



# NRECA Staff & Executive Education

Your Journey to Professional Growth Starts Here

*January 23, 2026*



# EXPAND YOUR IMPACT. POWER YOUR CO-OP.

No matter your role or experience level, NRECA's staff and executive education programs are designed to meet you where you are—and take you where you want to go. With flexible formats and real-world relevance, our learning experiences fit your schedule and support your goals. From new skills to next-level leadership, we're here to help you thrive—professionally, personally, and cooperatively.

## WITH NRECA, YOU CAN.

Develop skills to stay current in your role and prepare for career advancement, gaining the expertise to move you—and your co-op forward. The bonus? You'll deepen your knowledge within your specific functional area and have uniquely co-op specific opportunities to build and expand your professional network.

### ROLE-SPECIFIC COMPETENCIES

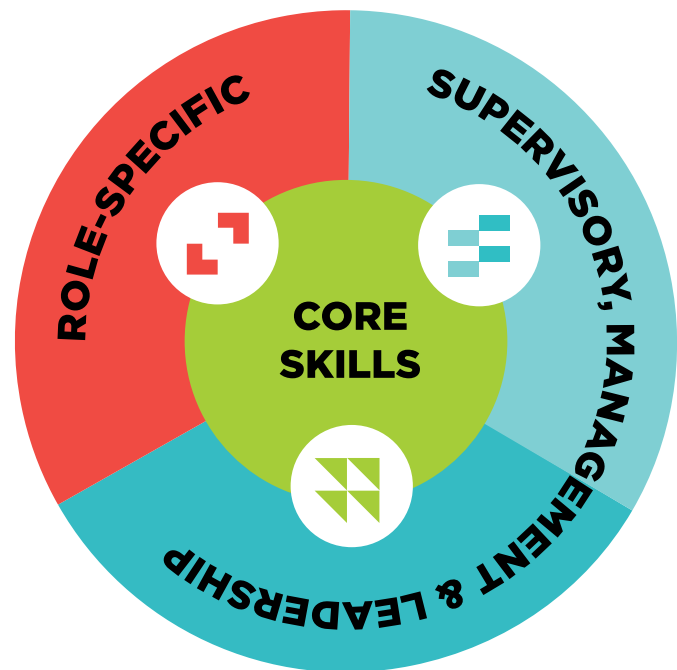
- Administrative
- Data Analytics
- Finance and Accounting
- Human Resources
- Communication and Relationship Management
- Supply Chain Management and Procurement
- Safety/Loss Control
- Distribution Engineering

### CORE COMPETENCIES

- Business Acumen
- Interactions With Others
- Resourcefulness and Accountability

### SUPERVISORY, MANAGEMENT AND LEADERSHIP

- Governance and Strategy
- External Leadership
- Getting Results
- Working With and Through Others
- Doing the Right Thing



Electric Cooperative  
Employee Competencies

Learn more at [cooperative.com/youcan](https://cooperative.com/youcan)

# PROGRAMS AND REQUIREMENTS

## CORE SKILLS EDUCATION

NRECA's core skills courses, offered through our Cooperative Career Essentials Program (CCEP), are tailored to meet your professional development needs throughout your career. These concise learning options are immediately applicable on the job. They've been designed to seamlessly integrate into your schedule and address your individual objectives. The CCEP platform, coupled with an expansive course curriculum across and within specific functional areas, allows you to create a personalized learning portfolio that supports long-term career advancement—on your terms.

### The Cooperative Career Essentials Program (CCEP)

The Cooperative Career Essentials Program is a learning portfolio designed to provide the knowledge, skills and abilities that every co-op employee, regardless of role or tenure, needs to best serve their co-op and members.

The core competencies addressed in the CCEP curriculum are:

- **Business Acumen:** Integrates business, organizational and industry knowledge to one's own job performance.
- **Interactions With Others:** Demonstrates a professional presence and a commitment to effective job performance.
- **Resourcefulness and Accountability:** Takes responsibility for accomplishing work objectives and delivering business results.

