consistently selects best qualified candidates for positions; implements effective new hire training to promote employee success.	
34. Maintains a strict no-tolerance policy regarding harassment.	
35. Complies with and assures adherence to code of conduct (organizational) and any behavioral health code (if applicable.)	
36. Obtains and maintains professional knowledge, skills and abilities.	
Comments:	



<b>Equal Opportunity &amp; Diversity</b>	<b>Rating</b>
37. Treats all individuals fairly, equitably and without regard to legally protected categories [Race, Sex, Veteran Status, Color, National Origin, Sexual Orientation (including gender expression and identity), Religion, Age, Marital Status, Disability, Creed and Genetic Information.]	
38. Values and respects different cultures, backgrounds and orientations of others.	
39. Supports diversity related policies and initiatives and incorporates into the department and workplace as appropriate.	
Comments:	
<b>Engagement</b>	<b>Rating</b>
40. Actively involved with team and/or department; works with colleagues to improve performance within the job for the benefit of organization.	
41. Exhibits commitment to and a positive attitude towards organization and its values.	
42. Networks and builds positive relationships with colleagues, students, and community members.	
Comments:	
<b>Innovation</b>	<b>Rating</b>
43. Exhibits and encourages creativity and is willing to experiment (within legal/ethical confines.)	
44. Challenges the status quo, supports change, and takes appropriate risks.	
45. Receptive to new ideas and collaborative problem solving.	
Comments:	
<b>Fiscal/Budget Management</b>	<b>Rating</b>
46. Develops budget to achieve departmental goals and objectives.	
47. Manages resources to stay within budget and effectively responds to changing priorities, has a contingency plan in place.	
48. Adheres to internal processes and procedures.	
49. Ensures adequate resources for management of the department.	
50. Seeks to continually find funding sources for continuance of organization's mission.	
Comments:	



<b>Delegation</b>	<b>Rating</b>
51. Knows when it is appropriate to delegate work.	
52. Plans and assigns work to the appropriate person(s), providing for optimal performance.	
53. Provides support and directions with clear outcomes, expectations and timelines.	
Comments:	
<b>Contract Administration</b>	<b>Rating</b>
54. Secures funding, contracts and administers agreements according to organizations mission and compliance with regulatory rules.	
55. Reviews contracts for compliance on a regular basis.	
56. Ensure staff is aware of all elements of contracts and compliance thereof.	
Comments:	
<b>Program / Project Management</b>	<b>Rating</b>
57. Defines expectations and tasks clearly.	
58. Plans and organizes work, coordinates with others, establishes appropriate priorities.	
59. Allows sufficient time for completion of assignments.	
60. Delegates authority when appropriate.	
61. Determines appropriate action and follows through in a timely and decisive manner.	
62. Uses time productively.	
Comments:	
<b>Compliance</b>	<b>Rating</b>
63. Maintains ethical and legal marketing tactics.	
64. Assures all materials including social media or other digital marketing is within the scope of services offered.	
65. Assures all marketing materials for residential/inpatient rooms meet local, state or other regulatory requirements (residential.)	
66. Ensures all regulatory reviews, audits and/or visits are met with knowledgeable staff and complies with the needs of the agency reviewing.	
67. Immediately corrects any deficiencies noted by supervisors or regulatory agency.	
Comments:	



Name of applicant: \_\_\_\_\_

### CAMS Candidate Consideration Questionnaire

**Directions:**

1. To be completed by Supervisor and/or an individual who exceeds candidate’s authority (as documented on cover page) and submitted by the evaluator directly to CCAPP Credentialing.)
2. Evaluator is to ask the questions listed and evaluate the score based on his/her assessment of the candidate’s answers as it applies to standardized policies/procedures, regulations/law and/or code of conduct. If the question is not applicable to the candidate, document such with “N/A” in the score area.
3. It is required that the scoring of this questionnaire NOT be shared with the candidate.

**Grading System**

Up to 10 points are awarded for each question and/or sub-section of a question. Each score should be awarded as listed on the Scoring System at the bottom of the page.

Question	Score 1-10
1. What was the most difficult situation you’ve had in your career in the SUD profession? How did you handle it?	
2. Would you do anything different if it happened again?	
3. Describe your marketing style.	
4. Describe your experience in oversight of the admissions and marketing operations of your organization.	
5. How would you handle a fraudulent claim with regard to marketing against your organization?	
6. What have you learned about yourself through your experience as an admissions/marketing professional?	
7. Describe your belief system regarding ethical marketing campaigns and how to achieve them.	
8. Scenario Question: You are the marketing director of a residential recovery program that has a bad reputation due to the former owner’s suspicious marketing techniques, how do you overcome this obstacle?	
9. Scenario Question: What are consumer privacy and data security? Provide an example of how you implement data security in admissions/marketing?	
10. Describe best practices related to the potentially abusive practices associated with fees, reimbursement, and services.	
<b>Total Score</b>	

**Scoring System (zero points for any score under 6 points.)**

Points	For
6	Any answer, for effort
7	Barely meets expectations
8	Meets Expectations
9	Above Expectations
10	Beyond Expectations

- I recommend this applicant for CAMS.  
 I do not recommend this applicant for CAMS.

\_\_\_\_\_ Date

\_\_\_\_\_ Evaluators Signature



**ABOUT THE EVALUATOR**

Evaluators Name: \_\_\_\_\_

Evaluators Title: \_\_\_\_\_

Evaluators Education Level and Degree: \_\_\_\_\_

Evaluators Contact Information (Facility Name, Address, Phone, Email):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How long have you (or did) you supervise this candidate? \_\_\_\_\_

Further Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I \_\_\_\_\_ (enter name) declare under penalty of perjury the information I provided is true and correct to the best of my knowledge.

\_\_\_\_\_(Signature)

***Mail this form and evaluation directly to:***

CCAPP Credentialing  
2400 Marconi Ave., Suite C  
Sacramento, CA 95821

**OR** upload it to:  
[Questions@ccapp.us](mailto:Questions@ccapp.us)