**Tradeshow Workshop**

**Title: Unlocking the Power of Certification**

***Bub head:*** *Certification, Job Placement, Compensation, and What Employees are Looking for*

 Discover why professional certifications matter more than ever in today’s rapidly changing labor market. This session will break down what a certification really is, how certification programs work, and the data that proves their value for employment. Gain insights into current market trends and learn how to position certifications as a powerful advantage for your students or workforce.

1. ***Why focus on Certification?***

***Understanding Certification******Programs***

According to a report by Credentialing Engine, more than 6700 different certifications are currently awarded to millions of workers. In all, more than 43 million Americans hold a professional certifications.

Certifications are attestations of the holder's ability to perform a set of skills relevant to a professional setting.

The US Department of Education’s Training and Education Survey confirmed
a strong correlation between certification and higher earnings.

***Fact: 27% of people with post-secondary certification, earn more than the average bachelor’s degree recipient.***

**The definition of a certification**

"A high-quality certification validates an individual’s knowledge, skills, and abilities in a defined profession, occupation, skill, or role. Certified individuals in the workforce reduce risk and enhance consumer protection and public safety. In addition, these certifications allow employers and other stakeholders to identify individuals with the competencies needed to perform a role or task."\*

\*Value of Certification Statement: ICE 2020

**Certifications are tuned to the rapidly changing labor market's needs.**

Because many certifications regularly update competency standards, based on job analyses, they are able to stay current in a highly dynamic labor market.

Healthcare jobs are projected to grow **13%** between 2021 and 2031, according to the [Bureau of Labor Statistics](https://www.bls.gov/ooh/healthcare/home.htm) (BLS). That's nearly [three times the average growth rate](https://www.bls.gov/news.release/pdf/ecopro.pdf) for all other occupations resulting in 2 million jobs over the decade. Of the 10 fastest-growing jobs in the U.S., [six are in healthcare](https://www.bls.gov/news.release/pdf/ecopro.pdf).



**Skill Based Certification Jobs will dominate**

**the Job Market**

**33%** will come from a 4 year Degree

**30%** will come from Associates Degrees

**37%** of Job the Job Market will be made up of
  “Skill Based” Certification

Certifications can hold significant value for employment in many industries. They demonstrate that an individual has acquired a specific set of skills and knowledge in a particular field.

According to the Bureau of Labor Statistics, healthcare occupations are projected to add more jobs than any other occupational group from 2019 to 2029. Obtaining healthcare certifications can enhance your employability and open up various job opportunities within the industry.

In this session we will discuss these reasons why certifications are valuable for employment:

1. **Enhanced credibility**
2. **Competitive advantage**
3. **Industry recognition**
4. **Skill validation**
5. **Career advancement**
6. **Networking opportunities**
7. **Higher Earning Potential**
8. **Enhanced Professional Competence**
9. **Patient Safety and Quality Care**
10. **Continuous Learning and Skill Development**
11. **Credibility and Trust**
12. **Compliance with Regulatory Requirements**
13. **Global Recognition**

**The Value of Certification for Employment 2023**

Certifications can hold significant value for employment in many industries. They demonstrate that an individual has acquired a specific set of skills and knowledge in a particular field. Here are some reasons why certifications are valuable for employment:

**Increased Job Opportunities:** According to the Bureau of Labor Statistics, healthcare occupations are projected to add more jobs than any other occupational group from 2019 to 2029. Obtaining healthcare certifications can enhance your employability and open up various job opportunities within the industry.

**Enhanced credibility:** Certifications provide evidence of your expertise and competency in a specific area. They validate your skills and knowledge, giving employers confidence in your abilities. Certifications from reputable organizations or institutions can enhance your credibility and distinguish you from other candidates.

**Competitive advantage:** In today's job market, competition can be intense. Having relevant certifications can give you a competitive edge by showcasing your commitment to professional development and continuous learning. It can differentiate you from other candidates who may lack the same level of specialized knowledge.

**Industry recognition:** Certain certifications are widely recognized and respected within specific industries. When employers see relevant certifications on your resume, they understand that you have met specific standards and requirements established by recognized industry bodies. This recognition can help you stand out and increase your chances of being considered for job opportunities.

**Skill validation:** Certifications validate your skills and knowledge in a specific field. They serve as a tangible proof of your ability to perform certain tasks or use specific tools, technologies, or methodologies. This can be particularly important in technical or specialized roles where employers want assurance that you possess the necessary expertise.

**Career advancement:** Certifications can play a crucial role in career advancement. They can open doors to new opportunities, increase your chances of promotions or salary raises, and help you move up the career ladder. Employers often value employees who invest in their professional development and demonstrate a commitment to staying up-to-date with industry trends.

