

## The Business of Certification, Learning Objectives

### What is Professional Certification?

- Describe what a professional certification is
- List the key distinctions between certification and licensure programs
- List the key distinctions between certification and certificate programs
- Given a variety of program descriptions, select those which correspond to a high-stakes and a low-stakes certification program

### The Certification System

- Summarize how each component of the certification system contributes to the quality and integrity of the certification process.
- Explain why a certification does not guarantee competence.

### Pertinent Standards and Guidelines for Certification Programs

- List the key areas of focus in *ISO/IEC 17024* and the *NCCA Standards*.
- Explain the relevance of the *Standards for Educational and Psychological Testing* to certification programs.
- Explain the relevance of employment and personnel testing standards/guidelines to certification programs.

### Who Benefits from Certification

- Summarize the benefits of certification for each of the following groups: candidates/certificants, employers, certification program sponsors, the industry/profession, and regulators.

### The Certification Business: Similarities and Differences

- Explain how the business of certification is similar to, and different from, other forms of business.
- List the ways in which a certification program is different from other types of programs, products, and services.
- Describe the risks associated with sponsoring a professional certification program.
- Explain the unique responsibilities of a standard-setting organization.

### Financial Performance of Certification Programs

- Characterize the financial performance of certification programs, in general
- Identify the primary sources of revenue for certification programs
- Identify the major expense categories for certification programs
- List the factors to consider when setting fees

### Marketing Certification Programs

- List the most common target markets for certification.
- Explain how to leverage distribution channels for certification programs.
- Summarize the factors to consider when determining how to effectively position a credential.
- Identify strategies for creating and enhancing the value of a professional certification.
- State the ways in which market research can be incorporated into ongoing data collection activities.