NRECA offers the opportunity to take these courses online and in-person at Cooperative University as well as on-site at a co-op, statewide or G&T.

### Who should participate:

CCEP courses are intended for EVERY co-op employee who wants to enhance their knowledge and skills.



**Great information. The instructor had practical advice and presented it in a very engaging manner. I liked the interaction and the breakouts with smaller groups. It was helpful to hear other co-op employees talk about similar situations. There are many accountability techniques for me to follow as well as organizing my team for a better workflow.**

—Susan Larson, Communications Supervisor,  
Minnesota Valley Electric Cooperative



For a full list of CCEP courses and schedules, scan the QR code or visit [cooperative.com/ccep](https://cooperative.com/ccep)

## ROLE-SPECIFIC PROGRAMS

Designed to keep co-op professionals sharp and effective in their specialized role, these advanced, role-specific programs are built to provide expert-level knowledge, data-driven problem-solving strategies and proven best practices for immediate on-the-job impact and long-term professional growth.

### **Certified Cooperative Communicator (CCC)**

The Certified Cooperative Communicator (CCC) program equips co-op communicators with the skills to deliver impactful messages and raise their visibility both inside the cooperative and throughout the community. CCC is a cohort-based, blended learning program (a mixture of online and in-person instruction). In addition to receiving over 110 hours of instruction, CCC cohorts will build strong, lasting relationships that will extend throughout their careers. Upon graduation, participants will have developed valuable work products, such as a strategic communication plan, crisis communication plan or marketing and branding guide that they can implement immediately at their co-op.

#### **What attendees will learn:**

- Move from a task-oriented practitioner to a strategic thinker, planner and contributor.
- Learn strategic communication skills to advocate for the co-op form of business and the advancement of the co-op network.
- Develop a professional network of strategic communicators for the purpose of knowledge sharing, collaboration and crisis alliance.
- Build a strategic plan that will be implementation-ready for your organization on completion of the course.

#### **Who should participate:**

Employees of NRECA member systems performing communications and marketing-related work in the electric co-op industry.



**When South Kentucky RECC headquarters was struck by a tornado, nearly every aspect of the CCC program from crisis planning and media relations to managing stress and public speaking has come into play in very real and meaningful ways.**

**...the skills and knowledge I gained through CCC have helped me approach each situation with greater confidence and clarity. I'm truly grateful for the preparation and support the program has provided.**

—Morghan Blevins, Communications Administrator, South Kentucky RECC

Learn more at [cooperative.com/youcan](https://cooperative.com/youcan)

## Certified Key Account Executive (CKAE)

The Certified Key Account Executive Program (CKAE®) helps key account executives, and their electric co-ops construct and implement a winning key accounts management program or further strengthen an existing program. The CKAE certification shows mastery of critical knowledge and experience in the key account competencies. NRECA offers the opportunity to take these courses online and in-person at Cooperative University as well as on-site to a co-op, statewide or G&T.

### What attendees will learn:

- Design, implement, and manage a key accounts initiative that aligns with your co-op's strategic goals and overall mission.
- Demonstrate knowledge and skills to develop a key accounts business plan, a strategic document that serves as a roadmap for guiding strategic decision-making, resource allocation and action planning.
- Demonstrate knowledge and skills to develop a key account member engagement plan, a strategic document that outlines an approach to effectively engage, build and nurture strong, mutually beneficial relationships within key accounts.

### Who should participate:

Key accounts managers, member services leaders, business development specialists, and communications and marketing leaders assisting co-op commercial and industrial members.

## Cooperative Financial Professional Certificate (CFPC)

NRECA and CFC have partnered to deliver the Cooperative Financial Professional Certificate (CFPC), a competency-based, interactive program for co-op financial professionals and non-finance managers wanting to deepen their understanding of electric co-op utility finance.

