

Getting Started in the Certificate Business

Presentation for the
Institute of Credentialing Excellence

What is a certificate program?

A certificate program ...

Provides instruction and training
to aid participants in achieving
specific, intended learning
outcomes



**But not all certificate programs
are created alike**



Assessment-based certificate (ABC) program:

Certificate is awarded *only* after successful completion of an assessment to determine if intended learning outcomes have been accomplished



Certificate of attendance/participation:

Certificate is awarded upon completion of education/training; successful completion of an assessment is not required to receive certificate

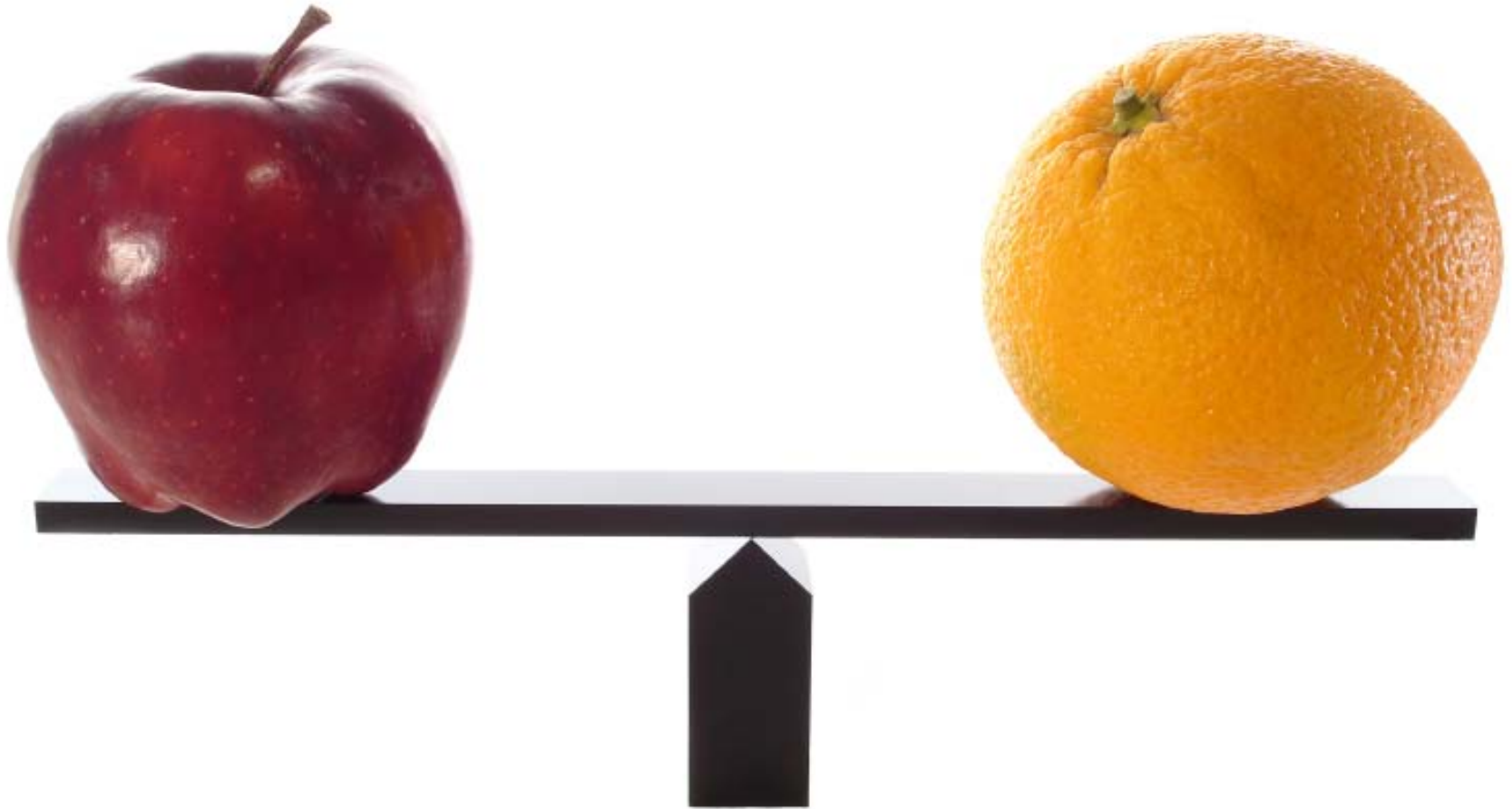
Certificate or Certification Program



Characteristic	Certificate program	Certification
Primary purpose	Provide instruction/training to aid in the acquisition of knowledge/skills/competencies	Assess knowledge/skills/competencies that have already been acquired
Purpose and scope of assessment	Evaluate accomplishment of intended learning outcomes of a specific education/training program	Confirm mastery of the knowledge/skills/competencies required to effectively perform a job function or occupational/professional role
Duration of program	Ends when certificate is awarded	Ongoing; requirements must be met on a routine basis to maintain credential
Awarding of designation	No	Yes

Certificate

Certification



Our experience. Your success.

knappinternational.com

Why develop a certificate program?