**Networking opportunities:** Pursuing certifications often involves joining professional associations or participating in training programs. These activities provide valuable networking opportunities, allowing you to connect with industry professionals, potential mentors, and other certified individuals. Networking can lead to job referrals, collaborations, and access to insider information about job openings.

**Higher Earning Potential:** Healthcare certifications are often associated with higher earning potential. Certified professionals in healthcare fields tend to earn more than their non-certified counterparts. For example, the American Association of Medical Assistants reported that certified medical assistants earn, on average, 20% more than those without certification.

**Enhanced Professional Competence:** Healthcare certifications require individuals to undergo comprehensive training and assessments, ensuring that they possess the necessary knowledge and skills to perform their roles effectively. This enhances professional competence and confidence in delivering quality healthcare services.

**Patient Safety and Quality Care:** Healthcare certifications contribute to patient safety and the delivery of quality care. Certified healthcare professionals adhere to standardized practices, guidelines, and ethical codes, ensuring the well-being and safety of patients.

**Professional Networking:** Certification programs often provide opportunities for networking and professional collaboration. Engaging with a community of certified professionals allows for knowledge sharing, mentorship, and access to industry resources and updates.

**Continuous Learning and Skill Development**: Healthcare certifications typically involve continuing education requirements to maintain and renew the certification. This encourages professionals to engage in continuous learning, stay updated with industry advancements, and enhance their skills throughout their careers.

**Credibility and Trust:** Healthcare certifications build credibility and trust among patients, employers, and colleagues. Certified professionals are seen as experts in their respective fields, instilling confidence in the care they provide.

**Compliance with Regulatory Requirements**: Some healthcare roles and settings have specific regulatory requirements that mandate certification. For instance, certain nursing roles may require certification to meet state licensure requirements. Compliance with such regulations ensures legal and ethical practice within the healthcare system.

**Global Recognition:** Many healthcare certifications have international recognition, allowing professionals to work in various countries and healthcare systems. This mobility can expand career opportunities and offer a diverse range of experiences.

AMCA Marketing ideas

As we discussed, the AMCA tries to survey all their candidates at the end of each year with the goal to find out “The Value of Certification”. Over 70% of the data collected was from candidates that have taken our Clinical certification exams with most of them being Medical Assistant.

**Below are some of the finding from the AMCA survey:**

**75%** of AMCA certificates earn $1 to $5 more an hour

**64%** of AMCA certificants said certification helped them get job interviews

**56%** of AMCA certicatants said certification helped them with career advancement

**66%** of AMCA certificants are working in their field of certification

**Below is some data from a national survey that has not been release.**

**Please review and then delete. I will share the final report once the committee signs off.**

On most questions, a majority of respondents gave a positive response about certification and its relationship to beneficial outcomes for their professions, employers, or themselves. The questions with the highest percentage of positive (i.e., agree and strongly agree) responses were:

1. Certification in my profession is an achievement I am proud of (95.1%)
2. Attaining certification in my profession enhances my professional credibility (94.0%)
3. Attaining certification in my profession is considered an important accomplishment (92.8%)
4. Attaining certification in my profession is evidence of my commitment to the profession (92.3%)
5. Certification in my profession is valuable to the profession (90.5%)
6. I believe the ethics requirements/code of conduct for my certifying body are beneficial to the profession (88.2%)
7. Certification in my profession is evidence of the level of competence I have obtained (87.3%)
8. Attaining certification in my profession enhanced my breadth of knowledge and expertise (85.6%)
9. Attaining certification in my profession enhanced my depth of knowledge and expertise (85.1%) and Compared to those in my profession who are not certified, a person who is certified finds it easier to get hired (85.1%)
10. The certification requirements in my profession are appropriate (84.6%)

ICE survey

In this Value of Certification study, the Institute for Credentialing Excellence (ICE) collected survey data from a large sample of credential holders from six organizations. The objective was to determing what value that credential holders place on certification. We performed analyses on data from 9,407 respondents.