During this two-part program (held in Madison, Wisconsin, and Dulles, Virginia), participants will learn the concepts and practices needed to think beyond the data and successfully position their co-op for the future. The CFPC program is offered twice per year—once in the spring and once in the fall.

### What attendees will learn:

- Enhance your effectiveness at managing the financial aspects of your co-op.
- Gain the skills needed to identify and act on strategic opportunities.
- Integrate finance expertise and business stewardship practices to achieve business results.

### Who should participate:

Mid- to senior-level finance professionals, CEOs and other non-financial leaders.

**The program equipped me with skills that could be immediately applied to my day-to-day tasks and provided a deeper understanding of the various elements that impact the financial stability of the cooperative. I would highly recommend this program to anyone interested in expanding their cooperative financial expertise.**

—Jordan Hildreth, Vice President of Finance and Administration, Pee Dee Electric



## Certified Loss Control Professional (CLCP)

The Certified Loss Control Professional Program is a series of four, one-week seminars that equip attendees with the knowledge and skills to successfully manage challenging safety and loss control issues. From environmental issues to disaster recovery, emergency procedures and workplace violence—attendees will be prepared to take preventative measures and corrective action. Completion of all four seminars is the first step to earning the Certified Loss Control Professional credential.

### What attendees will learn:

- Learn the foundational components of electric co-op safety and loss control.
- Learn to navigate industry rules and regulations—from OSHA, to the NESC.
- Improve the ability to communicate, influence, and ensure accountability for safety.

### Who should participate:

Safety directors, managers, coordinators, and supervisors; operations directors and managers; HR professionals—anyone leading the safety function at their co-op or those who aspire to do so.

## Introduction to Distribution Engineering (IDE)

Introduction to Distribution Engineering (IDE) is a two-part training program designed to develop early career engineers and experienced electrical technicians. Through hands-on, practical training, IDE bridges the gap between classroom theory and real-world application. Participants come away with essential skills grounded in a proven approach that emphasizes reliability, safety, and cost-effectiveness.

### What attendees will learn:

- Gain hands-on knowledge of the core principles essential to effective system design and construction.
- Find and interpret applicable codes and standards.
- Anticipate and solve common distribution grid problems.
- Identify distribution engineering tools and processes.
- Recognize the three key components of distribution engineering work: Safety, Reliability/Resiliency, and Economics.

### Who should participate:

Early career engineers and experienced electrical technicians.

## Cooperative Technical Professional Certificate (CTPC)

The Cooperative Technical Professional Certificate (CTPC) is an immersive program designed to help IT and OT professionals expand their enterprise mindset and develop the strategic, financial and leadership skills needed to move from operational support to strategic influencer. Participants will learn how to propose, shape and lead high-value initiatives that guide the direction of their co-op. CTPC strengthens the bridge between technology and business, positioning technical leaders as central drivers of their co-op's future.

### What attendees will learn:

- Drive strategic initiatives that align IT and OT decisions with co-op goals.
- Optimize technology investments and build stronger business cases for every dollar spent.
- Foster innovation by connecting technology capabilities to member needs.
- Translate IT and OT challenges into language that resonates with CEOs, boards and member-facing staff.

### Who should participate:

Designed for IT, operations, and engineering professionals—including VPs, directors, managers, and supervisors.



For a full list of courses and schedules, scan the QR code or visit [cooperative.com/staffandexec](https://cooperative.com/staffandexec)

## SUPERVISORY, MANAGEMENT AND LEADERSHIP PROGRAMS

Master the skills needed to innovate and inspire confidence in a multi-generation workforce and membership. Enhance your leadership and management proficiency to drive progress and bring out the best in every team you lead.

### Supervisor and Manager Development Program (SMDP)

The Supervisor and Manager Development Program is a flexible, co-op-focused learning experience designed to build the leadership skills needed to hire, develop, and inspire teams. Participants strengthen their ability to manage performance, communicate with clarity, and make effective decisions. The program equips supervisors and managers with the tools to lead high-performing teams in support of four mission-critical priorities: safety, member satisfaction, reliability, and cost control. The dozens of courses included in this program address the knowledge and skills needed by co-op supervisors to better manage and lead others, including:

- Hiring and nurturing talent.
- Managing individual and team performance.
- Coaching and giving feedback.
- Individual and team communication.
- Developing and supporting a psychologically safe workplace.
- Leading and managing others.

