

# THE VALUE OF CERTIFICATION

SKILLS HAVE BECOME THE GLOBAL CURRENCY OF 21ST CENTURY ECONOMIES!

## FREQUENTLY ASKED QUESTIONS

### Q WHAT IS MEANT BY "CERTIFICATION"?

A A certification is any credential that an individual can earn or achieve that validates a level of knowledge or a skillset related to a specific subject or discipline. Certifications are credentials that stand in addition to, in support of, or independently from degrees and diplomas.

### Q WHY SHOULD A STUDENT OR PROFESSIONAL EARN A CERTIFICATION?

A Certifications serve as a credible, third-party assessment of one's skill and knowledge for a given subject. They are often created or supported by industry-recognized businesses or organizations and are administered in controlled environments by authorized and independent agents.

### Q WHAT ARE SOME OF THE KEY BENEFITS OF CERTIFICATION?

- A
- Validation of knowledge
  - Increased marketability
  - Increased earning power
  - Enhanced academic performance
  - Improved reputation
  - Enhanced credibility
  - Increased confidence
  - Respect from peers

### Q CAN CERTIFICATIONS HELP SOMEONE GET A JOB?

A Yes. 91% of hiring managers report certification is a hiring criteria.<sup>1</sup> Those who have certifications can stand out in a crowded job market—or make a better case for that big raise or promotion.<sup>2</sup> Third-party validation of skills from a certification is far more powerful than self-promotion of knowledge.<sup>3</sup> When asked what the most important hiring qualification is, 59% of IT decision-makers said "relevant skills."<sup>4</sup>

### Q WHY ARE CERTIFICATIONS CONSIDERED RELEVANT CREDENTIALS?

A Many businesses and associations look upon certifications as designations that provide assurance of a potential employee's ability to perform a job or task, making them more valuable to, and coveted by, employers.

Companies are more frequently considering alternatives to college degrees to determine if a candidate is qualified for the job. Certification credentials are being viewed as more valuable and given more focus and attention when considering skills and qualifications for open positions.<sup>5</sup> A voluntary certification is also seen as evidence of an individual's personal drive and motivation, giving them a leg up for raises and promotions.<sup>6</sup>

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**Q DO CERTIFICATIONS RESULT IN HIGHER SALARIES OR WAGES?**

**A** Yes. In the U.S. and Canada, professionals with certifications have an average salary of **\$111,334**, which is **7%** more than non-certified professionals.<sup>7</sup> In North America, someone with six or more certifications earns **\$13,000** more than someone with one certification.<sup>8</sup> IT professionals who gained new skills and/or certifications last year received an average raise of **\$12,000-\$13,000**.<sup>8</sup>

**Q DO CERTIFICATIONS AFFECT ACADEMIC PERFORMANCE?**

**A** Yes. Certifications have a very positive impact on academic performance. Research<sup>9</sup> shows:

- Higher grade point average for certified high school students: **3.12 vs 2.78** (4.0 scale).
- Higher graduation rates for certified high school students: **97.5% vs 78.4%**.
- Increased postsecondary enrollment: **84% vs 82%**.
- Reduced dropout rates: **0.2% vs 1.0%**.

**Q CAN STUDENTS RECEIVE COLLEGE CREDIT BY HAVING A CERTIFICATION?**

**A** Yes. Many colleges and universities offer course credit through the American Council on Education (ACE) to students who possess certain industry certifications. For more information visit: **[www.acenet.edu/national-guide/](http://www.acenet.edu/national-guide/)**

**“They’re looking for reasons to hire candidates...”**  
**“... if they see anything that’s relevant to their industry, to their company, to the specific position, it’s definitely going to help make that candidate more attractive.”**

Adecco Staffing, Senior Regional Vice President Tom Gates

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For more information contact your Certiport Territory Manager or go to: **<https://certiport.pearsonvue.com/About/The-value-of-certification>**

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<sup>1</sup>Microsoft Certification Program Satisfaction Study

<sup>2</sup>How Much Will Certifications and Skills Boost Your Pay? [insight.dice.com](http://insight.dice.com), July 16, 2020

<sup>3</sup>Prometric, Understanding The Benefits Of Industry Certification

<sup>4</sup>Global Knowledge 2020 IT Skills and Salary Report

<sup>5</sup>Credential Engine, November 15, 2018

<sup>6</sup>Prometric, Understanding The Benefits Of Industry Certification

<sup>7</sup>August 27, 2019, Global Knowledge, IT Certifications: 5 New Realities

<sup>8</sup>Global Knowledge 2020 IT Skills and Salary Report

<sup>9</sup>2018-2019 Florida CAPE Academy Performance Report, Grades 9-12