

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

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.⁵ 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.⁶

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.⁷ In North America, someone with six or more certifications earns **\$13,000** more than someone with one certification.⁸ IT professionals who gained new skills and/or certifications last year received an average raise of **\$12,000-\$13,000**.⁸

Q DO CERTIFICATIONS AFFECT ACADEMIC PERFORMANCE?

A Yes. Certifications have a very positive impact on academic performance. Research⁹ 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/**

“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

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

¹Microsoft Certification Program Satisfaction Study

²How Much Will Certifications and Skills Boost Your Pay? Insight.dice.com, July 16, 2020

³Prometric, Understanding The Benefits Of Industry Certification

⁴Global Knowledge 2020 IT Skills and Salary Report

⁵Credential Engine, November 15, 2018

⁶Prometric, Understanding The Benefits Of Industry Certification

⁷August 27, 2019, Global Knowledge, IT Certifications: 5 New Realities

⁸Global Knowledge 2020 IT Skills and Salary Report

⁹2018-2019 Florida CAPE Academy Performance Report, Grades 9-12