NRECA offers the opportunity to take these courses online and in-person at Cooperative University as well as on-site to a co-op, statewide or G&T.

### Who should participate:

This program is intended for co-op staff with leadership responsibilities ranging from key contributors considering a supervisory role, to new and experienced supervisors and mid-level managers. Regardless of where you are in your co-op's supervisor and manager hierarchy, this program offers a learning plan just for you.



**This course is a great resource and inspires you to be a great leader. It helps you reflect on what a true leader is and how to prepare. It provides the tools needed for a successful leader.**

—Martimiana Rodriguez,  
Billing Supervisor, Wood  
County Electric Co-op, Inc.



For a full list of SMDP courses and schedules, scan the QR code or visit [cooperative.com/smdp](https://cooperative.com/smdp)

## Ideas to Impact: Project Management for Cooperative Leaders

Without a plan to launch new initiatives, many employees are stuck at square one. And when new ideas stall, progress does too. This highly collaborative, blended learning program—Ideas to Impact (I2I)—was designed for those ready to turn concepts into action. Participants build a strong foundation through proven business case strategies, structured processes, and real-world project implementation tools. With built-in accountability through peer collaboration and expert coaching, every step is geared toward momentum. The outcome? A clear framework, greater confidence, and the skills to turn your next big idea into measurable results.

### What attendees will learn:

- Identify opportunities for change and improvement that affect members and the cooperative.
- Collect, analyze and use financial metrics and other data to support new initiatives.
- Apply tools and techniques to gain buy-in from stakeholders at all levels of the organization—from the board and CEO to direct reports.
- Lead cross-functional project teams effectively.
- Use project management tools and techniques efficiently.
- Present proposals, updates and final reports to leaders with skill and clarity.
- Solve problems and seize opportunities to drive sustainable change and improvement.

### Who should participate:

Experienced co-op staff and leaders who are responsible for managing and improving strategic business processes and projects at their cooperative. Members who have earned the CCC, IDE, CLCP, CFPC are encouraged to enroll. Members who have earned several CCEP or SMDP credits through NRECA's Staff and Executive Education would also benefit from participating.

## The Art and Strategy of Compelling Storytelling

Storytelling remains one of the most powerful tools in communication—transforming facts into memorable narratives, ideas into compelling arguments, and messages into meaningful connections. As the pace of innovation accelerates and new platforms emerge, the ability to communicate clearly and persuasively has never been more critical. This three-day workshop, led by Andrew Sykes of Northwestern University's Kellogg School of Management, equips participants with the skills to craft and deliver their co-op's story in ways that inspire attention, engagement and action.

### What attendees will learn:

- Why and how stories have the power to change minds.
- How to make fantastic first impressions that last, turning small talk into big moments.
- To craft and share your cooperative origin story.
- Approaches to unlock methods for telling moving stories.
- How to understand the difference between being emotional and using emotion.
- Techniques for uncovering the four-story categories that will win over stakeholders.
- Pathways to effectively practice creating and telling a story that brings data to life.

### Who should participate:

Communicators, key account executives, safety professionals, financial professionals, co-op leadership, business development and member services.

**In the seven years I've been with my co-op this course was by far the most valuable educational opportunity I've experienced. The new confidence I have as a communicator and storyteller, are truly invaluable. I would encourage anyone, regardless of their role, to seize this opportunity with NRECA.**

—Holly Storrow, CCC, Manager of Communications, Lorain-Medina Rural Electric Cooperative

## Management Internship Program (MIP)

For more than 55 years, the Management Internship Program (MIP) has been an investment in the future and health of cooperatives across the country. Tailored for rising senior co-op leaders, MIP blends hands-on learning, expert mentorship, and strategic insight into a one-of-a-kind leadership experience. Participants tackle real-world challenges specific to the cooperative business model—sharpening their decision-making skills and expanding their strategic thinking. Throughout the program, they gain guidance from seasoned industry professionals and build a valuable network of peers that lasts well beyond the classroom.

