

## **Member Service Requirements (Effective 6/16/2012)**

---

### **PGA Member Service Requirement Policy** *(goes into effect June 16, 2012)*

Credit requirements will consist of two categories: (a) 54 Total Credits, (b) 36 of which must be from PGA Meeting/PGA Education and/or Golf 2.0/Player Development.

**(a) Total Credits (54):** A total of 54 credits must be earned, with at least 36 credits earned from the required category (PGA Meeting/PGA Education/Golf 2.0/Player Development), while the other means of obtaining credits toward the total requirement remain per the prior program. All credits for any category must be earned via activities that allow for automated crediting through PGA systems to streamline the administration of the Professional Development Program.

**(b) PGA Meeting/PGA Education:** The credit category for Meetings and PGA-delivered education (Chapter, Section, National) are now combined and all will be awarded one (1) credit per hour of participation. Other education provided by sources outside of The PGA will apply to the Total. This means that any gathering of members organized by a Section/Chapter or National, whether for governance, education, or both will be treated the same way. Therefore, a Section meeting that had three hours of business meeting and two hours of education that would have been credited six Meeting credits and two Education credits in the previous cycle will now be worth 5 PGA Meeting/PGA Education credits in the current proposal.

**(b) Golf 2.0/Player Development:** The credits for Golf 2.0/Player Development will be earned via the reporting of actual creation, activation and engagement of golfers into programming that supports Golf 2.0 initiatives and/or education and training on the strategic plan, its initiatives, and related program administration. Thus both green grass and non-green grass or executive level PGA members can meet the requirement by becoming knowledgeable about Golf 2.0, its strategic initiatives, and its programs.

### **Effective Date: June 16, 2012–June 15, 2015**

Rules and Regulations for the Member Service Requirement (MSR), as defined by the Membership Committee:

1. One credit per hour of service or participation as defined by the chart below.
2. A Section may require that all Section and Chapter activities be approved in advance.
3. Based on previously approved activities, established guidelines and Section recommendations, the National Office will approve the credits to be awarded for a certain activity. The Board of Control will determine the number of credits in all disputes and the Board of Directors reserves the right to make modifications to the requirements.
4. A participant may receive compensation for an activity.
5. Fifty-four (54) credits are required for a three-year cycle; at least 36 from PGA Meeting/PGA Education/Golf 2.0/Player Development.
6. Members who have attained 25 years of active membership and are at least 65 years of age before the start of the Professional Development Program shall be required to earn 12 credits from the PGA Meeting/PGA Education/Golf 2.0/Player Development category only.

