



***CPLP***®

***CPLP***® *Certification Review*  
*Presented by ASTD Northeast Florida Chapter*

# CPLP<sup>®</sup> *Certification Review*

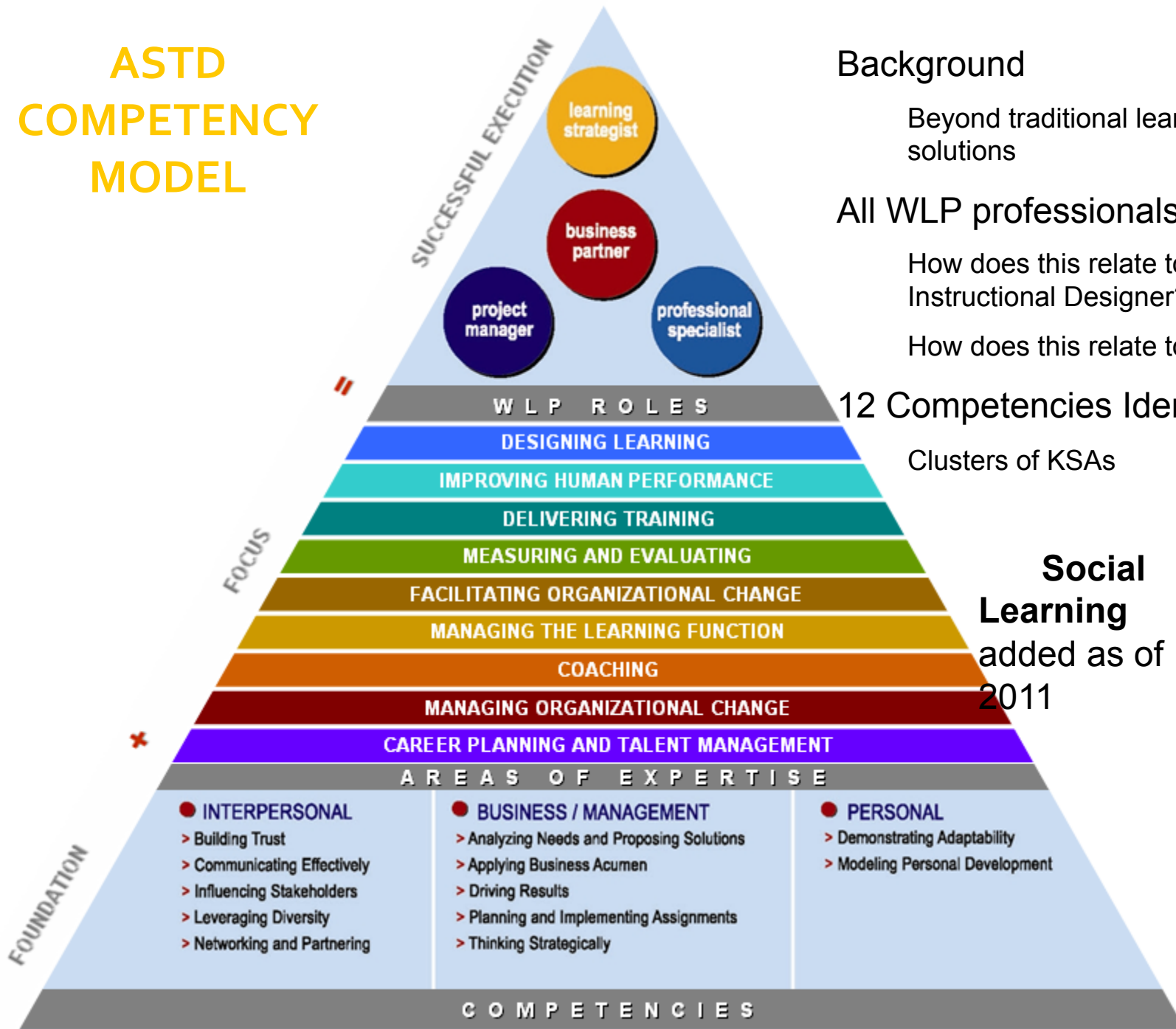
## Agenda

- Define CPLP Certification
- Define Competency Model
- Outline CPLP requirements and process
- Describe CPLP Stakeholder Value & Benefits
- Introduce resources available
- Q&A

# CPLP® *Certification Review*

- **What is the CPLP?**
  - Credential for workplace learning and performance professionals developed and administered by the ASTD Certification Institute (ASTD CI)
- **What does CPLP stand for?**
  - Certified Professional in Learning and Performance

# ASTD COMPETENCY MODEL



## Background

Beyond traditional learning solutions

## All WLP professionals

How does this relate to an Instructional Designer?