Among the major results, respondents picked three out of 17 possible benefits of obtaining certification that they felt were most important to them. The top five reasons for obtaining a certification were:

Feeling a sense of pride and achievement (39.2%)

Providing evidence of my professional competence (39.0%)

Gaining knowledge and expertise (28.4%)

Improving my chances of getting a job (22.2%)

Feeling more confident professionally (21.3%)

On most questions asking about the various benefits of certification, a majority of respondents gave a positive response about certification and its relationship to beneficial outcomes for their professions, employers, or themselves. The questions on which at least three-quarters of responses were positive (i.e., agree and strongly agree) were:

Certification in my profession is an achievement I am proud of (95.1%)

Attaining certification in my profession enhances my professional credibility (94.0%)

Attaining certification in my profession is considered an important accomplishment (92.8%)

Attaining certification in my profession is evidence of my commitment to the profession (92.3%)

Certification in my profession is valuable to the profession (90.5%)

I believe the ethics requirements/code of conduct for my certifying body are beneficial to the profession (88.2%)

Certification in my profession is evidence of the level of competence I have obtained (87.3%)

Attaining certification in my profession enhanced my breadth of knowledge and expertise (85.6%)

Attaining certification in my profession enhanced my depth of knowledge and expertise (85.1%) and Compared to those in my profession who are not certified, a person who is certified finds it easier to get hired (85.1%)

The certification requirements in my profession are appropriate (84.6%)

Certification in my profession enhances my confidence on the job (83.9%)

I believe it is important that those in my profession become certified to improve their competence and importance (83.7%), Attaining certification in my profession provided me with more specialized knowledge (83.7%), and Certification in my profession increases my confidence in professional interactions (83.7%)

Attaining certification in my profession helps me feel more strongly connected to my profession (82.6%)

Compared to those in my profession who are not certified, a person who is certified has more jobs to choose from when searching for a job (82.5%)

Attaining certification in my profession helps me stand out in the profession and differentiates me from my peers (80.0%)

Certification in my profession helps me prepare for the demands and challenges of the profession (79.0%)

Certification in my profession increases my knowledge beyond what I obtain through on-the-job experience (77.7%)

Based on both of the lists above, it is clear that certificants both place a high value on and believe certification provides the following benefits:

Pride and a sense of accomplishment

Evidence of professional competence and credibility

Increased knowledge and expertise

Better opportunities to find work

More confidence on the job

Although this survey is somewhat limited by its reliance on certificants’ self-report data, it provides many positive results and a lot of valuable information that ICE and its participating associations can use in publicizing the benefits of certification and understanding what certificants find most valuable about certification. It also provides information about how certificants feel about certification costs and requirements and their certifying bodies’ ethics policies and code of conduct, as well as information on government and employer certification requirements.

The typical respondent was a White or Caucasian (66.8%) female (74.3%) working in a large or medium city (62.5%) in the U.S. (91.4%). Three-fourths (75%) worked between 31 and 50 hours per week, on average. Over two-thirds had either an Associate’s or Bachelor’s Degree (67.3%) and over three-fourths (78.2%) agreed or strongly agreed their education was highly related to their current profession. The median (50th percentile) for respondents’ years of work experience in their current profession was from 11-15 years.

Respondents picked three out of 17 possible benefits of obtaining certification that they felt were most important to them. The top five reasons for obtaining a certification were:

Feeling a sense of pride and achievement (39.2%)

Providing evidence of my professional competence (39.0%)

Gaining knowledge and expertise (28.4%)

Improving my chances of getting a job (22.2%)

Feeling more confident professionally (21.3%)

On most questions, a majority of respondents gave a positive response about certification and its relationship to beneficial outcomes for their professions, employers, or themselves. The questions with the highest percentage of positive (i.e., agree and strongly agree) responses were:

Certification in my profession is an achievement I am proud of (95.1%)

Attaining certification in my profession enhances my professional credibility (94.0%)

Attaining certification in my profession is considered an important accomplishment (92.8%)

Attaining certification in my profession is evidence of my commitment to the profession (92.3%)

Certification in my profession is valuable to the profession (90.5%)

I believe the ethics requirements/code of conduct for my certifying body are beneficial to the profession (88.2%)

Certification in my profession is evidence of the level of competence I have obtained (87.3%)

Attaining certification in my profession enhanced my breadth of knowledge and expertise (85.6%)

Attaining certification in my profession enhanced my depth of knowledge and expertise (85.1%) and Compared to those in my profession who are not certified, a person who is certified finds it easier to get hired (85.1%)

The certification requirements in my profession are appropriate (84.6%)

All results from this survey are based on self-report data from individuals who have had one or more professional certifications. Results of this survey provide a great deal of positive information about the value of professional certification to professions, employers, and certificants.

The Value of Certification for Respondents’ Professions

We asked five questions which primarily relate to how respondents feel about the benefits of certification for their professions. Table 12 summarizes results across the five items, while Tables 13 through 17 provide more detail on each item. In Table 12, the percentages who did not respond are not included, whereas in Tables 13 through 17 the percentage who did not respond is included at the bottom of each table. Table 12 combines the percentage agreeing and strongly agreeing and combines the percentages disagreeing and strongly disagreeing to make it easier to quickly comprehend the results.

