APPRAISAL ANNOUNCEMENT REQUIREMENTS

Three simple ways to make a powerful impact.

Your organization's CMMI® Maturity or Capability Level demonstrates a distinct competitive advantage and proves your capability as a quality business partner and supplier.

This simple toolkit provides easy-to-use instructions and templates to help you promote your CMMI appraisal accomplishment.

ISACA®

CMMI Performance Solutions

Start Promoting Your Organization's Capabilities Today

Congratulations on your CMMI Maturity or Capability Level rating! Now, let the world know about your organization's performance & capabilities. To jump-start your awareness efforts, we developed this simple toolkit. It contains these ready-to-use tools to promote your CMMI appraisal results: CMMI Appraisal Mark, social media posts, email announcement, and press release.

Before we get started, here are a few do's and dont's to keep in mind.

Requirements for Announcing Your CMMI Appraisal

DO

- ✓ Include the full name of the Partner organization that performed your appraisal. If you do not know the name of your appraising organization, you can look it up on the Partner Directory, available at: https://cmmiinstitute.com/partners/directory.

- ✓ Use "rated at" or "appraised at" to refer to your appraisal. For example, "Smith Corporation today announced that its Information Systems Development Division was appraised at CMMI Maturity Level 4."

- ✓ Include information about your company and its work in your announcement where appropriate. Include the name of the unit within your organization on which the appraisal was conducted.

- ✓ Use the provided CMMI Appraisal Mark if you wish to include an image in your announcement.

DO NOT

- ✓ Do not announce your appraisal result before it has been accepted by ISACA®. An email notification will be sent to the appraisal sponsor announcing the acceptance of an appraisal.

- ✓ Do not name ISACA as your appraising organization.

- ✓ Do not announce that your entire organization was appraised.

- ✓ Do not use the following words to refer to your appraisal: awarded, certified, certification, accredited, or accreditation. ISACA does not certify the results of appraisals, nor does it grant accreditation.

- ✓ Do not use ISACA's logo in any manner or create any logo that could be interpreted as being ISACA's logo.

![ISACA CMMI Performance Solutions logo]

1. Display Your CMMI Appraisal Mark

Here are instructions of how to use your CMMI Appraisal Mark on your website and in sales and marketing materials such as press releases and business cards. Each Appraisal Mark is emailed as a PNG file to an appraisal sponsor as soon as the appraisal is closed and posted to the Published Appraisal Results (PARS) website.

CMMI® DEV APPRAISED

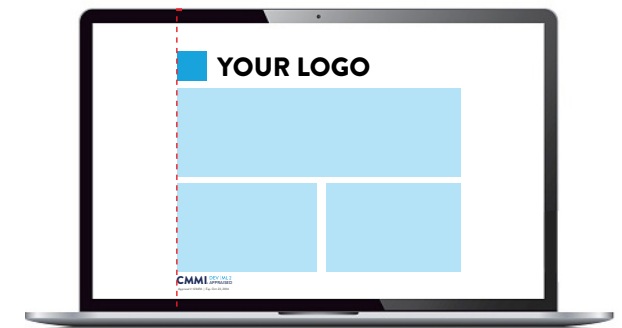Appraisal # 123456 | Exp. OCT 22, 2014

PRIMARY LOGO

CMMI® DEV APPRAISED

Appraisal # 123456 | Exp. OCT 22, 2014

LOGO SPACING / Minimum white space, where X equals the height and width of the logomark

✓ REQUIREMENTS

Never change the color of your CMMI Appraisal Mark. Use only the supplied files.

Allow for adequate space around your CMMI Appraisal Mark. Leave open space around it that is equal to or greater than the width of the sphere.

Do not shrink your CMMI Appraisal Mark to less than 40% of its original size. The .png format is provided at the maximum size and should not be enlarged. The minimum acceptable size is shown.

When posting your CMMI Appraisal Mark on your website, we recommend adding a hyperlink to the image that points to your appraisal listing in the Published Appraisal Results System (PARS) Directory. This best practice enables your customers and prospects to easily verify your CMMI rating.