Opportunity!



Certification is
not always the
answer!

Help to ensure that
candidates are better
prepared for
certification



Level of instruction					
Expresses himself orally	+	+		+	+
Expresses himself in written work	+	+		+	+
SPELLING					
Level of instruction					
Learns words from spelling list	+	+		+	+
Uses good spelling in daily work	+	+		+	+

Satisfy a market need for **verifiable** educational/training outcomes

Level of instruction is:	4	4		5	5
Below grade level					
On grade level	✓	✓			
Above grade level				✓	✓

Enhance certifier's image as an occupational/professional development partner



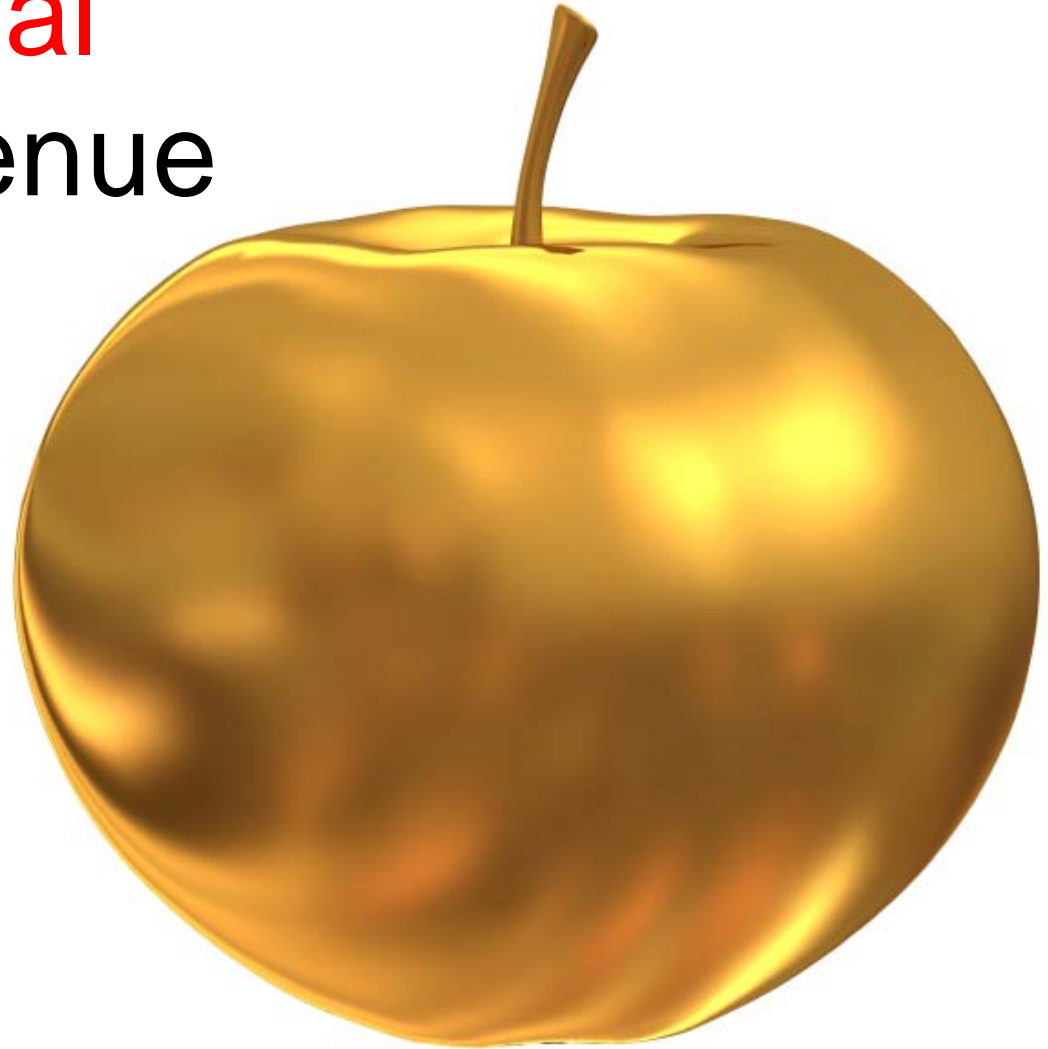
Reach new markets



Generate

additional

revenue



How do we know if it's right for us?

What are our goals? How does this relate to our mission?

Can we effectively market the program?

Is there a market for it?
How large is it?

Do we have the education/
training expertise?

What will the impact be
on our certification(s)?

What are our financial
expectations?

How will this
impact our
relationships with
other entities?