ACTIVITY	CREDITS EARNED
<p><b>#1 (a): PGA MEETING and PGA EDUCATION</b>  Attending or serving as an instructor or speaker at a National, Section or Chapter PGA Meeting or PGA Education activity, including National/Section/Chapter committee and Board meetings. Attending an Allied Association National Meeting. Any online Education through PGALinks.  <b>Example - Any Meeting/Education gathering of PGA members conducted by the National, Section or Chapter.</b></p> <p><b>#1 (b): GOLF 2.0/PLAYER DEVELOPMENT</b>  Promoting, conducting and reporting Golf 2.0 Programs in order to engage and create golfers. Completing Golf 2.0 online tutorials and webinars.  <b>Example - Reporting creation and activation of new golfers and completing online tutorials and trainings via PGALinks</b>  <i>Entered via registration/list or survey completion</i></p> <p><b>REQUIRED 36 CREDITS IN A 3 YEAR CYCLE **MAY BE EARNED EXCLUSIVELY FROM EITHER CATEGORY OR ANY COMBINATION OF 1 (a) or 1 (b)**</b></p>	<p>1 credit per hour of attendance. (No maximums)  (Any meeting or education program conducted or co-conducted by the National, Section or Chapter. Example of a co-conducted program is the PGA/USGA Rules of Golf Workshops)</p> <p>Credits based on the promotion, conducting and reporting Golf 2.0 Program results. 1 credit for completion of Golf 2.0/Player Development tutorials and training via PGALinks.</p>
<p><b>#2 Service to the PGA/Industry - applies to the TOTAL CATEGORY</b>  Serving the Section, Chapter, National PGA or Allied Association. Participating in advancement of the game activities such as radio shows, TV shows, speeches, golf promotional non-playing events, golf clinics and other volunteer activities, such as non-playing tournament official.  <i>Entered via member online input</i></p>	<p>1 credit per hour of participation with a maximum of 8 credits per day  (Such as PGA Free Fit &amp; Trade and local player development programs)</p>
<p><b>#3: Golf Coach - applies to the TOTAL CATEGORY</b>  Serving as a golf coach or assistant golf coach of a high school/college golf team in a capacity not considered the member's primary employment. (See Rule #4 above)  <i>Entered via member online input</i></p>	<p>Maximum of 6 credits per MSR cycle year</p>
<p><b>#4: Survey Respondent - applies to the TOTAL CATEGORY</b>  Completing a MSR-designated National or Section survey. The Board of Control must approve Section surveys in advance.  <i>Entered by PGA upon survey completion</i></p>	<p>1 credit per Section survey  2 credits per National survey  1 credit per six consecutive mos. PerformanceTrak  Maximum of 5 credits per MSR cycle year</p>
<p><b>#5: PGA Tournament Participation - applies to the TOTAL CATEGORY</b>  Participation in Section-sanctioned golf tournaments or tournaments conducted by the PGA of America National Office.  <i>Entered via registration/list</i></p>	<p>2 credits per Section event  4 credits per National event  Maximum of 8 credits per MSR cycle year</p>
<p><b>#6: Merchandise Show Attendee - applies to the TOTAL CATEGORY</b>  Attending a National, Section or Allied Association Merchandise Show.  <i>Entered via registration/list</i></p>	<p>2 credits per show  Maximum of 4 credits per MSR cycle year</p>
<p><b>#7: Media Related Articles - applies to the TOTAL CATEGORY</b>  PGA-approved news, media, magazine articles or published book.  <i>Entered via member online input</i></p>	<p>1 credit per article  Maximum of 6 credits per MSR cycle year</p>
<p><b>#8: Other non-PGA Education - applies to the TOTAL CATEGORY</b>  Attending non-PGA conducted Education or Seminars, completing online education not offered by the National, Section or Chapter.  <b>Example - College course, CPR, non-PGA conducted Education.</b>  <i>Entered via list or by the member online</i></p>	<p>1 credit per hour of attendance with a maximum of eight (8) credits for any one online course.</p>

Total MSR per cycle = 54

Required Meeting/Education/Golf 2.0/Player Development Category = 36

- Section sanctioned = Approved by the Section Office/Section Board
- Nationally sanctioned = Approved by the PGA of America Membership Department, with counsel from the Board of Control as needed.

### **Golf 2.0 Conducting and Reporting Program Results:**

1. Registering, promoting, conducting and reporting on Golf 2.0 Programs via PGA registration and reporting tools; examples include:

- a. Get Golf Ready (2 credits per graduating class, minimum of three students per class)
- b. Get Golf Ready 2 (3 credits per graduating class, minimum of three students per class)
- c. Get Golf Ready Outings/Leagues (3 credits per reaching minimum thresholds)
- d. PGA Sports Academy (2 credits per graduating class, minimum of three students per class)
- e. Future Golf 2.0 Programs (Credits awarded in a manner equitable with a through d above)

### **Golf 2.0 Online Training:**

2. Tutorials and Online Training completed via PGALinks to achieve full understanding and adoption by all members regarding the Association's Strategic Plan.

- a. Understanding the Strategic Plan
  - a. Know Your Customer
  - b. Deepen Engagement with Current Golfers
  - c. Connecting with Her
  - d. Welcome Back to Golf
  - e. Family Focus
  - f. Platinum Players
  - g. Building Blocks
  - h. Off Course Options
  - i. Drive for Diversity
  - j. I'm Ready to Play
  - k. Annual Updates

Online tutorials and training will be developed by the PGA Education and Player Development Departments. Tutorials and training online content will include video and written material as well as an assessment to gauge understanding and engagement will take approximately one hour to complete each tutorial/training session, thereby, earning one credit per completion. Future MSR cycles will include new opportunities as Golf 2.0 continues to roll out.

The Membership and Play Golf America Committees will continue to evaluate the credit structure.