Your CMMI Appraisal Mark should always be secondary to your company's logo in size, placement, and general positioning. It should always be clear that your company's logo is the primary brand.

You may place your CMMI Appraisal Mark on the footer of your page or create a unique page detailing the importance of your CMMI Appraisal Mark.

.375" **CMMI® DEV APPRAISED** 56 px
Appraisal # 123456 | Exp. OCT 22, 2014

MINIMUM SIZE

WEBSITE PLACEMENT

YOUR LOGO

2. Promote Your CMMI Maturity Level Rating on Your Social Channels

SOCIAL MEDIA GUIDELINES

Celebrate your achievement with your social media followers. A simple tweet, a Facebook post, and mention on your LinkedIn page will do just the trick. You'll need two things to accompany the post: your CMMI Appraisal Mark and the hashtags #CapabilityCounts and #CMMI.

EXAMPLES

Twitter

"[Organization Name; Organizational Unit Name] has been appraised at level [2-5] of @CMMI_Institute's Capability Maturity Model Integration! #CapabilityCounts #CMMI

Facebook

Committed to continuous improvement and closing the capability gap, [Organization Name; Organizational Unit Name] has been appraised at level [2-5] of ISACA's Capability Maturity Model Integration. Congratulations to all those involved! #CapabilityCounts #CMMI

LinkedIn, WeChat, WhatsApp

Committed to continuous improvement and closing the capability gap, [Organization Name; Organizational Unit Name] has been appraised at level [2-5] of ISACA's Capability Maturity Model Integration! What does this mean?

Maturity Level 5: Optimizing

We use statistical and other quantitative techniques to optimize performance and improvement to achieve quality and process performance objectives.

Maturity Level 4: Quantitatively Managed

We identify and understand variation, and predict and improve our ability to achieve quality and process performance objectives.

Maturity Level 3: Defined

We focus on achieving both project and organizational performance objectives.

Maturity Level 2: Managed

We identify and monitor progress towards project performance objectives.

3. Send an Email Announcement and Press Release

EMAIL ANNOUNCEMENT TEMPLATE

Celebrate your commitment to continuous improvement through direct communications.
An email to your professional network, current customers, and internal team members
builds awareness of your CMMI appraisal rating.

<Organization Name; Organizational Unit Name> appraised at CMMI® Maturity Level <2-5>

Sent: <Month,date. 2019>
To: Joe Smith
Cc: Organization Name

<Organization Name; Organizational Unit Name> receives the highest form of third-party validation.
View this in a web browser.
Add <email@emailaddress.com> to your address book.

Dear <First name/Default = Dear Valued Partner>,

At <Organization Name>, helping you achieve success is our mission. That's why we're proud to announce that ISACA has appraised our <Organizational Unit Name> at CMMI® Maturity Level <2-5>.

CMMI is a process improvement approach that provides organizations with the essential elements of effective processes that ultimately improve their performance.
<Insert Appropriate Maturity Level Copy>
What our CMMI Maturity Level rating means for you:
- Our work and processes have received the highest form of third-party validation.
- We manage projects with an established set of practices.
- We're dedicated to continuous improvement and producing great work that makes a difference.

To learn more about our CMMI Maturity Level rating and what it means for your business, visit us at <web page address>.

We look forward to putting our proven dedication to excellence to work for you.

Sincerely,
<First Name, Last Name>
<Title>
<Organization Name>

Maturity Level 2
What our CMMI Maturity Level 2 rating means for you:
- We have a simple, but complete set of best practices that address the full intent of the Practice Area.
- We identify and monitor progress towards project performance objectives.
- We're dedicated to continuous performance improvement and producing the highest quality of products and services.

Maturity Level 3
What our CMMI Maturity Level 3 rating means for you:
- We use organizational standards and tailoring to address project and work characteristics.
- Our projects use and contribute to organizational assets.
- We focus on achieving both project and organizational performance objectives.
- We're dedicated to continuous performance improvement and producing the highest quality of products and services.