Table 12. Percent Agreeing, Neutral, and Disagreeing on Items Related to the Value of Certification for Professions

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Percent Agreeing or Strongly Agreeing** | **Percent Neither Agreeing or Disagreeing** | **Percent Disagreeing or Strongly Disagreeing** |
| Certification in my profession is valuable to the profession (Question 8) | 90.5% | 5.6% | 3.9% |
| I believe the certification requirements in my profession are appropriate (Question 24) | 84.6% | 9.4% | 6.0% |
| The ethics requirements/code of conduct for my certifying body are beneficial to the profession (Question 25) | 88.2% | 9.2% | 2.6% |
| I believe it is important that those in my profession become certified to improve their competence and performance (Question 26) | 83.7% | 10.8% | 5.5% |
| I believe it is important that certificants in my profession maintain certification by recertifying (Question 27) | 60.8% | 15.5% | 23.7% |

As shown in Table 12, over nine out of 10 respondents agreed or strongly agreed that certification is important to their profession, and, as shown in Table 13, nearly 60% strongly agreed with the question. Nearly as many of the respondents also agreed that certification requirements are appropriate, ethics requirements/code of conduct are beneficial, and certification is important for improving competence and performance in their profession. Only the last item in the table had a different pattern of responses, with 60.8% agreeing or strongly agreeing that it is important for certificants in their profession to maintain certification by recertifying. Overall, results indicate that the respondents consider certification to be very valuable to their profession.

Table 13. Numbers and Percentages for “Certification in my profession is valuable to the profession” (Question 8)

|  |  |  |
| --- | --- | --- |
| **Response** | **Number of Participants** | **Percent of Total Participants** |
| Strongly Disagree | 185 | 2.0% |
| Disagree | 180 | 1.9% |
| Neither Agree nor Disagree | 531 | 5.6% |
| Agree | 2,882 | 30.6% |
| Strongly Agree | 5,629 | 59.8% |
| No Response | 0 | 0.0% |

Table 14. Numbers and Percentages for “I believe the certification requirements in my profession are appropriate” (Question 24)

|  |  |  |
| --- | --- | --- |
| **Response** | **Number of Participants** | **Percent of Total Participants** |
| Strongly Disagree | 181 | 1.9% |
| Disagree | 383 | 4.1% |
| Neither Agree nor Disagree | 883 | 9.4% |
| Agree | 4,423 | 47.0% |
| Strongly Agree | 3,520 | 37.4% |
| No Response | 17 | 0.2% |

Table 15. Numbers and Percentages for “The ethics requirements/code of conduct for my certifying body are beneficial to the profession” (Question 25)

|  |  |  |
| --- | --- | --- |
| **Response** | **Number of Participants** | **Percent of Total Participants** |
| Strongly Disagree | 116 | 1.2% |
| Disagree | 130 | 1.4% |
| Neither Agree nor Disagree | 864 | 9.2% |
| Agree | 4,257 | 45.3% |
| Strongly Agree | 4,012 | 32.6% |
| No Response | 28 | 0.3% |

Table 16. Numbers and Percentages for “I believe it is important that those in my profession become certified to improve their competence and performance” (Question 26)

|  |  |  |
| --- | --- | --- |
| **Response** | **Number of Participants** | **Percent of Total Participants** |
| Strongly Disagree | 170 | 1.8% |
| Disagree | 349 | 3.7% |
| Neither Agree nor Disagree | 1,009 | 10.7% |
| Agree | 3,432 | 36.5% |
| Strongly Agree | 4,417 | 47.0% |
| No Response | 30 | 0.3% |

Table 17. Numbers and Percentages for “I believe it is important that certificants in my profession maintain certification by recertifying” (Question 27)

|  |  |  |
| --- | --- | --- |
| **Response** | **Number of Participants** | **Percent of Total Participants** |
| Strongly Disagree | 1,003 | 10.7% |
| Disagree | 1,224 | 13.0% |
| Neither Agree nor Disagree | 1,449 | 15.4% |
| Agree | 2,717 | 28.9% |
| Strongly Agree | 2,984 | 31.7% |
| No Response | 30 | 0.3% |

AMCA WHY STAY CERTIFED

**Results from other certification**

PTCB

Bill Ellis

**Testimonials**

Hello

AMCA certification helps in selecting trained and knowledgeable staff for an organization.

**Ayesha Shah**  | ACACIA NETWORK

**Credentialing Coordinator**



Employers are looking for stackable credentials