How does this relate to a CLO?

## 12 Competencies Identified

Clusters of KSAs

**Social Learning**  
added as of  
2011

# CPLP® *Certification Review*

## CPLP Certification Process

**Step 1:**  
Meet Eligibility and  
Readiness Requirements

**Step 2:**  
Pass the Knowledge Exam

**Step 3:**  
Submit a Successful  
Work Product



# CPLP® *Certification Review*

## CPLP Certification Process

Eligibility	Knowledge	Work Product	Fit	Commitment
Minimum <b>3 years</b> of related experience	Has exposure to <b>multiple areas of expertise</b>	Has a <b>work product</b> to submit	CPLP fits in solidly with career goals	Willing to spend resources and time to prepare

# CPLP® *Certification Review*

## CPLP: The Knowledge Exam

- 150 multiple choice questions and assessing knowledge in Nine Areas of Expertise (AOEs)
  - Candidates must answer 65% of the non-experiential items correctly on average to pass the CPLP knowledge exam.
  - Of the 150 items, there are approximately 32 experiential items.
- Areas are weighted more than others
- No penalties for guessing
- Administered at **Florida State College @ Jacksonville – South Campus and Open Campus** and other testing centers in the state

# **CPLP® *Certification Review***

## **CPLP: The Knowledge Exam - Areas**

<b>Designing Learning</b>	<b>15%</b>
<b>Delivering Training</b>	<b>15%</b>
<b>Improving Human Performance</b>	<b>15%</b>
<b>Measuring &amp; Evaluating</b>	<b>12%</b>
<b>Facilitating Org. Change</b>	<b>12%</b>
<b>Managing the Learning Function</b>	<b>9%</b>
<b>Coaching</b>	<b>8%</b>
<b>Managing Org. Knowledge</b>	<b>8%</b>
<b>Career Planning &amp; Talent Management</b>	<b>6%</b>

# CPLP® *Certification Review*

## CPLP: Work Product Overview

### Available Areas for your Work Product

- ❖ Designing Learning
- ❖ Delivering Training
- ❖ Improving Human Performance
- ❖ Measuring and Evaluating
- ❖ Managing the Learning Function

# CPLP® *Certification Review*

## CPLP: The Work Product – Designing Learning

<b>If you pick...</b>	<b>You need to have a...</b>	<b>You will need to submit...</b>	<b>And include ...</b>
<b>Designing Learning</b>	Project where you were a major contributor to the hands-on design and development of a learning program ...	No more than 90 minutes of instructional material	Training analysis documentation  Training design documentation  Curriculum or learning materials

# CPLP® *Certification Review*

## CPLP: The Work Product – Delivering Training

<b>If you pick...</b>	<b>You need to have a...</b>	<b>You will need to submit...</b>	<b>And include ...</b>
<b>Delivering Training</b>	Project where you delivered a learning program	Option 1: 20 minute video or CD of an instruction with six or more learners  Option 2: A synchronous e-learning event	Relevant sections of the facilitator's guide

# CPLP® *Certification Review*

## CPLP: The Work Product – Improving Human Performance

<b>If you pick...</b>	<b>You need to have a...</b>	<b>You will need to submit...</b>	<b>And include ...</b>
<b>Improving Human Performance</b>	Project where you analyzed a performance gap and developed a solution to close it	Performance Improvement project report	<ul style="list-style-type: none"><li>• Documentation about stakeholders</li><li>• Project plan</li><li>• Data collection tools and analysis</li><li>• Proposed solution and evaluation</li></ul>

# CPLP® *Certification Review*

## CPLP: The Work Product – Measuring and Evaluating

<b>If you pick...</b>	<b>You need to have a...</b>	<b>You will need to submit...</b>	<b>And include ...</b>
<b>Measuring and Evaluating</b>	Project where you evaluated the effectiveness of a learning program	Measuring and evaluating report focused on a learning program	<ul style="list-style-type: none"><li>• Documentation about methodology used</li><li>• Results of the analysis that go beyond a training needs assessment</li></ul>

