



Sneak peek at the new HCI Academy Coming soon!

The new online home of resources and educational programs.

Website: <https://www.heritageclubs.com/page-18267>

We will be combining our current Certified Bank Club Director (CBCD) program and Helpful Resources. They will be housed on the HCI website under the umbrella of the new HCI Academy. We will be expanding the content to include new presentations in addition to our current educational materials. We plan for the HCI Academy to include several different categories of content – including the brand-new Webinar Training Series.



- ✓ **Webinar Training Series - Continuing Education Program**
 - Subscription-based live webinars or recordings of presentations
- ✓ **HCI Membership Information - Free Video Courses**
 - Live webinars or recordings of presentations
- ✓ **Travel & Destination Presentations**
 - Content that PTOs create on destinations and helpful travel information
- ✓ **Helpful Resource Documents**
 - Currently existing – and new that is yet to be created – content that is not in video format

Webinar Training Series – Continuing Education Program

This content will be like what you learn in the educational sessions at Peer Group each year. The educational topics are broad but will be relevant to you as a Bank Club Director. There will be a cost to participate. This isn't just for CBCD (Certified Bank Club Director) students. This content is very useful for the Club Director who wants to build an amazing club, handle difficult situations with ease, and position the club for long-term success.

New opportunity to earn CBCD points!!

In addition to educational sessions at Peer Group, CBCD students will be able to attend live webinars – or watch the recordings – of presentations to earn points toward their certification.

Replaces the former Fall Forum Training!!

Now you don't have to be in the Midwest to participate in educational opportunities that were once offered at Fall Forum. You can attend live webinars via Zoom that will be scheduled each quarter or watch the recordings on your own schedule.

Four interesting educational topics each year!!

Our goal is to offer quarterly webinars. Here are the first four that we are considering:

- Club Directing 101
- Proving Bank Club Value
- Engaging other branches to benefit your club
- Planning Trips

How it works: Sign up and pay for the webinar, attend the webinar or watch the recording, complete the associated coursework which will be scored by the committee, earn up to 10 CBCD points per presentation.

Cost: \$95 each or 4 for \$285

What's CBCD? Certified Bank Club Director It is the first and only professional certification program for Bank Club Directors in North America. HCI's program recognizes members for their learning achievements and industry expertise. Students must earn 125 points to earn certification. There are just 3 steps to achieving certification.

1. Submit application and pay application fee – this can earn up to 15 points.
2. Attend educational sessions and complete associated coursework – this can earn up to 95 points.
3. Submit your Final Essay – this can earn up to 25 points.

And once you've earned your CBCD certification, it is for life and doesn't require recertification! Learn more at <https://www.heritageclubs.com/CBCD-program/>.

HCI Membership Information – Free Video Courses

This will be a mix of current and new recordings that will be released. These are specifically related to membership with HCI. They will help those members who are new to HCI become familiar with how we do things. There will be no cost to view these presentations. Suggested topics:

- Introduction to HCI (HCI 101)
- The Heritage Clubs Difference
- Introduction to Peer Group
- What is a PTO?

Travel & Destination Presentations

These are presentations on feature destinations created and provided by our Preferred Tour Operators and Partners.

Helpful Resource Documents

These are the task force and speaker slide shows, whitepapers, forms, templates and other tools that HCI has offered for years. It is currently the content that we have been building – and will continue to build – that is not in video format.

We will announce the launch of the new HCI Academy when it is ready for you.

Watch your email!

Open discussion

What other topics would you like to see HCI cover in the future?

What questions do you have about the program or site?

Interested in presenting on a topic?

Establish an advisory board to oversee the HCI Academy.

- replace CBCD committee
- expand responsibilities
- virtual meetings only
- must be CBCD certified
- Are you ready to volunteer?

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