### What attendees will learn:

- Formulate a strategic planning framework that drives strong outcomes at your co-op.
- Identify the multiple functional areas within electric cooperative organizations and develop a deeper holistic appreciation of the organization.
- Explore executive-level leadership knowledge, skills, and abilities and apply those skills through course exercises and assignments.
- Discover your personal leadership style and recognize strengths and improvement areas.
- Collaborate and discuss current challenges and successes facing electric cooperatives alongside peers and industry experts.

### Who should participate:

MIP is geared toward high-potential cooperative leaders serving in key roles—such as department heads, senior executives and CEOs/GMs—within NRECA member cooperatives.

## NRECA Executive Leadership Program (ELP)

NRECA has partnered with Northwestern University's Kellogg School of Management—one of the world's premier business schools—to offer a week-long, on-campus program tailored exclusively for electric cooperative leaders. The NRECA Executive Leadership Program delivers a comprehensive, multidisciplinary curriculum designed to provide an immersive, world-class learning experience. Led by renowned Kellogg faculty—ranked among the nation's best by U.S. News & World Report—the program equips participants with the strategic insight and leadership tools needed to thrive in today's complex energy landscape.

### What attendees will learn:

- Hear from leading industry experts as they explore today's most pressing challenges in executive leadership and workforce development.
- Have ample opportunity to collaborate with fellow co-op leaders and exchange meaningful insights into the unique business challenges facing the electric cooperative industry.
- Build lifelong connections that will help them define their respective futures as high-impact leaders.
- Learn to lead confidently across all aspects of the organization.

### Who should participate:

Designed exclusively for CEOs/GMs, MIP graduates and C-suite executives (COO, CIO, CFO).



For a full list of courses and schedules, scan the QR code or visit [cooperative.com/staffandexec](https://cooperative.com/staffandexec)

# STAFF & EXECUTIVE EDUCATION LEARNING JOURNEY

Sharpen Skills	Build Proficiency	Lead Others	Lead Co-op
CCEP	CCEP	CCEP	CCEP
	CCC		
	CKAE		
	CLCP		
	CFPC		
	IDE		
		Storytelling	
		I2I	
		SMDP	
			MIP
			ELP

## Core Skills

- Cooperative Career Essentials Program (CCEP)

## Role-Specific

- Certified Cooperative Communicator (CCC)
- Cooperative Financial Professional Certificate (CFPC)
- Certified Key Account Executive (CKAE®)
- Certified Loss Control Professional Program (CLCP)
- Introduction to Distribution Engineering (IDE)

## Supervisory, Management and Leadership

- The Art and Strategy of Compelling Storytelling
- Ideas to Impact: Project Management for Cooperative Leaders (I2I)
- Supervisor and Manager Development Program (SMDP)
- Management Internship Program (MIP)
- Executive Leadership Program (ELP)

Not sure how to get started?

# Contact us today:

For Staff and Executive Education general inquiries, to schedule training at statewides and coops and for information on course records.

## Staff and Executive Education

### Gary Pfann

Gary.Pfann@nreca.coop  
608-441-7211

## Scheduling and Training

Visit [cooperative.com/onsite](http://cooperative.com/onsite) or contact:

### Danielle Jackson

Danielle.Jackson@nreca.coop  
703-907-6367

### Jessica Sutton

Jessica.Sutton@nreca.coop  
609-633-5273

## Course Records

Visit [cooperative.com/courserecord](http://cooperative.com/courserecord) or contact:

### Angie Hylton

Angie.Hylton@nreca.coop  
703-907-5656



@NRECANews



NRECA



NRECA



NRECANews