



## Guidelines for Announcing Your CMMI Appraisal

When your organization receives its CMMI maturity level rating after an appraisal, you may want to announce the results via a general announcement on your website or a press release. This set of guidelines can help you accurately describe your CMMI appraisal results for your announcement. By adhering to these guidelines, you will avoid the pitfalls of incorrect, misleading, or confusing statements in announcing your appraisal. In following these guidelines you also demonstrate the same commitment to quality in the communications about your appraisal as you have in your process improvement effort itself.

The second page of this document contains an announcement template you can use to write a press release or general announcement about your organization's CMMI appraisal. Replace the text within brackets to tailor the announcement to your organization's needs.

### Do

- Submit your appraisal to CMMI Institute for review. An appraisal must be accepted by CMMI Institute before you can announce it publicly.
- 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 <http://partners.clearmodel.com/find-partner-organization/>.
- 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 appraisal emblem if you wish to include an image in your announcement.

### Don't

- Do not announce your appraisal result before it has been accepted by the CMMI Institute. An email notification will be sent to the appraisal sponsor announcing the acceptance of an appraisal.
- Do not name CMMI Institute as your appraising organization.
- Do not announce that your entire organization was appraised if your appraisal was conducted on one business unit.
- Do not use the following words to refer to your appraisal: awarded, certified, certification, accredited, or accreditation. The CMMI Institute does not certify the results of appraisals, nor does it grant accreditation.
- Do not use the CMMI Institute's logo in any manner or create any logo that could be interpreted as being the CMMI Institute's logo.
- Do not alter, crop, or manipulate the emblem in any way. This emblem can be tracked; if the emblem is manipulated, CMMI Institute will render it invalid and remove the published appraisal results from the Published Appraisal Results website.

## **[Organization; Organizational Unit] Appraised at CMMI Level [Level]**

**[Date, Location]**—**[Organization; Organizational Unit]** today announced that it has been appraised at Level **[Level]** of the CMMI Institute’s Capability Maturity Model Integration (CMMI). The appraisal was performed by **[name of the lead appraiser’s organization]**.

CMMI is a process improvement approach that provides organizations with the essential elements of effective processes that ultimately improve their performance.

### **[Choose the maturity level description that applies to your appraisal.]**

An appraisal at maturity level 2 indicates the organization is performing at a “managed” level. At this level, projects have ensured that processes are planned and executed in accordance with policy; the projects employ skilled people who have adequate resources to produce controlled outputs; involve relevant stakeholders; are monitored, controlled, and reviewed; and are evaluated for adherence to their process descriptions.

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.

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.

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.]

### **[Information about your organization; organizational unit]**

**[You may include the following information if you would like to provide a brief description of the CMMI Institute.]**

CMMI is the result of more than 20 years of ongoing work at Carnegie Mellon University by members of industry, government, and the Software Engineering Institute. Powered by Carnegie Mellon, the CMMI Institute is working to build upon CMMI’s success, advance the state of the practice, accelerate the development and adoption of best practices, and provide solutions to the emerging needs of businesses around the world.

### **Questions?**

Please send any questions to [scampi-quality@cmminstitute.com](mailto:scampi-quality@cmminstitute.com).