



Guidelines for Announcing Your CMMI Appraisal

When your organization receives its CMMI maturity level rating after an appraisal, you might want to announce the results via a general announcement or even a press release. These short guidelines can help you accurately describe your CMMI appraisal results for your announcement.

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 the SEI for review. An appraisal must be accepted by the SEI before you can announce it publicly.
- Include the full name of the 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://partner-directory.sei.cmu.edu>. Name the SEI as your appraiser **ONLY** if the SEI actually performed your appraisal.
- Include information about your company and its work in your announcement where appropriate.
- Your appraisal was conducted on a unit within your organization; include the name of that unit.
- 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."
- Execute a Limited Use Agreement to request an Appraisal Emblem.

Don't

- Do not announce your appraisal result before it has been accepted by the SEI.
- Do not name Carnegie Mellon University as your appraiser.
- Your appraisal was conducted on one business unit; do not announce that your entire organization was appraised.
- Do not use the following words to refer to your appraisal: certified, certification, accredited, or accreditation.
- Do not alter, crop, or manipulate the emblem in any way. This emblem can be tracked; if the emblem is manipulated, the SEI will render it invalid and remove the published appraisal results from the SEI PARS website.

Questions?

Please send any questions to public-relations@sei.cmu.edu.

Template for announcing your CMMI appraisal

[Organization] Appraised at CMMI Level [Level]

[Date, Location]--[Organization] today announced that it has been appraised at Level [Level] of the Carnegie Mellon University Software Engineering Institute's Capability Maturity Model Integration (CMMI). The appraisal was performed by [the SEI or SEI Partner Company].

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]

The SEI is a U.S. Department of Defense federally funded research and development center operated by Carnegie Mellon University. The SEI helps organizations make measured improvements in their software engineering capabilities by providing technical leadership to advance the practice of software engineering. For more information about the SEI, visit www.sei.cmu.edu. For more information about the SEI Partner Network, visit www.sei.cmu.edu/partners.