Maturity Level 4
What our CMMI Maturity Level 4 rating means for you:
- We use statistical and other quantitative techniques to understand performance variation and detect, refine, or predict the area of focus to achieve quality and process performance objectives.
- We predict and improve our ability to achieve quality and process performance objectives.
- We're dedicated to continuous performance improvement and producing the highest quality of products and services.

Maturity Level 5
What our CMMI Maturity Level 5 rating means for you:
- We use statistical and other quantitative techniques to optimize performance and improvement to achieve quality and process performance objectives.
- We're dedicated to continuous performance improvement and producing the highest quality of products and services.

![ISACA logo](CMMI Performance Solutions)

PRESS RELEASE TEMPLATE

A press release is the perfect vehicle to drive awareness of your CMMI appraisal rating to the masses. You can use this template as the framework to announce the news while adding extra details about your organization. Your press release should be housed on your public online newsroom, sent to all media contacts, and/or distributed over the wire.

Please note that if using ISACA's logo and boilerplate in your press release, it will need to be routed to ISACA for review before distributing. Otherwise, please remove the ISACA logo, boilerplate, social media details and media contacts, and replace with your company's logo and details instead.

ISACA — CMMI Performance Solutions

ORGANIZATION NAME and ORGANIZATIONAL UNIT(S) NAME Appraised at CMMI Level [2-5]

Schaumburg, IL, USA (XX Month 202X)— ORGANIZATION NAME and ORGANIZATIONAL UNIT(S) NAME today announced that it has been appraised at level [2-5] of ISACA's Capability Maturity Model Integration (CMMI®). The appraisal was performed by [name of the lead appraiser's organization].

CMMI is a proven, outcome-based performance model and the globally accepted standard for improving capability, optimizing business performance and aligning operations to business goals.

[Choose the Maturity Level description below that applies to your appraisal]:

[Level 2] An appraisal at Maturity Level 2 indicates the organization is performing at a "managed" level. At this level, we use statistical and other quantitative techniques to optimize performance and improvement to achieve quality and process performance objectives.

[Level 3] An appraisal at Maturity Level 3 indicates the organization is performing at a "defined" level. At this level, processes are well characterized and understood, and are described in standards, procedures, tools and methods. The organization's set of standard processes, which is the basis for Maturity Level 3, is established and improved over time.

[Level 4] An appraisal at Maturity Level 4 indicates that the organization is performing at a "quantitatively managed" level. At this level, the organization and projects establish quantitative objectives for quality and process performance and use them as criteria in managing projects.

[Level 5] An appraisal at Maturity Level 5 indicates that the organization is performing at an "optimizing" level. At this level, an organization continually improves its processes based on a quantitative understanding of its business objectives and performance needs. The organization uses a quantitative approach to understand the variation inherent in the process and the causes of process outcomes.

[You may choose to add more detail here about your business, your performance improvement efforts, or your results.]

QUOTE FROM COMPANY LEADER OR CLIENT

"Organizations worldwide are harnessing CMMI to elevate their business performance to new heights, creating a sustainable competitive advantage in the process" says Ron Lear, Senior Director, CMMI Program. "We commend ORGANIZATION NAME and ORGANIZATIONAL UNIT(S) NAME on achieving this CMMI appraisal level and demonstrating their ability as a high-performing organization."

For more information about CMMI performance solutions, visit www.isaca.org/enterprise/cmmi-performance-solutions.

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COMPANY BOILER PLATE HERE

About ISACA
For more than 50 years, ISACA® (www.isaca.org) has advanced the best talent, expertise and learning in technology. ISACA equips individuals with knowledge, credentials, education and community to progress their careers and transform their organizations, and enables enterprises to train and build quality teams. ISACA is a global professional association and learning organization that leverages the expertise of its more than 150,000 members who work in information security, governance, assurance, risk and privacy to drive innovation through technology. It has a presence in 188 countries, including more than 220 chapters worldwide. In 2020, ISACA launched One In Tech, a philanthropic foundation that supports IT education and career pathways for under-resourced, under-represented populations.

Twitter: www.twitter.com/ISACANews
LinkedIn: www.linkedin.com/company/isaca
Facebook: www.facebook.com/ISACAGlobal
Instagram: www.instagram.com/isacanews

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