# CPLP® *Certification Review*

## CPLP: The Work Product – Managing the Learning Function

<b>If you pick...</b>	<b>You need to have a...</b>	<b>You will need to submit...</b>	<b>And include ...</b>
<b>Managing the Learning Function</b>	Project where you demonstrated the successful management of the learning function (strategic in nature) or a learning activity (operational in nature).	Track 1 - Strategic: Learning function report or annual/semi-annual report that you produced  Track 2 - Operational: Learning project report of the development of a learning product	<ul style="list-style-type: none"><li>• Organizational chart (titles only)</li><li>• Specific documentation tied to the option you have chosen</li></ul>

# CPLP® *Certification Review*

## CPLP Recertification

Each CPLP credential holder must obtain a minimum of **60 recertification points** in each **3 year** cycle to maintain the credential.

Recertification points may be earned through participation in different categories:

1. Continuing Education	30 (max)
2. Speaking and Instructing	20 (max)
3. On-the-Job Experience	20 (max)
4. Research and Publishing	20 (max)
5. Leadership and Recognition	15 (max)
6. Professional Membership in ASTD	15 (max)

# CPLP® *Certification Review*

## CPLP: Vale & Benefits

### Profession

Defines standards and drives professional accountability

### Employers

Provides a reference point when evaluating job and promotion candidates

### Teams and Functions

Provides a structured path for professional development to create climate of excellence; encourages professionals to stay current

### Individuals

Helps prove value and increase job prospects

# CPLP® *Certification Review*

## 2012 Testing Window

Test Window	Registration Deadline	Knowledge Exam Testing	Work Product Submission Deadline*
March	February 10	March 17 – April 6	August 24, 2012
May	April 6	May 19 - June 9	August 24, 2012
Sept.	August 3	Sept 15 - Oct 6	February 22, 2013
Nov.	November 2	Nov 9 - Dec 8	February 22, 2013

**ASTD National Member** - \$799.00

**Non-Member** - \$999.00

### Fees Include:

- Knowledge exam seat
- Knowledge exam score report
- Work product submission score report (must pass knowledge exam first)
- CPLP certificate and lapel pin (must pass knowledge exam and work product first)



# CPLP® Certification Review

## CPLP Support Tools

### ■ Prep Support

- Chapter Virtual Prep Workshops
- CPLP Prep Workshops
- Certificate programs
- Learning System
- Flash Cards
- Study Group Leader's Guide
- Check Your Knowledge CD

### ■ Additional online materials

- Links to webcasts
  - Overview of CPLP
  - Value of CPLP
  - 9 AOE's



# CPLP® *Certification Review*

## CPLP- Is it Right For You?

- ? Do you meet eligibility?
- ? Does it match your career goals?
- ? Do you have a work product you can submit?
- ? What are your gaps?
- ? Do you have the time and resources to commit?
- ? What are the benefits? Costs?
- ? Years of industry experience?

# CPLP® Certification Review

## CPLP Preferred Employers



Bristol-Myers Squibb



**SYSCO**



**Nationwide®**  
On Your Side



**PRINCESS CRUISES**  
*escape completely®*



# CPLP® *Certification Review*

## CPLP Fast Facts – Knowledge Exam

Date	Administration Windows	Exams Administered	% Individuals Passed	% Individuals Failed
June 2005 – December 2011	25	2,571	79.3%	20.7%

- 1257 CPLP® designations awarded to date
- 91 CPLP® 's in Florida
- 9 CPLP® 's in Jacksonville

Linda Anhalt  
Linda Hasselbach  
Lisa Fitzsimmons  
Julie Simmons  
Ida Gropper

Darrin Hayes  
Greg Metzger  
Heather Horner  
Philip Zoller

Will you be the next  
CPLP in our  
Chapter????



# CPLP® *Certification Review*

## ASTD Monthly Chapter Meetings

### Benefits

- Network with other professionals
- Learn from presentations on training and development topics
- Listen to renowned speakers and authors
- Meet other local professionals in and outside the profession
- Share your expertise and services
- Enjoy lunch, and sometimes dinner with your colleagues

### JOIN US

The 3rd Thursday of each month at Maggianos from 11:30 a.m. to 1:15 p.m.  
Check the Website [www.astdnefl.org](http://www.astdnefl.org) as location and times vary.



# CPLP® *Certification Review*

## ASTD National Web Site Info

[CPLP Overview from the ASTD Website](#)

[Candidate Bulletin](#)

# CPLP<sup>®</sup> *Certification Review*

## Questions/Discussion

