



# Training Certificates are **NOT** Certifications



## Value of AIPMM Certification

Since 2004, certification has been one of the most valued benefits of AIPMM membership. Professional certification offers tangible benefits to both individuals and employers.

## Distinguishing the Difference Between Certification and Certificates

There is confusion as to the meaning and proper use of the term “certification” especially in today’s growing online course marketplace.

The practice of providing evidence of course completion is widely accepted, and technology makes it easier to do electronically; however, this “certificate” should never be confused with the rigor and achievement of professional certification.

The incorrect use of the term “certification” by training companies, educational institutions, and even individual training consultants is primarily to sell training courses. These courses claim to include something called certification, but these are course completion certificates.

Generally, they include a short mini-quiz at the end of the course. These are not certifications based on a standard body of knowledge as developed by objective third-party entities. These are more accurately certificates awarded for purchasing specific training.

A valid expert accreditation or professional certification is the formal acknowledgment issued by a recognized and established professional organization that an individual has exhibited a mastery and comprehension of, a specified body of knowledge.

An AIPMM certification, like most authentic professional certifications, requires that individuals demonstrate these competencies by passing an exam designed to test the knowledge of the specified disciplines.

## Comparing Certification with Certificates

	AIPMM CERTIFICATION	(TRAINING) CERTIFICATE
<b>Award Criteria</b>	<ul style="list-style-type: none"> <li>■ Requires passing an exam reflecting professional agreement and expertise.</li> <li>■ The exam is expertly developed to evaluate competency from the body of knowledge.</li> <li>■ The exam is proctored, and security protocols are in place</li> <li>■ Not awarded for completing a specific course</li> </ul>	<ul style="list-style-type: none"> <li>■ Attending a training session and completing a course or specified courses                             <ul style="list-style-type: none"> <li>● Such as online courses with mini quizzes included in the body of the lesson</li> </ul> </li> </ul>
<b>Granted By</b>	<ul style="list-style-type: none"> <li>■ An established independent professional association following ANSI/ISO/IEC 17024:2012 guidelines</li> </ul>	<ul style="list-style-type: none"> <li>■ A training institution or commercial training entity</li> </ul>
<b>Distinguishes</b>	<ul style="list-style-type: none"> <li>■ Subject mastery of an objective and consistent body of knowledge based on expert consensus and objective and research-based job analysis</li> </ul>	<ul style="list-style-type: none"> <li>■ Completion of a course or several courses offered by a training provider</li> </ul>
<b>Source Of The Body Of Knowledge</b>	<ul style="list-style-type: none"> <li>■ Professional organization members who are recognized subject matter experts and practitioners in the field of the certification</li> </ul>	<ul style="list-style-type: none"> <li>■ The course content is developed and offered by the provider</li> </ul>
<b>Standards For Granting The Certification</b>	<ul style="list-style-type: none"> <li>■ Technically rigorous exam questions and grading structure to which a systematically developed knowledge content is applied</li> <li>■ Use of professional testing experts and content subject matter experts</li> <li>■ Exam formally administered under scheduled and prescribed conditions to ensure integrity.</li> <li>■ Adherence to ANSI/ISO/IEC 17024:2012.</li> </ul>	<ul style="list-style-type: none"> <li>■ Course content as demonstrated by the student's participation and/ or the specific provider's knowledge assessment method</li> </ul>
<b>Professional Credentialing</b>	<ul style="list-style-type: none"> <li>■ AIPMM trademarked certifications can be listed after one's name and used on business cards</li> <li>■ Many job postings ask specifically for AIPMM certifications</li> <li>■ AIPMM certifications are recognized by international corporations</li> </ul>	<ul style="list-style-type: none"> <li>■ No. However, course attendance and completion can be referenced as an educational qualification on employment applications</li> <li>■ Employers' recognition of the completed training mostly based on familiarity with the training provider</li> </ul>